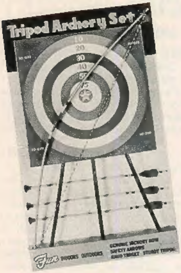
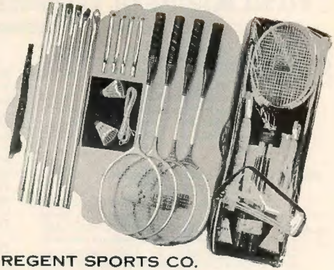

Tripod Archery Set
Fun Indoors Outdoors
Genuine Hickory Bow
Safety Arrows
Hard Target Sturdy Tripod

ROLLIN WILSON CO.



REGENT SPORTS CO.

Collette
W5
Official

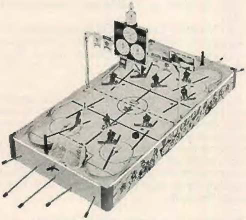
COLLETTE MFG. CO.

Suite 460

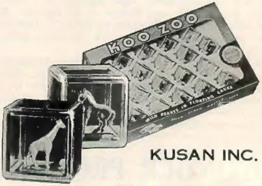
A. H. DELFAUSSE

Company

200 FIFTH AVENUE
NEW YORK 10, N.Y.



EAGLE TOYS LTD.



KUSAN INC.

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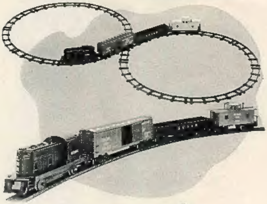
KUSAN INC.



REGENT SPORTS CO.

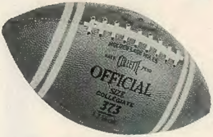
HANNA MFG. CO.

Suite 460

A. H. DELFAUSSE

Company

200 FIFTH AVENUE
NEW YORK 10, N.Y.


Collette
OFFICIAL
SIZE
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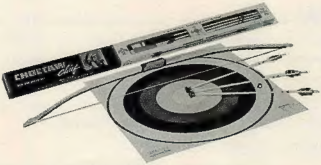
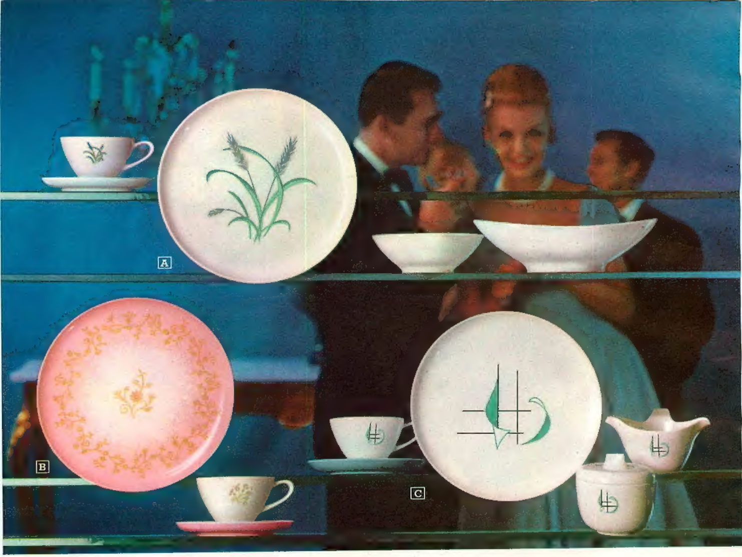
373

COLLETTE MFG. CO.

REGENT SPORTS CO.


CHOCTAW Chief

ROLLIN WILSON CO.



PROLON brings you true magnificence in melamine dinnerware

Only PROLON could combine all the delicacy of fine china with the amazing durability of PROLON melamine. Here, in superb luxury weight dinnerware that is practically unbreakable, are three breathtaking patterns to grace your table. Even the hottest dishwasher water can't harm them in any way. They'll never fade or craze. They're chip and crack resistant, too! The deep coupe plates have finely tapered edges and the unusual "Flare-Styling" of the cups mark this dinnerware as worthy of accompanying your finest silver and crystal. Add PROLON Design Guild's incomparable choice of colors and unmatched reputation for quality melamine and you'll know why you shouldn't wait any longer to own one of these sets.

A **SILVER BELLE** . . . delicacy in motion is a feeling you receive from the graceful ice-green and silver wheat sheaves set gently in a field of translucent white. This truly-in-tempo with the times interpretation of the traditional wheat pattern has become a modern classic. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated. Other pieces in translucent white.

		Retail
25-0308 W 3330	45-pc. Set (**27 pcs. Dec.**)	**$49.95**
25-0324 W 5330	77-pc. Set (**39 pcs. Dec.**)	**$79.95**

B **DUCHESS** . . . a truly classic and elegant pattern in shimmering gold leaf on warm rose with a bone-white center. Stunning on a sky blue tablecloth or a handsome white linen. The delicate scroll work on the Duchess design is lacelike in quality. A truly superb Design Guild Creation. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated; cereals, fruits in white. Saucers and veg. dish in rose.

		Retail
25-2205 W 3330	45-pc. Set (**27 pcs. Dec.**)	**$49.95**
25-0316 W 5330	77-pc. Set (**39 pcs. Dec.**)	**$79.95**

C **REGATTA** . . . an award-winning seascape abstract pattern handsomely done in a cool turquoise and black against white. This pattern has an affinity for contemporary settings but has a way of blending in easily with period accessories. In short, a pattern for your every dining occasion. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated. Other pieces in turquoise.

		Retail
25-2197 W 3330	45-pc. Set (**27 pcs. Dec.**)	**$49.95**
25-0225 W 5330	77-pc. Set (**39 pcs. Dec.**)	**$79.95**

COMPOSITION OF SETS

45-Piece Set. Eight each: large dinner plates, bread and butter plates, cups, saucers, cereal bowls. One each: platter, creamer, covered sugar bowl and vegetable serving dish. Shipping weight 16 lbs.

77-Piece Set. Twelve each: large dinner plates, bread and butter plates, cups, saucers, cereal bowls and fruit bowls. One each: platter, creamer, covered sugar bowl and vegetable serving dish. Shipping weight 24 lbs.

All PROLON dinnerware is guaranteed by manufacturer not to chip, crack or break during two years of normal use.

OPEN STOCK . . . **Shipped Prepaid.** Minimum order $10.00 retail. Allow 10 days for shipping.

DECORATED PIECES

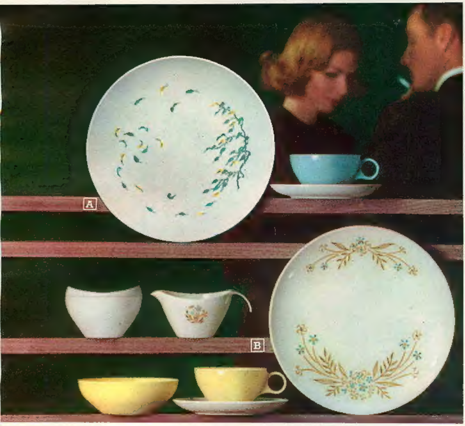
Patterns: Regatta, Duchess, or Silver Belle. Specify pattern when ordering.

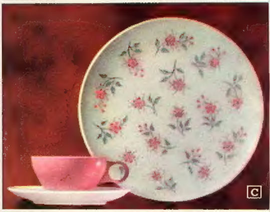
Stock No.	Description	Retail
65-3345 FF 244	10-in. Dinner Plate	**$3.25**
65-3378 FF 139	6¼-in. B & B Plate	**1.85**
65-3402 FF 139	9-oz. Cup	**1.85**
65-3436 FF 469	13-in. Oval Platter	**6.25**
65-3469 FF 446	Creamer & Sugar Set	**5.95**

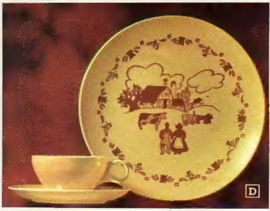
SOLID COLORS

Available in three solid colors: Turquoise, Bone White, or Regal Rose. Specify color when ordering.

Stock No.	Description	Retail
65-2982 FF 169	10-in. Dinner Plate	**$2.25**
65-3014 FF 113	7¾-in. Salad Plate	**1.50**
65-3048 FF 90	6¼-in. B & B Plate	**1.20**
65-3071 FF 101	9-oz. Cup	**1.35**
65-3105 FF 83	Saucer	**1.10**
65-3139 FF 101	14-oz. Soup-Cereal	**1.35**
65-3162 FF 83	8-oz. Fruit Bowl	**1.10**
65-3196 FF 282	13-in. Oval Platter	**3.75**
65-3220 FF 282	Open Vegetable Dish	**3.75**
65-3253 FF 338	Divided Veg. Dish	**4.50**
65-3287 FF 371	Cream & Sugar Set	**4.95**
65-3311 FF 446	11-in. Salad Serv. Bowl	**5.95**







PROLON'S EXCITING MELAMINE LINE OFFERS UNEQUALED VALUE

COMPOSITION OF SETS

45-Piece Set. Eight each: large dinner plates, B & B's, cups, saucers, cereal bowls. One each: 14-inch platter, creamer, covered sugar bowl, vegetable dish. Ship. Wt. 14 lbs.

53-Piece Set. Eight each: dinner plates, B & B's, cups, saucers, cereals, fruit bowls. One each: 14-inch platter, creamer, covered sugar bowl, veg. dish. Ship. Wt. 16 lbs.

77-Piece Set. Twelve each: dinner plates, B & B's, cups, saucers, cereals, fruit bowls. One each: 14-inch platter, creamer, covered sugar bowl, veg. dish. Ship. Wt. 21 lbs.

89-Piece Set. Twelve each: dinner plates, salad plates, B & B's, cups, saucers, cereal, fruit dishes. One each: 14-inch platter, creamer, covered sugar bowl, veg. dish. Ship. Wt. 25 lbs.

Here is the new array of beautiful porcelain-quality patterns you've been waiting for . . . skillfully combined with the durable quality of PROLON melamine. This strikingly designed line is all but unbreakable, chip-and-crack resistant and it can be washed in a dishwasher. America's top value! You'll find it right for every occasion.

A LEAFDANCE . . . swirling leaves in a heavenly combination of Turquoise and multi-colored accents makes this pattern the most charming creation of this or any other year.

Retail
25-0357 W 2663 53-pc. Set (**27 pcs. Dec.**) **$39.95**
25-0399 W 3997 77-pc. Set (**39 pcs. Dec.**) **$59.95**

B GOLDEN GARLAND . . . rich gold-leaf sprays of leaves and flowers accented with yellow and turquoise. You'd expect to find this pattern treatment only in higher priced lines.

Retail
25-0340 W 2663 53-pc. Set (**27 pcs. Dec.**) **$39.95**
25-0381 W 3997 77-pc. Set (**39 pcs. Dec.**) **$59.95**

NOTE: PATTERNS A & B dinner plates, B & B plates, saucers, platter, creamer & sugar decorated on white. Other pieces are in complementary colors as pictured.

C EXOTIC ROSE . . . a cascading repeat pattern of roses in soft pink and gray; a welcome touch of brightness to enjoy all year. Dinner plates, B & B plates and platter decorated on white. Other pieces in pink and white.

Retail
25-2056 W 1997 45-pc. Set (**17 pcs. Dec.**) **$29.95**
25-0365 W 3664 77-pc. Set (**25 pcs. Dec.**) **$54.95**

D FARM-IN-DELL . . . has the fresh and sunshiny look that makes food seem twice as good. Executed in brown on yellow. Dinner plates, B & B plates and platter decorated on yellow. Other pieces yellow.

Retail
25-0332 W 1997 45-pc. Set (**17 pcs. Dec.**) **$29.95**
25-0373 W 3664 77-pc. Set (**25 pcs. Dec.**) **$54.95**

OPEN STOCK . . . **Shipped Prepaid.** Minimum order $10.00 Retail. Allow 10 days for shipping.

DECORATED PIECES . . . Golden Garland, Leafdance, Exotic Rose, or Farm-In-Dell. **Specify pattern.**

STOCK NO.	DESCRIPTION	RETAIL
65-3972 FF 168	10-inch Dinner Plate	$2.50
65-4012 FF 105	6¼-inch B & B Plate	1.40
65-4053 FF 106	Saucer*	1.40
65-4079 FF 431	14-inch Platter	5.75
65-4111 FF 431	Cream & Sugar Set*	5.75

*Available in Golden Garland and Leafdance only.

SOLID COLORS . . . Pink, White, Turquoise, or Yellow. **Specify color.**

STOCK NO.	DESCRIPTION	RETAIL
65-3493 FF 113	10-inch Dinner Plate	$1.50
65-3535 FF 83	7½-inch Salad Plate	1.10
65-3576 FF 68	6¼-inch B & B Plate	.90
65-3618 FF 68	7-oz. Cup	.90
65-3659 FF 60	Saucer	.80
65-3691 FF 94	20-oz. Soup Dish	1.25
65-3733 FF 83	15-oz. Cereal Dish	1.10
65-3774 FF 60	7-oz. Fruit Dish	.80
65-3816 FF 169	Open Vegetable Dish	2.25
65-3857 FF 244	14-inch Platter	3.25
65-3899 FF 296	Cream & Sugar Set	3.95
65-3931 FF 206	Divided Veg. Dish	2.75

JEWEL TONE SPECIAL . . . a big-set value for a small-set price in lustrous decorator colors. A rainbow assortment of pink, turquoise, yellow and white jewel tones.

25-2007 W 1663	45-pc. Set.	**Retail $24.95**
25-0407 W 3330	89-pc. Set.	**Retail $49.95**

ALL PROLON dinnerware is guaranteed by manufacturer not to chip, crack or break during normal use for two full years.

enhut®
than any
other make!
IANOS
continue to do so!

If you thought Schoenhut was great in '59, wait till you see what's in store for '60!

Newest product from the oldest name in the business

Overwhelming approval greeted the new Schoenhut Electric Organ for children . . . and small wonder! Precision construction includes new non-stick keys and finest brass reeds. Tonal quality is so excellent it's hard to believe this is actually a toy.

THE SCHOENHUT ELECTRIC ORGAN

NEW EXPANDED COLOR CATALOG

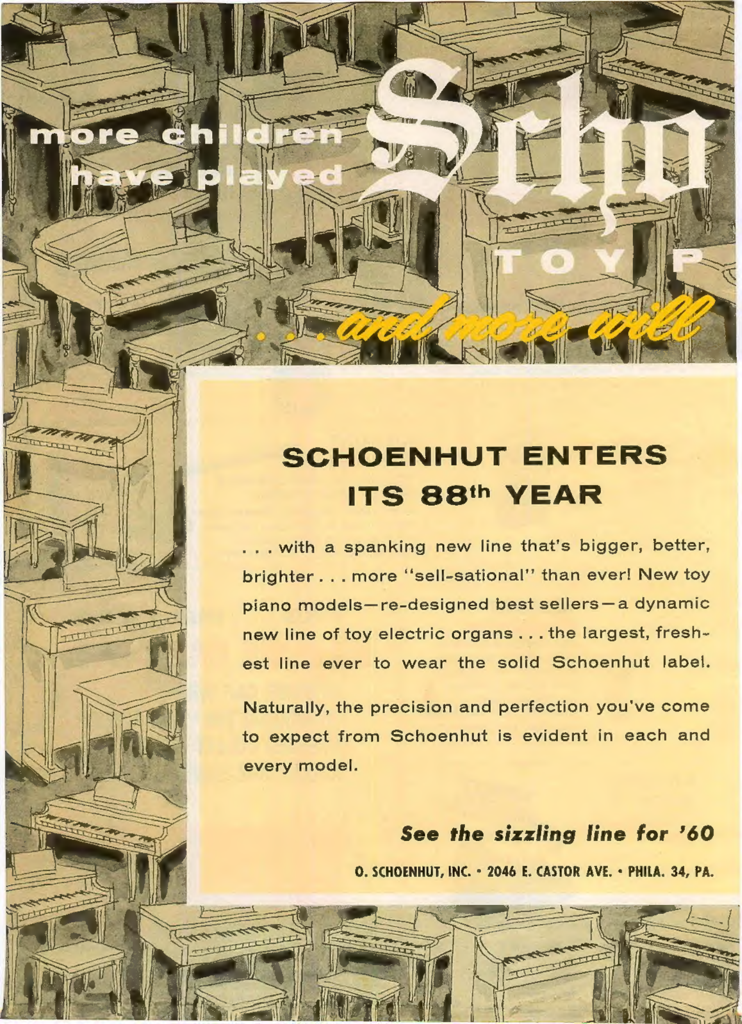
Schoenhut
the
ultimate
in
toy
pianos

Including new models, best-selling standards and electric organs.

The comprehensive new Schoenhut catalog colorfully illustrates our sizzling line for '60. It previews what's in store for you at the Toy Fair!

at the TOY FAIR **Schoenhut®**
MARK WELL THE NAME

MOSELEY & ABRAHAMS • 200 FIFTH AVE. • N.Y. 10, N.Y.



SCHOENHUT ENTERS ITS 88th YEAR

. . . with a spanking new line that's bigger, better, brighter . . . more "sell-sational" than ever! New toy piano models—re-designed best sellers—a dynamic new line of toy electric organs . . . the largest, freshest line ever to wear the solid Schoenhut label.

Naturally, the precision and perfection you've come to expect from Schoenhut is evident in each and every model.

See the sizzling line for '60

O. SCHOENHUT, INC. • 2046 E. CASTOR AVE. • PHILA. 34, PA.

THE BELLS ARE RINGING ALL OVER THE COUNTRY

Dennis the MENACE

NEW!

STUFF 'N LACE DOLLS
CRAYON-BY-NUMBER SETS
PAINT-BY-NUMBER SETS
PLASTIC PALETTE COLORING SETS
MODELING CLAY SETS

in $\$1^{00}$ and $\$2^{00}$ sets

Dennis the MENACE and RUFF
Stuff n' Lace DOLLS
Dennis the MENACE CRAYON BY NUMBER
Dennis the MENACE
Modeling CLAY SET
Dennis the MENACE PAINT BY NUMBER WATER COLOR SET
Dennis the MENACE COLORING SET

The most publicized cartoon character in the country has teamed up with Standard Toykraft to bring you the biggest sales producers in '60. Dennis the Menace pre-sells for you, through his syndicated daily comic strip... through millions of comic books... and on his **Sunday evening TV show on the CBS television network.**

Autograph PETS

TO STUFF 'N LACE

NEW! in $\$1^{00}$ and $\$2^{00}$ sets

We've added greater sales impetus to the **children's newest rage.** Now they can derive loads of fun sewing Kangi Kangaroo and Petey The Penguin and then collect the autographs of all their friends on the smooth white surface of the pets. A pen is included in each set.

Wash 'n Play PUPPETS

NEW!

in $\$1^{00}$ and $\$2^{00}$ sets

Wash 'n Play PUPPETS

Provides **fun for youngsters** in and out of the bath. **Children make their own cute terry cloth puppet mittens** from pre-sewn shapes, applique on nose, eyes and ears-and then play with them while bathing. A special bar of soap is included with each set.

The Quality Line
of Educational
Playthings
Since 1887

Write for
New Colonial
Catalog 'P'

Standard Toykraft PRODUCTS, INC.

FOR Standard Toykraft EDUCATIONAL PLAYTHINGS

STANDARD TOYKRAFT products are your customers choice everytime because they have known the STANDARD TOYKRAFT name for over 70 years... The well established STANDARD TOYKRAFT reputation for quality. They buy STANDARD TOYKRAFT products for their superior play value and outstanding educational features.

NEW!

The RIFLEMAN

PAINT-BY-NUMBER OIL PAINT SETS

in $1.00 and $2.00 sets

THE RIFLEMAN
Paint by Number
OIL PAINT SET

The Rifleman, Lucas McCain and his son Mark, TV's new western personalities blast into the toy field by adding a new dimension to Paint-by-Numbers. Ingeniously die-cut canvas panels interlock enabling the youngster to achieve colorful three dimensional scenes of Lucas, Mark and authentic western street scenes.

Betsy McCall

PAPER DOLL FASHIONS
HOME DECORATOR SETS
in $1.00 and $2.00 sets

NEW!

FASHION SHOP EMBROIDERY SETS
in $1.00, $2.00 and $3.00 sets

Betsy McCall
PAPER DOLLS
Betsy McCall
HOME DECORATOR SET with color and recolor cards
FASHION SHOP

These sets have all been produced to meet the fashion and home furnishing standards that have made McCall's Magazine famous with women and children everywhere. **Every month Betsy McCall visits a total of over 6,000,000 readers** who live in households with one or more children under 10 years of age—and does a big pre-selling job.

CREATORS OF

- STUFF 'N LACE DOLLS
- PETAL CRAFT
- APPLIQUE SETS
- FINGER PAINT SETS
- WATER COLOR SETS
- CRAYON COLOR & ERASE SETS
- STENCIL SETS
- PAINT-BY-NUMBER SETS
- CRAYON SETS
- TV ACTIVITY SETS
- MODELING CLAY SETS
- SLATE AND CHALK SETS
- TAPESTRY WEAVING SETS
- EMBROIDERY SETS
- CHARM JEWELRY SETS
- SELF SERVICE MERCHANDISE

And you'll want STANDARD TOYKRAFT in 1960 because you are assured of staple all-year round sellers... because STANDARD TOYKRAFT continues to bring you brilliant merchandising tie-ins with the best known names in the country on TV and in National publications... Names that do a tremendous pre-selling job and fill your store with enthusiastic customers and your cash register with extra profits as it rings a merry tune.

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SHOWROOM: Suite 557 · 200 FIFTH AVENUE · NEW YORK 10, N. Y.

Shockproof with Incabloc.

Hallmark

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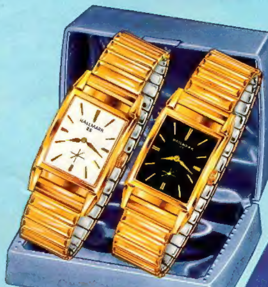
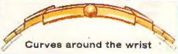
SUPER BUDGET VALUES

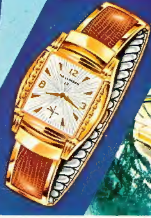
Lifetime Guarantee

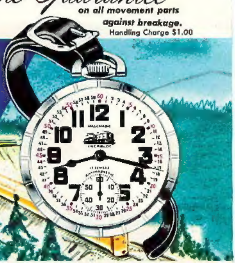
on all movement parts against breakage.
Handling Charge $1.00




Curves around the wrist

25 JEWELS





CURV-AIR "25": 25 Jewels. Contour curved to hug your wrist. An improved design of a favorite style. Handsomely masculine case is 10K yellow gold-filled with matching expansion bracelet. A really distinguished watch. **Incabloc shockproof. Unbreakable mainspring.**
10-5585 V 3450..Retail **$89.50**

CURV-AIR "25" B: 25 Jewels. Fine new version of an always popular design. Striking black face gives this fine timepiece a debonair appearance. Beautiful case is 10K yellow gold-filled. Matching expansion bracelet. **Incabloc shockproof. Unbreakable mainspring.**
10-5593 V 3450..Retail **$89.50**

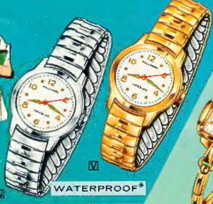
Columbine: Truly important looking watch for the young man on his way up. 10K yellow rolled gold plated case, non-corrosive back. Gold-filled combination expansion band with brown leather insets. 17 Jewels. **Incabloc shockproof. With unbreakable mainspring. Anti-magnetic.**
10-9751 V 2140..Retail **$55.00**

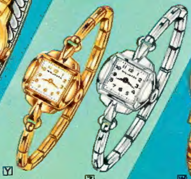
Transportation Style Pocket Watch

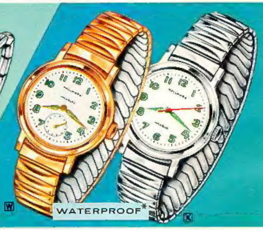
Time-honored style for men who can't wear a wrist watch. Super-accurate, built for hard wear and dependable service. Dust-protected chrome plated case has locomotive design engraved on back. Black enameled figures on white dial. Fully numbered minute track. 17 jewel **shockproof movement. Anti-magnetic. Unbreakable mainspring. Leather fob included.**
10-9801 V 1995..................Retail **$52.50**

Shipping Weight about ½ lb.

***Guaranteed waterproof as long as case, crown and crystal are intact. Retail Prices Include Federal Excise Tax; Dealer's Prices Do Not. Watches illustrated are ⅞ actual size.**







Waterproof* Ladies' Watch . . . Ideal for Nurses, Homemakers, Careerists

U **Nurse Nanette W:** Sensational value in a truly practical watch. Very legible skip figure dial has luminous hands and hour dots. Red sweep second hand. All steel case with matching expansion bracelet. Accurate 7 jewel movement is **Incabloc shockproof and has unbreakable mainspring. Anti-magnetic.**
10-5643 V 1545.....................Retail **$42.50**

V **Nurse Nanette Y:** As above. Yellow top case, band.
10-5650 V 1735.....................Retail **$45.00**

Y **Iris Y:** Dainty, sub-deb fashion. Yellow top case with non-corrosive back. 10K gold-filled expansion bracelet to match. All arabic numeral dial. Accurate 7 jewel movement is **Incabloc shockproof. Unbreakable mainspring.**
10-5619 V 1565.................Retail **$42.50**

Z **Iris W.** Same as above in white case and band.
10-5627 V 1565.................Retail **$42.50**

W **Midshipman: Waterproof*** case has rich yellow top; non-corrosive back. 10K gold-filled expansion band. Luminous hands and figures. 7 Jewel movement is **Incabloc shockproof. Unbreakable mainspring.**
10-9793 V 1420..............Retail **$37.50**

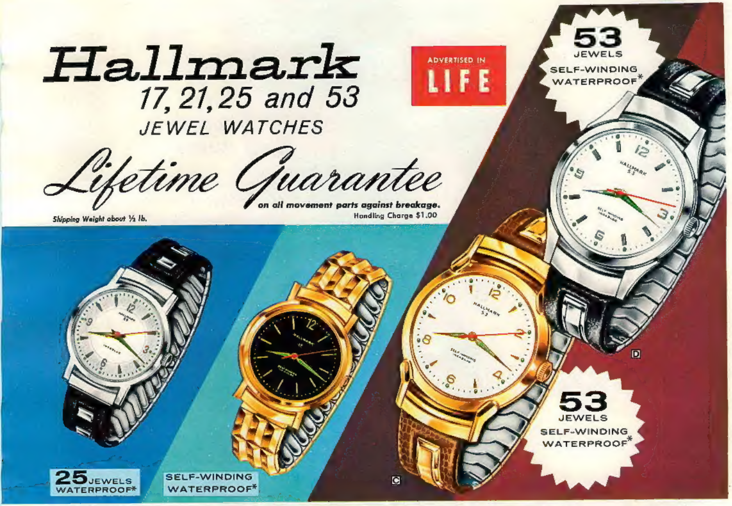
X **Sea Corvair: Waterproof*** chrome top case, non-corrosive back. Steel expansion band. Luminous dial. Sweep second hand. 7 Jewels.
10-5601 V 1350..............Retail **$35.00**

Hallmark
17, 21, 25 and 53
JEWEL WATCHES

Lifetime Guarantee

on all movement parts against breakage.
Handling Charge $1.00

Shipping Weight about ½ lb.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LIFE
53 JEWELS SELF-WINDING WATERPROOF*
D
53 JEWELS SELF-WINDING WATERPROOF*
25 JEWELS WATERPROOF*
SELF-WINDING WATERPROOF*
C

Sea Rover "25": 25 Jewel waterproof* military type watch, styled for dress wear. Chrome case has non-corrosive back. Steel combination expansion band with leather trim. Luminous hour dots and hands visible in the dark. Red sweep second hand. **Shockproof with Incabloc. Unbreakable mainspring.**
10-9496 V 2375..Retail **$62.50**

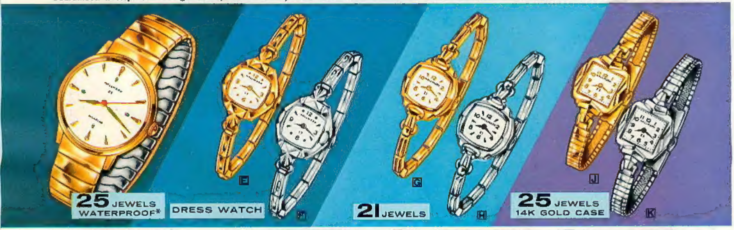
Newton: Self-winding waterproof*. The jet black dial contrasts vividly with the rich, gleaming yellow case. Non-corrosive back. Matching gold-filled expansion band. Sweep second hand, luminous hour dots and hands. 17 jewel movement shockproof with **Incabloc. Unbreakable mainspring.**
10-9462 V 2895..Retail **$75.00**

C Presentation Cyclomatic 53 Jewel self-winding waterproof* watch has the most efficient, accurate automatic system ever designed. Yellow 10 Krolled gold plate case with non-corrosive back. Gold-filled combination expansion band with lizard trim. Luminous dial, sweep second hand. **Unbreakable mainspring.**
10-1170 V 4790.Retail **$125.00**

D Marine Cyclomatic 53 Jewel self-winding waterproof. Ultra-advanced movement with built-in shock-absorbers. Chrome top case has non-corrosive back. Steel combination expansion bracelet with leather trim. Luminous hands and hour dots, sweep second hand. **Unbreakable mainspring. Incabloc.**
10-9454 V 4360.Retail **$115.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; Dealer's Prices Do Not.



Avalon: 25 Jewel waterproof* water-thin dress watch for the man who prefers executive styling. Gleaming yellow top case has a non-corrosive back. Matching 10K gold-filled expansion bracelet. Luminous dial with sweep second hand. **Incabloc shockproof and anti-magnetic. Unbreakable mainspring.** Excellent buy.
10-5460 V 2820..Retail **$75.00**

E Lilac Y: Fashion designed dress watch. Yellow case has non-corrosive back. 10K gold-filled expansion bracelet. 17 Jewels. **Incabloc shockproof. Unbreakable mainspring.**
10-9744 V 2160..Retail **$57.50**

F Lilac W: As above in white.
10-5478 V 2160..Retail **$57.50**

G Rhumba "21": 21 Jewels. Superbly styled watch. 10K yellow rolled gold plate case has non-corrosive back. Matching 10K gold-filled expansion bracelet. **Incabloc shockproof.**
10-9538 V 2370..Retail **$62.50**

H Sabrina "21": As above in 10K white rolled gold plate case.
10-9520 V 2370..Retail **$62.50**

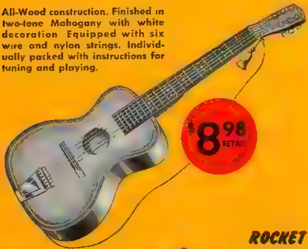
J Golden Glow "25" Y: 25 Jewels. Solid 14K yellow gold case. Wide 10K gold-filled link bracelet has safety chain. **Incabloc shockproof. Unbreakable mainspring.**
10-5486 V 3125..Retail **$82.50**

K Golden Glow "25" W: Same as above, with 14K white gold case.
10-5494 V 3125..Retail **$82.50**

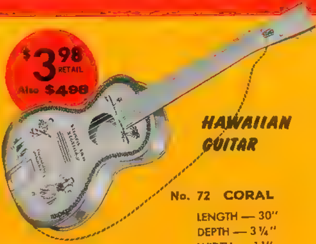
JEFFERSON
"3-D" MUSICAL TOYS

DELUXE GUITAR No. 75

All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing.



$8 98 RETAIL



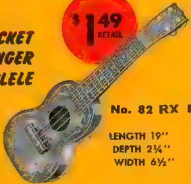
$3 98 RETAIL
Also $498

HAWAIIAN GUITAR

No. 72 CORAL

LENGTH — 30"
DEPTH — 3¼"
WIDTH — 11"

ROCKET RANGER UKULELE



$1 49 RETAIL

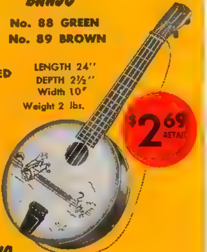
No. 82 RX RED

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

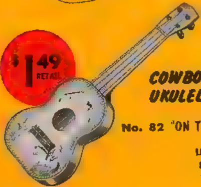
BANJO

No. 88 GREEN
No. 89 BROWN

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.



$2 69 RETAIL



$1 49 RETAIL

COWBOY UKULELE

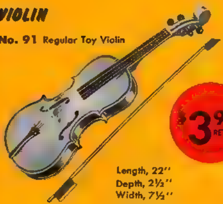
No. 82 "ON THE RANGE"

LENGTH 19"
DEPTH 2¼"
WIDTH 6½"

Packed one dozen
in shipping carton
weight 9 lbs.

VIOLIN

No. 91 Regular Toy Violin



$3 98 RETAIL

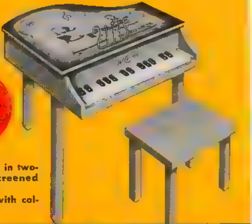
Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

Finished in beautiful two-tone harmonizing colors with black fingerboard and tail piece. Equipped with nylon and steel strings. Bow for playing packed with each violin in shipping container with instructions for tuning and playing.

BABY GRAND PIANO & BENCH

No. 830

30-Key Floor Model
2½ Full Octaves



$9 98 RETAIL

Piano and Bench finished in two-tone colors with silk-screened decorations.
Multi-color Sheet Music with colored Key Chart.

HOTEL
NEW YORKER
Room 928

Manufactured by JEFFERSON MANUFACTURING CO.
2433 N. ORIANNA ST. PHILA. 33, PA

200 FIFTH AVENUE
NEW YORK 10, N. Y.

ROBERT PATTERSON & ASSOCIATES

209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

JEFFERSON

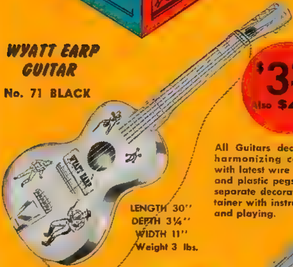
"3-D"
JEFFERSON
PHILADELPHIA
$

MUSICAL TOYS

have good **D**esign
and proven **D**urability
plus **D**ependable
year-round sales

WYATT EARP GUITAR

No. 71 BLACK



$3.98 RETAIL
Also $4.98

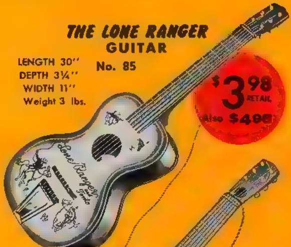
LENGTH 30''
DEPTH 3¼''
WIDTH 11''
Weight 3 lbs.

All Guitars decorated with two harmonizing colors. Equipped with latest wire and nylon strings and plastic pegs. Each packed in separate decorated shipping container with instructions for tuning and playing.

THE LONE RANGER GUITAR

No. 85

LENGTH 30''
DEPTH 3¼''
WIDTH 11''
Weight 3 lbs.



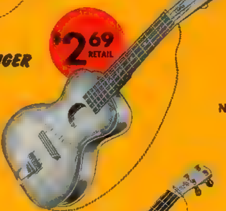
$3.98 RETAIL
Also $4.98

Copyright TLR, Inc.

ROCKET RANGER GUITAR

No. 94 RED

LENGTH 24''
DEPTH 2½''
WIDTH 9½''
Weight 2 lbs.

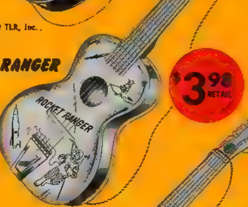


$2.69 RETAIL

ROCKET RANGER GUITAR

No. 70 RED

LENGTH 30''
DEPTH 3¼''
WIDTH 11''
Weight 3 lbs.

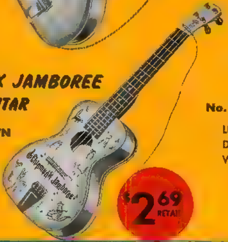


$3.98 RETAIL

CHIPMUNK JAMBOREE GUITAR

No. 78 BROWN

LENGTH 24''
DEPTH 2½''
WIDTH 9½''
Weight 2 lbs.

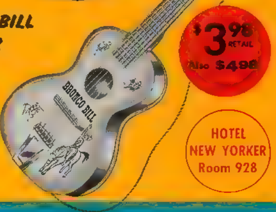


$2.69 RETAIL

BRONCO BILL GUITAR

No. 99 BROWN

LENGTH — 30''
DEPTH — 3¼''
WIDTH — 11''



$3.98 RETAIL
Also $4.98

HOTEL
NEW YORKER
Room 928

Manufactured by **JEFFERSON MANUFACTURING CO.**
2433 N. ORIANNA ST. PHILA. 33, PA

200 FIFTH AVENUE
NEW YORK 10, N. Y.

ROBERT PATTERSON & ASSOCIATES

209 SOUTH STATE STREET
CHICAGO 4, ILLINOIS

new face—new figures—bigger count

original-round

LINCOLN
with figures **LOGS**

America's National Toy

IN SQUARE CAN CONTAINERS

New containers save stock space, stack sturdily on counter displays.

Sealed contents guarantee factory fresh materials in correct count.

SET 4CF *Suggested Retail Price* **$4.00**
129 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals. 4 page colored design sheet.
Standard package 6 cans—weight 27 pounds.

Vinyl figures are nontoxic—full colors—scaled for use with Lincoln Logs.

SET 6CF *Suggested Retail Price* **$6.00**
178 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals. 4 page colored design sheet. This is the deluxe Lincoln Log set.
Standard package 4 cans—weight 29 pounds.

PEG BLOX

Multiple unit system of ⅞" thick wood block shapes with drilled holes ⅞" between centers allow connecting dowels to build realistic, mobile models of any description. Can be used with Makit Toy sets. All blocks are in primary colors.

NO. 15 PEG BLOX
Suggested Retail Price **$1.50**
11 shapes, 44 pieces and design sheet.
Standard package 12 cans—weight 14 pounds.

NO. 25 PEG BLOX
Suggested Retail Price **$3.00**
13 shapes, 74 pieces and design sheet.
Standard package 6 cans—weight 13 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 3720 N. Kedzie Ave., Chicago 18, Illinois *original-round*

LINCOLN LOGS

America's National Toy

a new face for 1960

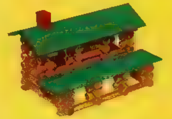
Lincoln Logs has been a best seller for more than a quarter of a century As educational toys, Lincoln Logs provide hours of pure enjoyment, encourage the child's imagination, create a background for trains, trucks, figures, etc. They are ideal for play alone or for group activity. Realistic forts, cabins, stockades, houses and many other buildings and structures will be built.

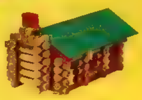
Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored Lincoln Logs are standard ¾" in diameter and each set is complete in itself. All sets interchange one with another.

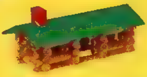
NOW IN SPACE SAVING—COUNTER STACKING—CONTENTS SEALED—SQUARE CAN CONTAINERS

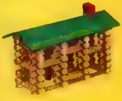
- **Original, realistic round Logs**
- **Even better values at lowest prices**
- **Sturdy, colorful gables**
- **4 page colored design sheets in each set**
- **6 sets in $1.00—$2.00—$3.00—$4.00—$5.00—$6.00 price lines**

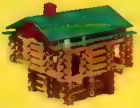
LINCOLN LOGS











SET 1C *Suggested Retail Price* **$1.00**
53 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds.

SET 3C *Suggested Retail Price* **$3.00**
129 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built.
Standard package 6 cans—weight 21 pounds.

SET 2C *Suggested Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 5C *Suggested Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made. Constructs larger buildings or more than one small building.
Standard package 4 cans—weight 24 pounds.

STANDARD TERMS AND DISCOUNTS APPLY

Write to Lincoln Logs (Division of Playskool Mfg. Co.) 3720 N. Kedzie Ave., Chicago 18, Illinois

Printed in U.S.A.

TEXAS·WARE
fine melmac® dinnerware

Guaranteed
All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

45 Piece Service for Eight: 8 each dinner plates, salad plates, cups, saucers, soup bowls: 1 each platter, serving bowl, creamer, sugar and lid Wt. 15 lbs.

53 Piece Service for Eight: Same as above except eight dessert bowls are added. Wt. 16 lbs.

79 Piece Service for Twelve: 12 ea. dinner plates, bread and butter plates, cups, saucers, soup bowls, dessert bowls; 2 each platters, serving bowls; 1 each creamer, sugar, sugar bowl lid. Wt. 22 lbs.

Gold Wheat

classic gold on glistening translucent white. Lovely for dining by candlelight . . . durable enough for years of day-in, day out family use. Dinners, salads, saucers, platter decorated; cups and bowls in lustrous white.

4A-1495 X3330 45-pc. Service for Eight.. ....Retail **49.95**

Old world charm on three new patterns designed for us in Holland. 53 piece sets, lovely rimmed shape, 42 decorated pieces . . . even the bowls are decorated.

Bleu Heirloom

. . . a faithful reproduction of the ever-popular "onion" pattern. It will become a prized family possession.

4A-40409 X3330 53-pc. Service for Eight ....Retail **49.95**

Rose Pompadour

. . . a lovely scene in delicate shades of rose and pink adapted from an 18th Century Sevres design.

4A-40411 X3330 53-pc. Service for Eight......Retail **49.95**

Countryside Idyll

a traditional Staffordshire pattern in rich brown with a different village scene on each size plate.

4A-40410 X3330 53-pc. Service for 8...Ret. **49.95**

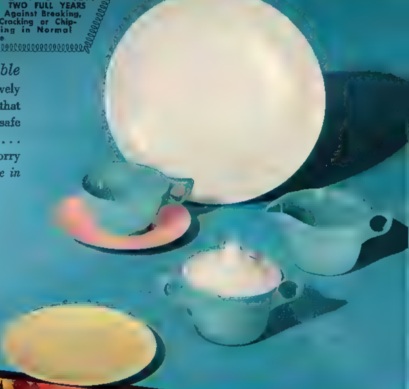
TEXAS-WARE

fine melmac® dinnerware

Guaranteed
TWO FULL YEARS
Against Breaking,
Cracking or Chipping in Normal
Use

The finest melamine dinnerware available

. . . beautiful patterns on beautiful shapes to ensure lovely table settings, combined with such sturdy durability that TEXAS WARE is guaranteed against breakage. It's safe even in the hands of children and so easy to care for . . . it cleans with the swish of a cloth, with never a worry about chipped edges or broken handles. *Perfectly safe in scalding water or your dishwasher.*



Coronado

53 piece Special Service for 8. . . . only $29.95

Lovely rainbow in turquoise, pink, yellow and white . . . graceful coupe shape . . . full service for eight. Sets a beautiful table for any occasion and *Now* at this new low, low price . . . TEXAS WARE's most economical set. See reverse side of page for set composition and weight.

4A-40400 X1997 53-pc. Service for Eight, Rainbow . . . . Retail **29.95**

Four fresh new florals on translucent white . . . more decorated pieces than ever in a popular priced set. All plates, bread and butters, saucers and medium platter decorated . . . other pieces in matching solid color.

Forsythia . . . combines the sunny warmth of yellow blossoms with the softness of sandalwood branches.

4A-40401 X2663 53-pc. Service for 8. . Ret. **39.95**
4A-40402 X3997 79-pc. Service for 12. Ret. **59.95**

Larkspur . . . only hidden meadows yield the beauty of this wild dusky pink flower. Gray foliage and brown branches.

4A-40405 X2663 53-pc. Service for Eight . . . . Retail **39.95**
4A-40406 X3997 79-pc. Service for Twelve . . . . Retail **59.95**

Morning Flair . . . captures the dewy freshness of early morn with new turquoise petals and sandalwood leaves.

4A-40407 X2663 53-pc Service for Eight . . . . Retail **39.95**
4A-40408 X3997 79-pc. Service for Twelve . . . . Retail **59.95**

Wild Rose . . . airy woodland flowers in fragrant pink, blooming delicately amid leaves of green.

4A-40403 X2663 53-pc. Service for Eight . . . . Retail **39.95**
4A-40404 X3997 79-pc. Service for Twelve . . . . Retail **59.95**

See reverse side of page for set compositions and weights.

underwood Golden-Touch®
PORTABLES for '60

NEW "GOLDEN TOUCH" QUIET TAB DELUXE PORTABLE...
More Big-Typewriter Features Than Any Other Portable

Tabs like an office typewriter! Only portable with separate SET and CLEAR keys controlled from keyboard. • **Exclusive "See-Set" margins.** Set balanced writing line by scale—no need to move carriage. • **Line gauge** eliminates guesswork from end of page typing • **Touch "Jam-Release"** key instantly frees typing jams—no finger smudging. • Retractable **Deluxe paper supports**—keeps paper in readable position. **Complete all-feature portable** including full-size standard keyboard, touch control, variable line spacer, quick ribbon change, two-color ribbon selector—cuts stencils, three position bail with scale, etc. Completely insulated for quiet operation. "Multiple use" Carrying Case and free Instruction Book. Shipping wt. 23 lbs.

	Retail
4E-13935 X10596 Driftwood, Pica	$139.96*
4E-13803 X10596 Driftwood, Elite	$139.96*
4E-41908 X10596 Banff Blue, Pica	$139.96*
4E-41909 X10596 Banff Blue, Elite	$139.96*

Banff Blue

Fawn

NEW "GOLDEN TOUCH" QUIET TAB UNIVERSAL PORTABLE
Best Tabulator Value...with Many Big-Typewriter Features

Features efficiency, ease, quiet insulated operation. Visible "See-Set" margins. • **"Key-Set" tabulation** . . . sets, clears directly from keyboard. • **Automatic line finder** for writing between the lines—returns to original line. • **Finger form keys**—touch control. • **Balanced segment shift** . . . carriage does not bob when capitals are typed. • Full-size standard keyboard, full-size writing line, 84 characters, two-color ribbon selector—cuts stencils, automatic ribbon reverse, 1-2-3 line spacing, backspacer, left and right margin release key, paper guide, three position bail, paper aligning scale, etc. Attractive Carrying Case and free Instruction Book included. Shipping wt. 23 lbs.

	Retail
4E-13877 X8986 Snow White, Pica Type	$122.86*
4E-13878 X8986 Snow White, Elite Type	$122.86*
4E-13802 X8986 Fawn, Pica Type ..	$122.86*
4E-13915 X8986 Fawn, Elite Type ..	$122.86*

This is Pica Type
This is Elite Type

NEW "GOLDEN TOUCH" LEADER PORTABLE TYPEWRITER

- **Reliable performer at a low price**
- **Standard spaced keyboard**
- **Full size writing line . . . no special ribbon required**
- **Size and action of higher priced machines**

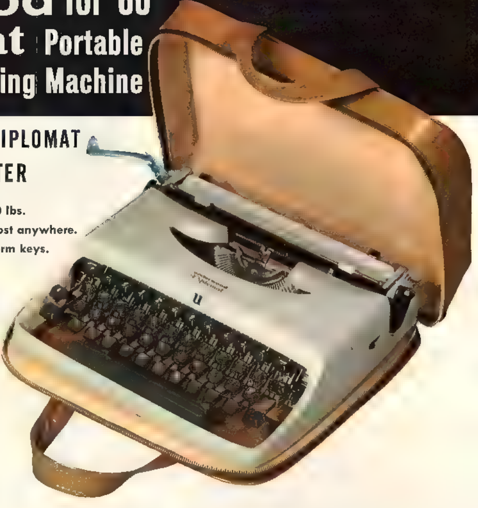
New Golden Touch Leader . . . economical, reliable family portable with modern features. Balanced segment shift . . . carriage does not bob up when capitals are typed. Finger form keys, automatic line finder permits free turning of roller for writing between lines . . . accurate return to original line. Adjustable left and right hand margin with bell ringer. Manual and automatic ribbon reverse, etc. Multiple use carrying case and instruction book included. Pica type only. Shipping wt. 21 lbs.

4E-13804 X6635 Yosemite Blue . . . . Retail $84.05*

*Federal excise tax included

underwood . . . *The World's Most Dependable Typewriter*

underwood for '60
New Diplomat Portable
ADD-MATE Adding Machine



NEW "GOLDEN TOUCH" DIPLOMAT PORTABLE TYPEWRITER

- **Including Carrying Case, weighs only 10 lbs.**
- **Flat (approx. 3" high), compact, fits almost anywhere.**
- **Full-size standard keyboard, 42 finger-form keys.**
- **Takes full-size stationery**

UNDERWOOD'S Newest, Low-priced Portable. Perfect for travelers, students, etc. Attractive, practical with outstanding features for fast accurate typing. Features include left and right hand touch set margins, two-color ribbon—cuts sharp stencils, automatic ribbon reverse, jam-release key, backspacer, line space lever for single and double spacing, left hand shift lock, paper bail, paper support—holds long sheets of paper in place, paper table scale, etc. Attractive zipper Carrying Case and free Instruction Book included. Dawn Gray finish. Shipping weight 13 pounds.

4E-41910 X6370	Pica Type	Retail $78.70*

ONLY 7½ LBS.—ALL ELECTRIC!

NEW PHONE-SIZE UNDERWOOD ADD-MATE

ADDS • SUBTRACTS • MULTIPLIES • TOTALS • SUB-TOTALS

X REPEAT
7
8
9
4
5
6
1
2
3
0
+
SUB TOTAL
CORR
u
underwood

LOWEST PRICED ALL ELECTRIC ADDING, DIRECT SUBTRACTING MACHINE

ATTRACTIVE . . . PRACTICAL . . . IN COLOR AND DESIGN

Ideal figuring machine for stores—homes—offices, etc. So light it goes anywhere. So simple anyone can use it. U/L APPROVED. Simplified 10-key keyboard, electric correction key, digit indicator, repeat key, permanent tape record, transparent tear off bar. A. C. only. Size 7" x 9" x 5". Totals to $99,999.99. Lists 6 and totals 7 columns. Plastic dust cover included. Heavy duty carrying case extra. Shipping wt. 12 lbs.

	Retail
4E-41911 X13250 Driftwood . . .	$158.15*
4E-41912 X13250 Gulf Stream Blue	$158.15*
4E-41913 X1182 Carrying Case . .	$ 13.50

*Federal Excise Tax Included

(B) POCKET KNIVES C

JACKMASTER

COLT POCKET KNIVES

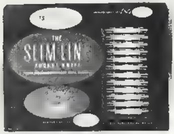
2¾ in. two blade serpentine pattern with full bolsters. Master clip and pen blades of tempered high carbon steel, mirror finish. Simulated stag handles with shields.

No. 785 ....Per Card(12) $9.60

IBM 46681 (11) l s l

Twelve on a Display Card

IMPERIAL—SLIMLINE



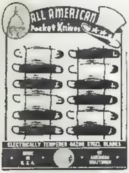
Slimline, two-blade stainless steel, pen knife. Brassed linings and imitation pearl handle; highly polished bolsters. 2¾ in. long x 5/16 in. wide.

No. 62SS ....Per card (12) $12.00

IBM 34622 (19) s h n

Twelve on a Display Card

JACKMASTER


ALL AMERICAN Pocket Knives
ELECTRICALLY TEMPERED RAZOR STEEL BLADES

3½ in., two blades, assorted pattern, jack knives. Clip and pen blades of tempered high carbon steel with mirror finish. Full metal bolsters. Simulated stag, pearl and colored, handles with metal shields

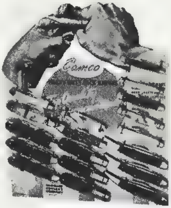
No. JM89 ....Per asst. $10.80

IBM 35001 (15) e r t

Twelve on a Display Card

(A) POCKET KNIVES C

CAMCO



Sturdy colorful display contains eighteen regular Camco "dollar line" knives in assorted stag, nupearl and colored handles as follows:
4 Camp Knives
4 Barlow Knives
10 Jack Knives

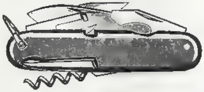
No. 696.........................Per Card (18) $18.00

IBM 46684 (15) c n t n

One Card in a Carton

POCKET KNIVES

Imported—Germany



A six unit Swiss Army pattern camp or scout knife. Has forged steel blades and brass lining; red plastic handle with shackle. Two blades, can opener, bottle opener-screwdriver combination, awl and corkscrew. Six on an easel display.

No. 5299 ....Per card (6) $7.20

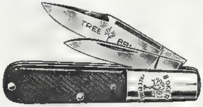
IBM 46685 (12) r a h

Six on a Card

(B) BOKER POCKET KNIVES C

TREE BRAND

Famous for quality, workmanship and finish. Made by most skilled and experienced cutlers that take pride in precision, assembling and ease of operation. Blades forged from special cutlery steel, hardened and tempered, that takes and holds a keen cutting edge. Each knife guaranteed against imperfections.



Genuine bone stag handle, clip and pen blades, brass linings and highly polished steel bolsters. Length closed 3 5/16 in.

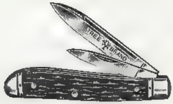
No. 493 ....Each $1.85

IBM 46686 (10) c h a

Six in a Box

(B) BOKER POCKET KNIVES C

SMALL JACK KNIFE



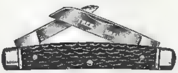
Genuine bone stag handle, spear and pen blades, brass linings, nickel silver bolsters. Length closed 2 7/8 in.

No. 9903.............................Each $1.85

IBM 46687 (18) c h a

Six in a Box

CONGRESS PEN KNIFE



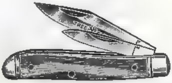
Genuine bone stag handle, sheep foot and pen blades, brass linings, nickel silver bolsters. Length closed 3 in.

No. 6384.....................................Each $2.00

IBM 46688 (16) c a r

Six in a Box

SMALL DOGLEG JACK KNIFE



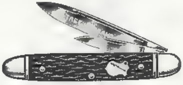
Genuine bone stag handle, clip and pen blades, brass linings, nickel silver bolsters. Length closed 2 7/8 in.

No. 9908..............................Each $2.00

IBM 46689 (14) c a r

Six in a Box

SMALL EQUAL END JACK KNIFE



Genuine bone stag handle, spear and pen blades, brass linings, nickel silver bolsters and shield. Length closed 3 1/16 in.

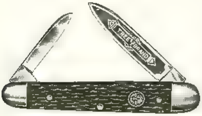
No. 9023.......................................Each $2.25

IBM 46690 (12) c l n

Six in a Box

(B) BOKER POCKET KNIVES C

MEDIUM CONGRESS PEN KNIFE



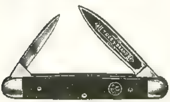
Made in Solingen, Germany

Genuine bone stag handle, two pen blades hand forged. Brass lining, nickel silver bolsters and shield. Length closed, 3¼ in.

No.
210..Each $2.85
IBM 46703 (13) con

Six in a Box

SMALL SENATOR PEN KNIFE



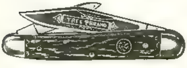
Made in Solingen, Germany

Genuine bone stag handle, two pen blades hand forged. Brass lining, nickel silver bolsters and shield Length closed 2¾ in.

No.
230..Each $2.85
IBM 46704 (11) con

Six in a Box

MEDIUM SERPENTINE PEN KNIFE



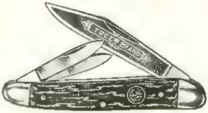
Made in Solingen, Germany

Genuine bone stag handle, one clip and one pen blade, hand forged. brass lining, nickel silver bolsters and shield Length closed, 3 1/8 in.

No.
240..Each $2.85
IBM 46705 (18) con

Six in a Box

LARGE PEN KNIFE



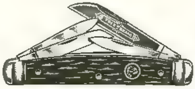
Made in Solingen, Germany

Genuine bone stag handle, two pen and one clip blade, hand forged. Brass lining and nickel silver bolsters and shield. Length closed 3½ in.

No.
280..Each $4.00
IBM 46706 (16) hes

Six in a Box

TREE BRAND
MEDIUM CONGRESS KNIFE



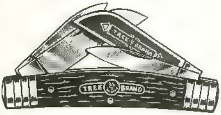
Made in Solingen, Germany

Genuine bone stag handle, two pen and two sheepsfoot blades, hand forged Brass lining, nickel silver bolsters and shield Length closed 3¼ in.

No.
5452..Each $4.00
IBM 46707 (14) hes

Six in a Box

LARGE CONGRESS KNIFE



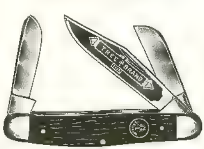
Made in Solingen, Germany

Genuine bone stag handle, two pen and two sheepsfoot blades, hand forged. Brass lining, nickel silver bolster and shield. Length closed, 3¾ in.

No.
5464..Each $4.50
IBM 46708 (12) ann

Six in a Box

MEDIUM PREMIUM STOCK KNIFE



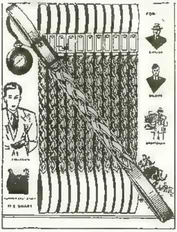
Made in Solingen, Germany

Genuine bone stag handle, one clip, one spey and one sheepsfoot blade, hand forged. Nickel silver, bolster and shield. Length closed, 3½ in.

No.
7588..Each $4.00
IBM 46709 (10) hes

Six in a Box

(A) LEATHER WATCH CHAINS C

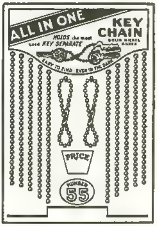


Braided, good quality brown leather, 9 in. long, with nickel plated buckles on one end and loop on other end.

No.
025..Per Card (12) $3.00
IBM 46710 (18) ctl

Twelve on a Display Card

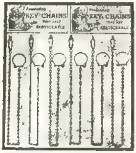
KEY CHAINS


ALL IN ONE
KEY CHAIN
HOLDS the most used KEY SEPARATE
EASY TO FIND EVEN IN THE DARK
PRICE
NUMBER
55

Solid nickel silver flexible bead chain Easy to put on keys, can be arranged to put most used key separate and convenient to carry in pocket or purse. Length 5½ in.

No.
55..Per Card (12) $0.96
IBM 46711 (16) lo

Twelve on a Display Card



Nickel plated steel in assorted link patterns 1¼ in. split key rings on one end and fancy hook at other end for attaching to garment

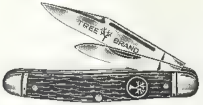
No.
50..Per Card (6) $3.00
IBM 46712 (14) csl

Six on a Display Card

(B) BOKER POCKET KNIVES' C

TREE BRAND

SERPENTINE JACK KNIFE



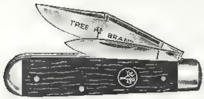
Genuine bone stag handle, spear and pen blades, brass linings, nickel silver bolsters and shield Length closed 3 5/16 in.

No.
8348..Each **$2.35**

IBM 46691 (10) cls

Six in a Box

SWELL END JACK KNIFE



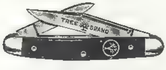
Genuine bone stag handle, clip and pen blades, brass linings, nickel silver bolsters and shield. Length closed 3 5/16 in.

No.
9696..Each **$2.40**

IBM 46692 (18) cen

Six in a Box

SMALL SERPENTINE PEN KNIFE



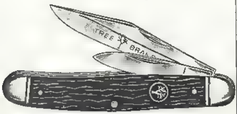
Genuine bone stag handle, spear and pen blades, nickel silver milled linings, bolsters and shield. Length closed 2¾ in.

No.
8288..Each **$2.75**

IBM 46693 (16) cta

Six in a Box

LARGE SERPENTINE JACK KNIFE



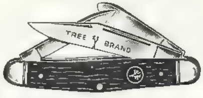
Genuine bone stag handle, saber clip master blade and pen, brass linings, nickel silver bolsters and shield. Length closed 4 in.

No.
8368..Each **$3.00**

IBM 46694 (14) hnn

Six in a Box

JUNIOR PREMIUM STOCK KNIFE



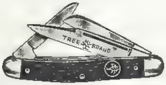
Genuine bone stag handle, clip, pen and spey blades. Brass linings, nickel silver bolsters and shield Length closed 3 3/8 in.

No.
8585..Each **$3.00**

IBM 46695 (11) hnn

Six in a Box

SMALL PREMIUM STOCK KNIFE



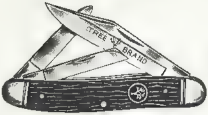
Genuine bone stag handle, clip, pen and spey blades. Brass linings, nickel silver bolsters and shield. Length closed 2⅞ in.

No.
8388..Each **$3.25**

IBM 46696 (19) hcs

Six in a Box

CARPENTERS KNIFE



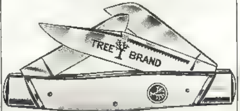
Genuine bone stag handle, heavy duty saber clip master blade, standard pen and special cut-off pen or scribing blade. Brass linings, nickel silver bolsters and shield. Length closed 3½ in.

No.
8313..Each **$3.35**

IBM 46697 (17) hha

Six in a Box

LARGE PREMIUM STOCK KNIFE



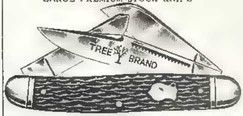
Pearl ivory pyrolin handle, hand honed master clip, pen and spey blades. Nickel silver milled lining and nickel silver bolsters and shield. Length closed 4 in

No.
9885-I..Each **$3.50**

IBM 46698 (15) haa

Six in a Box

LARGE PREMIUM STOCK KNIFE



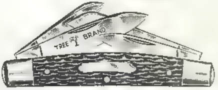
Genuine bone stag handle, hand honed master clip, pen and spey blades, nickel silver milled lining and nickel silver bolsters and shield. Length closed 4 in.

No.
8573..Each **$3.35**

IBM 46699 (13) hha

Six in a Box

LARGE CONGRESS KNIFE



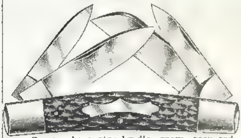
Genuine bone stag handle, hand honed, spey and two pen blades Brass linings, nickel silver bolsters and shield. Length closed 3 11/16 in

No.
6007..Each **$3.50**

IBM 46700 (19) haa

Six in a Box

LARGE CONGRESS KNIFE

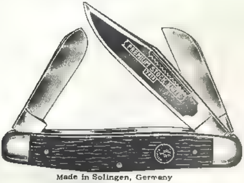


Genuine bone stag handle, spear, spey and two pen blades. Brass linings, nickel silver bolsters and shield. Length closed 4¼ in

No.
5974..Each **$3.95**

IBM 46701 (17) hes

Six in a Box



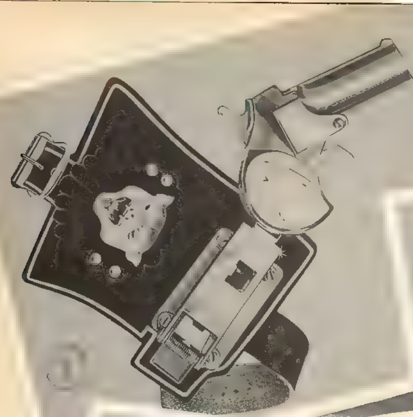
Made in Solingen, Germany

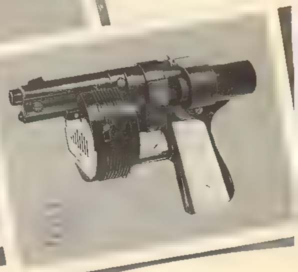
Hand forged blades from bar steel, hand ground and hand honed. Genuine bone stag handle Clip master blade with frosted etching and sheepfoot and spey. Nickel silver linings and bolsters Tree insignia on shield. Length closed 4 in

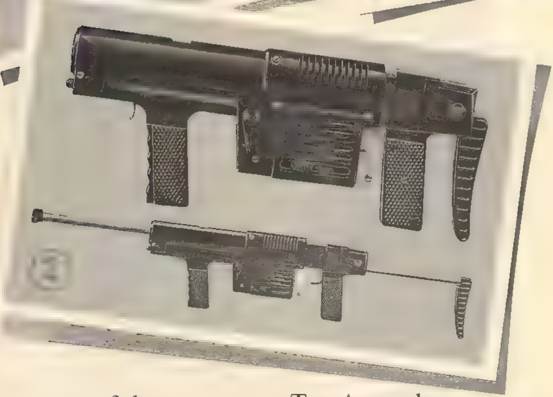
No.
7474..Each **$4.50**

IBM 46702 (15) ann

Six in a Box







The secrets of the Hubley Toy Arsenal:

1. 273 PANTHER PISTOL

Flick of the wrist sends Panther Pistol into hand, ready for firing. Chrome finish with white grips. Genuine leather arm band with adjustable buckle. Pistol is easily removed from rig by pulling (snapfit). Pistol is 4" long. One to a box, 1 dozen to a carton. Wt. 18 lbs. Suggested retail $2.98 TV promoted

Pat. Pending

2. 204 SECRET RIFLE

A slight pull turns this compact gun into Secret Rifle. Blue-black polystyrene. Metal portions are chrome plated. Interior working parts of nylon. 8 brass bullets. Shoots 8 to 10 shots with each cocking. Ejects bullets. Perforated caps. 15¾" long when closed. 32½" long when open. One to a box; ¼ dozen to a carton. Wt. 15 lbs. Suggested retail $12.98 TV promoted.

3. 272 ELECTRA-MATIC 50

Blue-black polystyrene. Metal portions chrome plated. Uses two C size batteries (not furnished). Rapid fire or single shot. White knurled grips. Perforated caps. 7¾" long. One to a box; ½ dozen to a carton. Wt. 10 lbs. Suggested retail $3.98

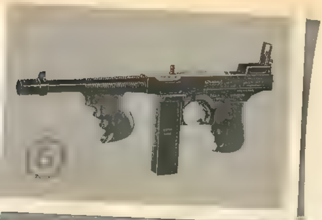
Pat. Pending

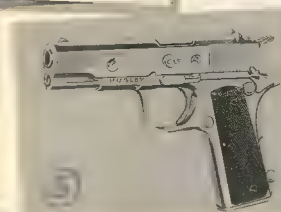
4. 239 DART-A-MATIC BLOW GUN

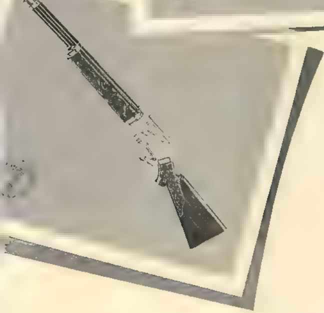
High-impact polystyrene. Colorful gun with clear chamber for 6 darts of assorted colors. Plastic darts tipped with rubber suction cups. 9½" long. Packed 1 to a rack card; 1 dozen to a carton. Wt. 5 lbs. Suggested retail $.98

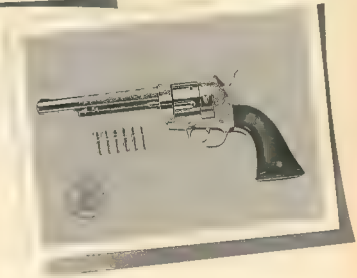
Also available in the #194 deluxe multi-target set, 1 to a box, 1 dozen to a carton. Wt. 12 lbs. Suggested retail $1.98.

Pat. Pending









5. 242 COLT© AUTOMATIC *

A miniature replica of the world-famous Colt Automatic, finished in gleaming chrome with realistic knurled black butts. Detailed die-casting shows the authentic Colt markings. Single shot. Removable bullet clip with six play bullets. Individual boxes with full acetate sleeve. Suitable for racking. One dozen to colorful counter display, three dozen guns (3 displays) to a carton. 5" long. Wt. per carton 11 lbs. Suggested retail $.98.

6. TINY TOMMY SUB-MACHINE GUN

Authentic scale model of real "Tommy" shoots standard roll caps as fast as you can pull the trigger. High-impact plastic, richly detailed, just like its big brother. Die-cast chamber pops up for easy loading. Rear sight folds down. Black with "walnut" grained hand grips. Individual boxes with full acetate lid. Half dozen in a colorful counter display. Two displays (12 guns) to shipping carton. 10½" long. Wt. per carton 7 lbs. Suggested retail $ 98

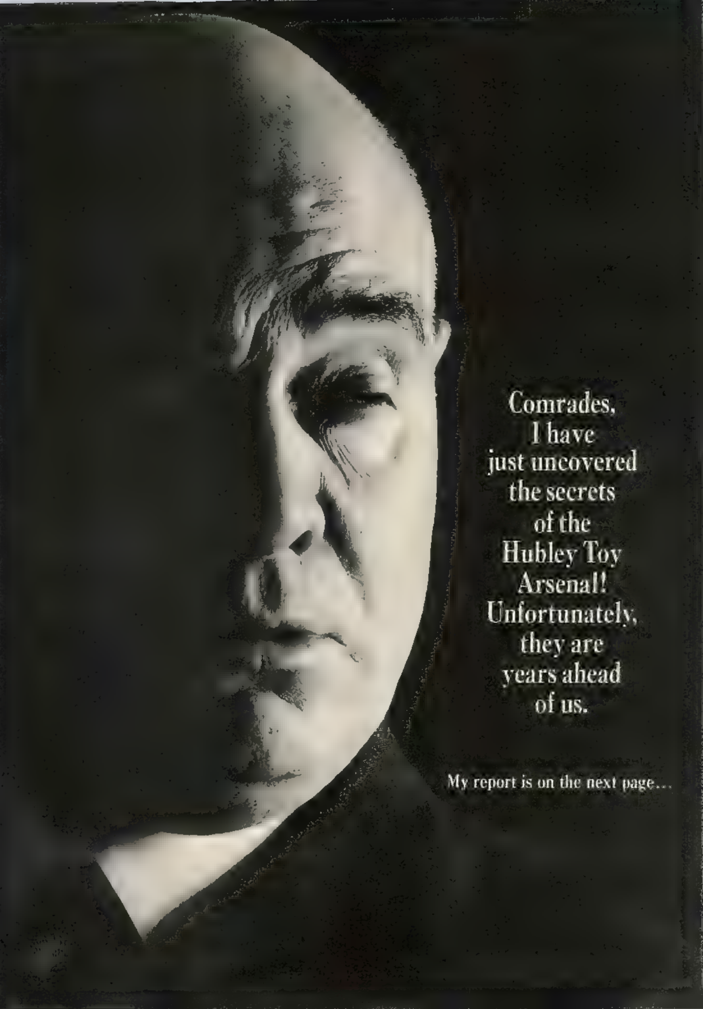
7. 203 "FLIP SPECIAL"®†

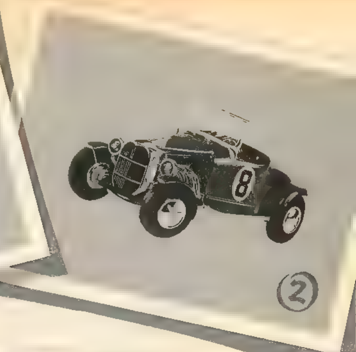
Replica of rifle used on "The Rifleman" TV program. Shoots standard roll caps. Automatic lever action. Walnut-colored plastic butt and stock, nickel-plated working parts. Rich engraving. Packed 1 in counter display box; 6 to a carton. 39½" long. Suggested retail $4.98 TV promoted.

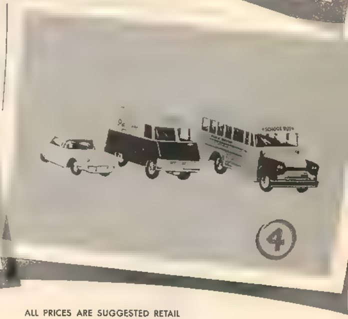
8. 279 RIC-O-SHAY*

Real ricochet noise with each pull of the trigger. Chrome plated with black smooth finish grips. Revolving cylinder with six brass "bullets." Side action loading. Shoots standard roll caps. Counter display box. 13" long. Packed 1 in a box; ½ dozen to a carton. Suggested retail $3.98. TV promoted.

* Pistol mfgd. under license from and copyright [illegible] by Colt Patent Firearms Mfg. Co. Inc. All rights reserved † Product Mfgd. under license from Four Star Sussex [illegible] FOUR STAR SUSSEX ALL RIGHTS RESERVED [illegible] trademark of Hubley Manufacturing Company


Comrades,
I have
just uncovered
the secrets
of the
Hubley Toy
Arsenal!
Unfortunately,
they are
years ahead
of us.
My report is on the next page...





ALL PRICES ARE SUGGESTED RETAIL

Hubley is also years ahead in scale model cars:

1. INTERNATIONAL CARS

$1 to $3 sellers

Includes Ford, Metropolitan, Triumph, Renault, Mercedes, Rolls Royce (shown above) plus customizing kits. These are 1/24th scale models in 1960 colors Each is authentically designed and complete in all details with a powerful friction motor. All lines come in attractive individual packages and colorful counter display assortments

2. HUBLEY METAL KITS

$2 98 sellers

Includes Indianapolis Racer Kit, 1932 Custom Roadster Kit (shown above), Model A Ford Roadster Kit Model A Ford Pick-Up Kit. New idea in toy field. Over 50 parts in each kit. Each model is die-cast zinc with rubber tires and plastic accessories. Built to scale. Each fits together tightly without glue. Put together and take apart as often as desired. All models have steering mechanism that works.

3. TINYTOYS™

$1.50 & $2 00 sellers

Now...American-made scaled miniatures in metal and plastic... including American La France Pumper, Aerial Ladder, Cook Bros. Concrete Mixer (shown above) and many more Self sellers with individual display box, die-cast chassis for "heft," and Art Linkletter's personal endorsement. Each model detailed to last rivet Fast movers.

4. REAL TOYS

Die-cast miniatures with rubber tires. 20 popular cars and trucks seen in United States today, including Chevrolet Corvair, Ford Thunderbird, General Motors Firebird III. Packed in clear acetate tubing with removable ends. Decals will be provided for customizing each toy. Also carded in bubble pack Suggested retail prices are 79¢ and $1.00.

From the SCALE MODEL DIVISION OF HUBLEY

Printed in the United States of America

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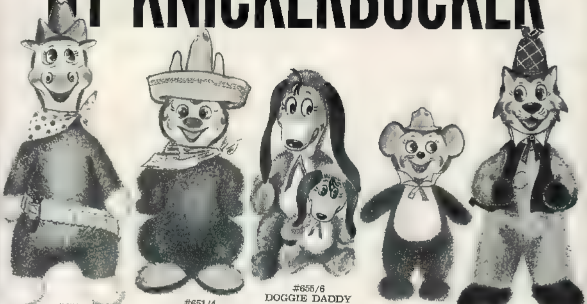
ANOTHER EXCLUSIVE BY KNICKERBOCKER



#650/5 QUICK DRAW McGRAW $5.00 retail #650/10 $10.00 retail	#651/4 BA-BA LOOEY $4.00 retail #651/6— $6.00 retail	#655/6 DOGGIE DADDY $6.00 retail #652/4— AUGIE DOGGIE $4.00 retail	#654/5 BLABBER $5.00 retail	#653/8 SNOOPER $8.00 retail

QUICK DRAW McGRAW*

and his pals

PRE SOLD
Kellogg's
CORN FLAKES
ON TELEVISION

QUICK DRAW McGRAW AND HIS PALS ARE SEEN ON **TV** IN MORE THAN **175 cities** EVERY WEEK FROM COAST TO COAST, SPONSORED BY **KELLOGG'S CORN FLAKES**

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KNICKERBOCKER TOY CO., INC.
1107 Broadway, New York 10, N.Y. • Room 500

THOUSANDS SOLD*

THE ORIGINAL HOT ROD RACER Manufactured by BERBRO

ALWAYS FIRST WITH THE FINEST!

Here is the road to more sales, greater profits. Berbro, the first and finest name in Hot Rods, has sold thousands to fine stores everywhere. Attractively packaged in its own carton, each Hot Rod makes an ideal gift, premium, mail order or catalog item.

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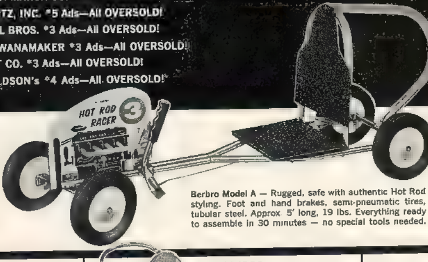

Berbro Model A — Rugged, safe with authentic Hot Rod styling. Foot and hand brakes, semi-pneumatic tires, tubular steel. Approx. 5' long, 19 lbs. Everything ready to assemble in 30 minutes — no special tools needed.

Berbro Mark 4 — Heavy duty motorized unit. Completely assembled. All welded tubular steel supports 300 lbs. Drives like real car. Approx. 5' — 60 lbs.

NEW for 1960—
CAN BE PROMOTED FOR UNDER $10

HOT ROD RACER

Berbro Model T—Most of the features of the best-selling Model A. Approx. 44" long—weight approx. 12 lbs.

Berbro Model De Luxe A-1 — Full gravity type Hot Rod. Centerpoint steering — semi-pneumatic tires—Approx. 58" long — 20 lbs

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BERBRO MANUFACTURING CO. a division of Trimline Tackle Co., Inc.
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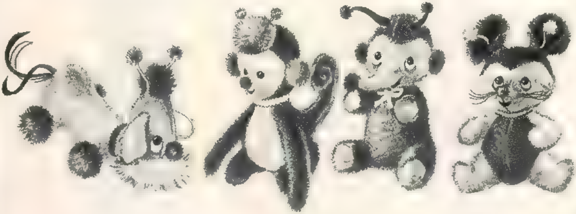
ANOTHER EXCLUSIVE BY KNICKERBOCKER

Art Linkletter's MOON-NIKS

TM



#674/5—
MOON DOG
$5.00 retail

#672/5—
MOON MONKEY
$5.00 retail

#670/5—
MOON ELEPHANT
$5.00 retail

#675/5—
MOON MOUSE
$5.00 retail

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Art Linkletter IS SEEN EVERY DAY ON **TV** IN OVER **150 cities** AND HEARD EVERY DAY ON **Radio** IN ALMOST **200 cities.**

TM-Link Research Corp.

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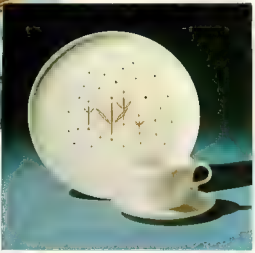
BRANCHELL *Deluxe*

Modern Melamine® with the look of fine china. Exclusively created by LENOX PLASTICS, INC. *Perfect for everyday use, yet styled to grace a formal banquet.*



BRANCHELL DELUXE "AUTUMN GOLD".

Everything you need for the entire buffet dinner

BRANCHELL DELUXE "AUTUMN GOLD". Definitely today's most wanted dinnerware . . . perfectly styled to grace any table from a breakfast or buffet—to a formal banquet. Attractive accents of gleaming gold and purest white intriguingly illuminated on a soft ivory background Note these outstanding features

- **TRULY TRANSLUCENT!** A delicate China-like quality that adds to its beauty
- **LARGE 21-OUNCE SOUP BOWLS!** Ideal for numerous mealtime uses—salads, desserts, sauces, etc.
- **CASSEROLE w/COVER, CARAFE w/COVER (glass) and CANDLE WARMERS included.**
- **ALL MELAMINE GUARANTEED!** For **one full year** against chipping, cracking and breaking under normal household use—or manufacturer will replace without charge.

AUTUMN GOLD COMPLETE "BUFFET SERVICE" FOR 8—51 Pieces (25 Decorated*). Includes 8 each Dinner Plates*, Salad Plates*, Saucers*, Cups, Soup Bowls (21 oz.); 1 each· Oval Platter*, Divided Vegetable Bowl Sugar w/Lid; Creamer, Casserole w/Cover, Carafe w/Cover; 2 each Candle Warmers w/Candles. Shpg. wt. 21 lbs.
25-0670 W 3997 51-pc. Set. . Retail **$59.95**

AUTUMN GOLD SERVICE FOR 12—79 Pieces (38 Decorated*) Includes 12 each: Dinner Plates*, Salad Plates*, Saucers*, Cups, Soup Bowls (21 oz.), Fruit Dishes, 2 each· Oval Platters*, 1 each· Divided Vegetable Bowl, Open Vegetable Bowl, Creamer and Sugar w/Lid Shpg wt. 24 lbs.
25-0688 W 5330 79-pc. Set. . . . . Retail **$79.95**

AUTUMN GOLD SERVICE FOR 8—45 Pieces (25 Decorated*). Includes 8 each· Dinner Plates*, Salad Plates*, Saucers*, Cups, Soup Bowls (21 oz), 1 each: Oval Platter*, Divided Vegetable Bowl, Creamer and Sugar w/Lid, Shpg. wt 15 lbs
25-0696 W 3330 45 pc. Set. . . . . Retail **$49.95**

OPEN STOCK "AUTUMN GOLD" PATTERN ONLY
Open stock pieces are shipped POSTPAID Minimum order $10.00 at retail.

Stock No.	Description	Retail
65-4137 F 150	Dinner Plate	$2.00
65-4145 F 131	Salad Plate	1.75
65-4152 F 90	Saucer	1.20
65-4160 F 251	Platter	3.35
65-4178 F 97	Cup	1.30
65-4186 F 45	Fruit	.60
65-4194 F 90	Soup (21 oz.)	1.20
65-4202 F 157	Sugar w/lid	2.10
65-4210 F 124	Creamer	1.65
65-4228 F 236	Divided Veg. Bowl	3.15
65-4236 F 221	Open Veg. Bowl	2.95

. . . and for informal entertaining it's . . . Aztec

Aztec PATIO SET

AZTEC PATIO RAINBOW SET. Ideal for modern outdoor living . . . distinctively designed in the graceful coupe shape . . . attractively arrayed in assorted jewel-like colors of pink, blue, white, and yellow Combines the beauty of fine china with the permanence of Melamine®! Guaranteed against chipping, cracking, or breaking for one full year under normal use or manufacturer will replace without charge.

SERVICE FOR 8—45 Pieces. Includes 8 each Patio Plates, Salad Bowls, Dessert Plates, Saucers, Cups; 1 each: Salad Serving Bowl, Platter, Creamer, Sugar w/Lid. Wt. 15 lbs.
25-0704 W 1663 45 pc Set **$24.95**

OPEN STOCK AZTEC PATIO
Open stock pieces are shipped POSTPAID. Minimum order $10.00 at retail.
Specify: pink, blue, white, yellow.

Stock No.	Description	Retail
65-4244 FF 94	Patio Plate	$1.25
65-4285 FF 56	Dessert Plate	.75
65-4327 FF 67	Cup	.90
65-4368 FF 41	Saucer	.55
65-4400 FF 45	Cereal Bowl	.60
65-4467 FF 146	Serving Bowl	1.95
65-4509 FF 165	Platter	2.20
65-4442 F 142	Sug. w/lid, White	1.90
65-4459 F 97	Creamer, White	1.30

TEXAS•WARE

MAGNIFICENT
MELMAC®
DINNERWARE
Guaranteed 2 Years

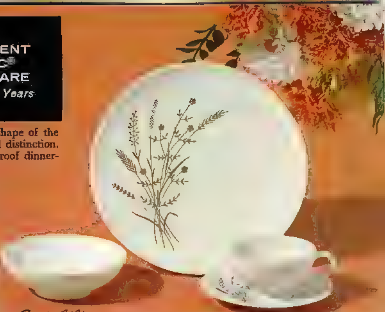
This is the casual new fashion in dining. Note the elegant coupe shape of the plates. In some patterns the new footed cup and bowls add graceful distinction. Famous TEXAS•WARE will lose none of its beauty—this childproof dinnerware withstands the hazards of hard daily use.

45-pc. set 8 ea. dinner plates, bread and butters, saucers, cups, soup/cereals; 1 ea. platter, serving bowl, creamer, sugar and lid. Wt. 14 lbs.
53-pc. set 8 ea. dinner plates, salads, saucers, cups, soup/cereals, dessert bowls; 1 ea. platter, serving bowl, creamer, sugar and lid. Wt. 16 lbs.
79-pc. set 12 ea. dinner plates, salads, saucers, cups, soup/cereals, dessert bowls; 2 ea. platters, serving bowls, 1 ea. creamer, sugar and lid. Wt. 22 lbs.

OPEN STOCK

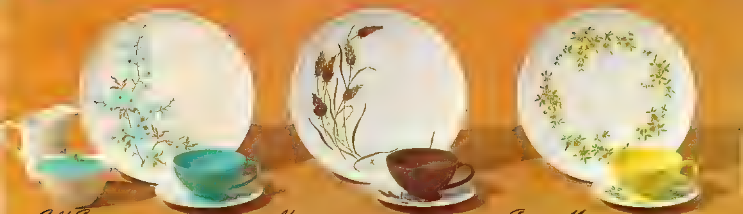
Decorated pieces in Gold Wheat, Sunny Morn, Harvest, Gold Spray, Mayan, Italian and American Provincials, Indian Tree, Bleu Heirloom—specify pattern. Solid-color pieces in turquoise, sandalwood, yellow, or white—specify color. Minimum order $10.00 at retail value. Allow 10 days for shipment postpaid.

Stock Number	Description	Retail
65-5134 FF 187	Dinner Plate, Decorated	$2.50
65-5613 FF 112	Salad Plate, Decorated	1.50
65-5571 FF 64	Salad Plate, Solid Color	.85
65-5225 FF 54	Saucer, Decorated	1.25
65-5316 FF 94	Cup, Solid Color	1.25
65-5399 FF 84	Soup Bowl, Solid Color	1.25
65-5431 FF 147	Rimmed Soup Bowl, Decorated	1.85
65-5530 FF 75	Dessert Bowl, Solid Color	1.00
65-5456 FF 101	Rimmed Dessert Bowl, Decorated	1.35
65-5357 FF 292	Creamer/Sugar & Lid, Solid Color	3.90
65-5498 FF 187	Serving Bowl, Solid Color	2.50
65-5472 FF 296	Rimmed Serving Bowl, Decorated	3.95
65-5662 FF 262	Platter, Solid Color	3.50



Gold Wheat Translucent white molded melamine enhanced by a classic pattern in rich golden tones. Dinner plates, saucers, and platter are decorated. Solid-color pieces are a lustrous white.

25-0795 W 2663 53-pc. Service for Eight .... Retail $39.95
25-0803 W 3997 79-pc. Service for Twelve .... Retail $59.95



Gold Spray Turquoise flowers on golden branches and leaves. Decorated dinner plates, saucers, platter. Turquoise solid-color pieces.

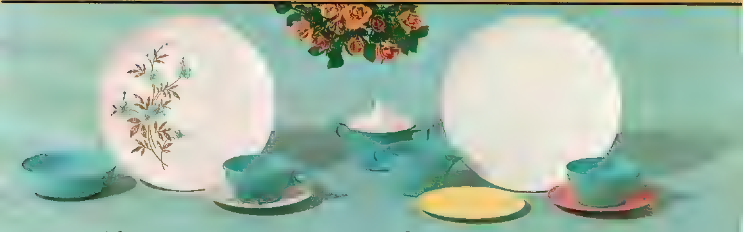
25-0837 W 2663 53-pc. Service for 8 .... $39.95
25-0845 W 3997 79-pc. Service for 12 .... $59.95

Harvest A carefree design. Ripe oats in browns and greens. Dinner plates, saucers, platter are decorated. Sandalwood solid-color pieces.

25-0852 W 2663 53-pc. Service for 8 .... $39.95
25-0860 W 3997 79-pc. Service for 12 .... $59.95

Sunny Morn Yellow blossoms against spring green foliage. Dinner plates, saucers, and platter are decorated. Yellow solid-color pieces.

25-0811 W 2663 53-pc. Service for 8 .... $39.95
25-0829 W 3997 79-pc. Service for 12 .... $59.95



Morning Flair Captures the freshness of early morn with turquoise petals, sandalwood leaves. Dinner plates, saucers, and platter are decorated. Solid-color pieces are turquoise

25-0886 W 1997 45-pc. Service for Eight .... Retail $29.95

Coronado A delicate pastel rainbow set with solid-color pieces in turquoise, pink, yellow, and white. Fresh beauty for your table at a bargain price!

25-0878 W 1663 45-pc. Service for Eight .... Retail $24.95

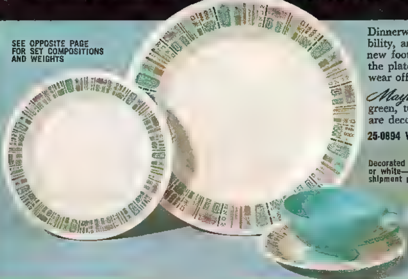
Pay postage from Milwaukee on all sets; open stock pieces shipped postpaid from factory.

Guaranteed in writing for two full years against breaking, cracking or chipping in normal use.

TEXAS·WARE

MAGNIFICENT BREAK-RESISTANT MELMAC® DINNERWARE

SEE OPPOSITE PAGE FOR SET COMPOSITIONS AND WEIGHTS



Dinnerware has never before combined such beauty and durability, and there is a lovely pattern to enhance every table. The new footed cup and bowls complement the broad tapered rim of the plates. Safe in scalding water or dishwasher. Patterns will not wear off or fade.

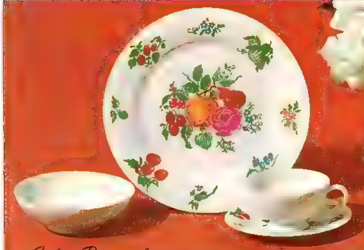
Mayan In symbols of an ancient culture, a blend of muted green, turquoise, and browns. Dinner plates, saucers, and salads are decorated. Solid-color pieces echo the turquoise.

25-0894 W 2997 53-pc. Service for Eight.......................... Retail **$44.95**

OPEN STOCK FOR MORNING FLAIR AND CORONADO

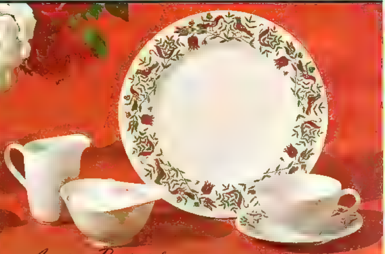
Decorated pieces in Morning Flair only. Solid-color pieces in turquoise, pink, yellow, or white—specify color. Minimum order $10.00 at retail value. Allow 10 days for shipment postpaid

Stock Number	Description	Retail
65-4798 F 187	Dinner Plate, Decorated	$2.50
65-4808 FF 128	Dinner Plate, Solid Color	1.70
65-4889 F 94	Saucer, Decorated	1.25
65-4848 FF 45	Bread & Butter Plate, Solid Color	.60
65-4897 FF 41	Saucer, Solid Color	.55
65-4939 FF 75	Soup/Cereal Bowl, Solid Color	1.00
65-4970 FF 57	Cup, Solid Color	.75
65-5019 FF 206	Serving Bowl, Solid Color	2.75
65-5050 FF 64	Dessert, Solid Color	.85
65-5092 FF 262	Platter, Solid Color	3.50



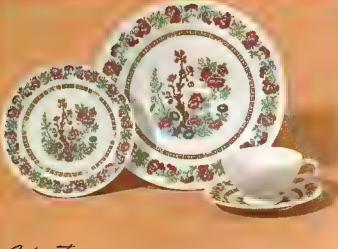
Italian Provincial Gay, festive pattern. Dinner plates, saucers, and salads are decorated. White solid-color pieces.

25-0902 W 2997 53-pc. Service for Eight.......................... Retail **$44.95**



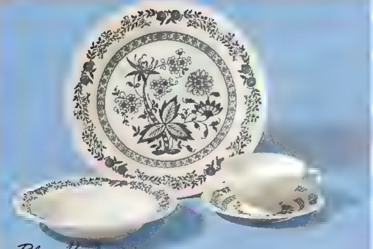
American Provincial Pennsylvania Dutch. Dinner plates, saucers, and salads are decorated. Solid-color pieces are white.

25-0910 W 2997 53-pc. Service for Eight.......................... Retail **$44.95**



Indian Tree Inherits the elegant beauty of 17th century Cathay. Dinner plates, salads, saucers, soups, desserts, serving bowl, and platter are decorated. Solid-color pieces are white.

25-0928 W 3330 53-pc Service for Eight.......................... Retail **$49.95**



Blew Heirloom The famous "blue onion pattern" from the early 1700's. Dinner plates, salads, saucers, soups, desserts, serving bowl, and platter are decorated. Solid-color pieces are white.

25-2742 W 3330 53-pc Service for Eight.......................... Retail **$49.95**

Pay postage from Milwaukee on all sets; open stock pieces shipped postpaid from factory.

The "PROFIT-LINE" that SELLS EVERY DAY!

LANCASTER TOY CO.

#RRL—Official "Romper Room" Baton

As seen on TV in all leading cities. Chrome plated baton with unbreakable plastic head. Painted features and tassled cord with bell. Packed 1 dozen to a colorful display carton.

Complete line of quality Jump Ropes and Batons available. Make sure you see the Lancaster Line for '60' It's been redesigned, improved, expanded with 12 NEW, ATTRACTIVE CREATIONS

Mfd by LANCASTER TOY CO., Lancaster, Pa

PET TOY

#820—ROCKY COLAVITO "BIG LEAGUE" BAT & BALL SET

Unbreakable poly bat with one regulation size poly baseball and one soft ball. All mounted on colorful display card.

#822—ZIP BALL & BAT

Unbreakable 30" poly bat and two regulation size poly baseballs on colorful card

#840—"LITTLE TYKE"

24" poly bat and regulation size poly softball on colorful card.

See the sensational, value-packed promotional priced PET TOY BOWLING PIN LINE. Retail priced from 98¢ to $10.00. Also the Drive A Spike Set, Polo Pony Set, All Plastic Golf Bag Set, Horseshoe & Croquets Sets, Boats, Stick Horses, Giant Checkers PLUS many new items.

Mfd. by PET TOY INC., of New Hampshire

NOVELTY

FREE RACK WITH DEAL #910

Deal consists of 12 pr. #111 multi bike streamers, 12 pr. #111-T iridescent bike streamers, 12 cards #1000 1" reflector jewel (2 on a card), 6 pieces #890 fender flaps with 1 large reflector jewel, 6 pair #411-S velocipede grips with streamers, 6 pair #511-S bike grips with streamers and 3 pair #875 plastic hub caps with reflectors.

NEW! NEW! BIKE TRUMPET HORN, JET PROPELLER SPINNER and NEW FENDER FLAPS

Mfd. by NOVELTY MANUFACTURING CO., Newark, N. J.

NACHMAN TOY LUGGAGE

12" Overniter

9½" Train Case

#200

Made in metal with an attractive baked enamel finish, over a sturdy wood frame. Equipped with plastic handles and brass plated center snap bolts and rounded protective corners. Choice of colors: Plaid or Pink—with contrasting trim. Nested and individually boxed at no additional charge.

Colorful Plaid Trunks for 8" up to 24" Dolls. NEW! Popular priced Fibre Board Hat Boxes and Suit Cases. Sewn Fabric Tote and Umbrella Bags, Flight Bags and 3 Pc. Sets.

Mfd by NACHMAN PRODUCTS CO., Bronx, N. Y

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DAVIS

#602—ADJUSTABLE LOOM

Easy to make items for boys and girls. Contains 1 metal loom, 6 skeins of colored yarn, 4 packages of loopers in color, looper hook, weaving needle and instruction booklet. Packaged in a beautiful, full-color wrap.

#600—THE POPULAR ADJUSTABLE LOOM SET

NEW! NEW! "DADDY-O" APPLIQUE DOLL, "LADDY-O" LACING PUPPY, "BEST FOOT FORWARD" MISS DOLL DRESSING SET, "WHAT'S COOKING SET", "SEW SIMPLE SEWING CARDS."

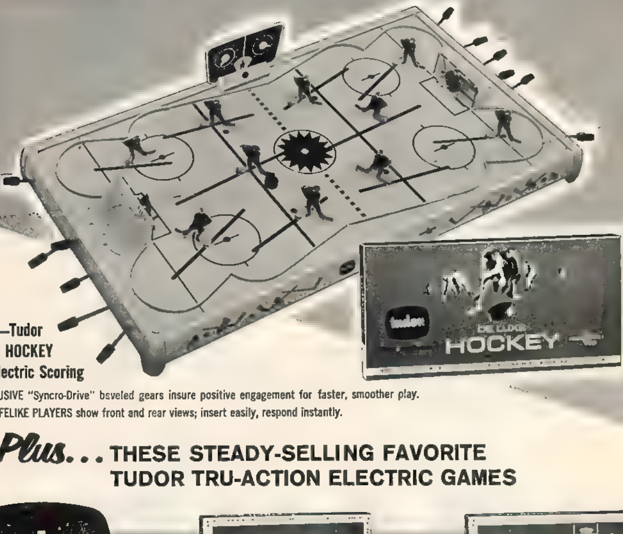
Now Delivering!
The New FELT AND FLANNEL BOARD

Mfd. by H. DAVIS TOY CORP., Bklyn, N.Y.

New from

HOCKEY GAMES

WITH IRRESISTIBLE EYE-APPEAL
PLUS SUPERIOR CONSTRUCTION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DE LUXE
HOCKEY

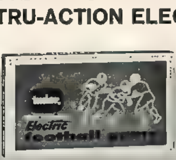
No. 725—Tudor
De Luxe HOCKEY
with Electric Scoring

EXCLUSIVE "Syncro-Drive" beveled gears insure positive engagement for faster, smoother play.

LIFELIKE PLAYERS show front and rear views; insert easily, respond instantly.

Plus... THESE STEADY-SELLING FAVORITE TUDOR TRU-ACTION ELECTRIC GAMES

tudor®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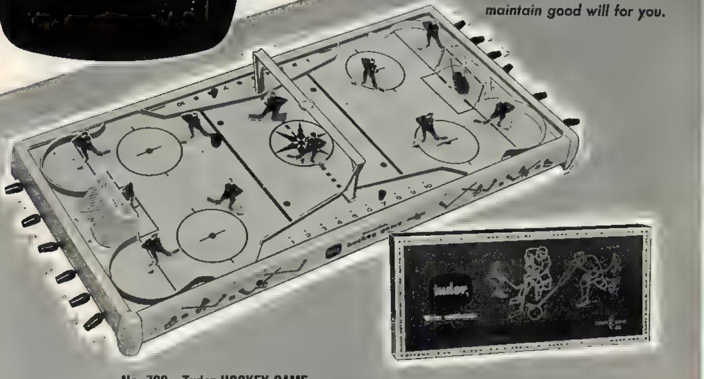
Send for new catalog P

Tudor's quality control and reliable service maintain good will for you.



No. 700—Tudor HOCKEY GAME

EXCLUSIVE "Rotary-Drive" has constant-mesh beveled gears for smoother, positive non-slip operation.

LIFELIKE PLAYERS show front and rear views; insert easily, respond instantly, control marble puck.

NEW DISNEY-DESIGNED XYLOPHONES

xylophone
xylophone

◄ **No. 135**
Disney Character Xylophone
$3.00

No. 110 ►
Donald Duck Xylophone
$2.00

Included in each clever display box is free entry blank for the well-publicized Disneyland Vacation Contest.

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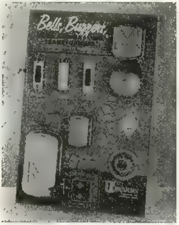
horse

TUDOR Metal Products Corp., 200 Fifth Ave., New York 10, N.Y., Rm. 551

SIGNAL DEVICE ASSORTMENT 6

EDWARDS



An assortment of bells, buzzers, push buttons and transformers mounted on a 10x15 in. counter display with easel back for counter use or can be hung on wall. Nine items on display plus a backup stock for replacement.

Assortment consists of as follows:

3 Only	No. 740 Bells
3 Only	No. 725 Buzzers
3 Only	No. 720 Bells
3 Only	No. 620 Push Buttons
3 Only	No. 620-4 Push Buttons
3 Only	No. 890 Transformers
3 Only	No. 600 Push Buttons
3 Only	No. 635 Push Buttons
3 Only	No. 636 Push Buttons
3 Only	No. 637 Push Buttons
1 Only	Display

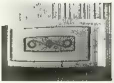
No.
D10A......................Per Assortment **$33.51**

(A)	IBM	44648	(12)	hncn

One in a Shipping Container—9 Lbs.

ELECTRIC DOOR CHIMES 6

RITTENHOUSE



Melody

Modern simplicty at low cost. Soft eggshell white plastic with decoration in gold finish. Size: 4½ in. x 8 in.

No.
227..Each **$4.95**

(L)	IBM	01811	1 to 5	(17)	ahs
(A)	IBM	01811	6 or More	(25)	hos

One in a Shipping Container
[illegible] in a Master Container—16 Lbs.

ELECTRIC DOOR CHIMES 6

RITTENHOUSE

Two Door—Gem

Modern styling in wrought iron and brass. Width 9¾ in., length 7½ in. 16 volt transformer recommended.

No.
330..Each **$9.95**

(A)	IBM	44651	1 ro 2	(16)	els
(A)	IBM	44651	3 or More	(24)	los

One in a Shipping Container—2½ Lbs.

Two Door—Colonial

Plastic cover. Width 7 in., length 8 in. Two note front door, single note rear door. 16 volt transformer recommended.

Ivory and Brass

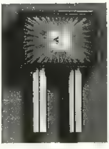
No.
326..Each **$7.95**

(L)	IBM	44653	1 or 2	(12)	lhl
(A)	IBM	44653	3 or More	(20)	rss

One in a Shipping Container—2 Lbs.

ELECTRIC DOOR CHIMES 6

RITTENHOUSE



Sentinel

Smart, golden sunbrust design on a chime having melodious individual resinator tubes. Metalized gold finish. Sunburst against light beige background. Tubes finished in polished brass Two notes front door, one note back door. Uses 10-16 volt transformer. 11¾ in. x 7¾ in.

No
267..Each **$8.95**

(L)	IBM	01812	1 or 2	(15)	loc
(A)	IBM	01812	3 or More	(23)	las

One in a Shipping Container,
5 in a Master Container—13 Lbs.

ELECTRIC DOOR CHIMES 6

RITTENHOUSE

Two Door—Chime-Time

It's a door chime—it's a clock. Nicely styled and ideal for living room, den or kitchen. Furnished with a wall box and is equally attractive recessed or mounted on wall surface. Two note front door, one note rear door. Clock and chime operate from 16 volt transformer. Rittenhouse No. 30 recommended. Finished in copper and black or copper and white. 9¼ in. diameter.

(Note:—Retail excise tax is $1.00.)

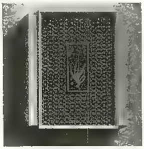
Nos.
450-B—Black........................Each **$22.50**

(A)	IBM	44656	(15)	caln

450-W—White........................Each **$22.50**

(A)	IBM	44657	(13)	caln

One in a Shipping Container—5 Lbs.



Avalon

Light beige cover with antiqued gold finish ornament which accents the rich gold and brown grille covering. Lifetime guaranteed striker mechanism. Two notes front door, one note back door. Uses No. 30 transformer. 8½ in. x 7½ in.

No.
367..Each **$10.95**

(A)	IBM	01813	1 or 2	(13)	sha
(A)	IBM	01813	3 or More	(21)	els

One in a Shipping Container,
6 in a Master Container—17 Lbs.

Two Door—Crestwood

Limed oak finish with brushed brass tubes. Uses No. 30, 16 volt transformer. Size 7½ x 9 in.

No.
369..Each **$11.95**

(A)	IBM	44662	One	(13)	sto
(A)	IBM	44662	2 or More	(21)	scs

One in a Shipping Container—3 Lbs.

ELECTRIC DOOR CHIMES 6

RITTENHOUSE

Two Door—Fairfax

A Transitional design that complements any period. Eggshell finish with gold-flecked brown front panel; gold emblem. Two long tubes in brushed brass. "Lifetime" floating striker. Size 8 in. x 39 in.

No

380..........Each **$11.95**

(A)	IBM	44664	One	(19)	s t o
(A)	IBM	44664	2 or More	(27)	s c s

One in a Shipping Container—4½ Lbs.

42-6

LOW VOLTAGE TRANSFORMERS

Listed as standard by Underwriters' Laboratories. Designed to be connected to the ordinary alternating current to reduce it to a suitable voltage for operating bells, buzzers, door openers, annunciators and signal work in residences, offices, factories, etc. They eliminate the use of all types of batteries.

CHIME AND DOOR BELL TYPES

Jefferson

Universal, 5 watt, secondary 10 volt, for bells, buzzers, annunciators, door openers, etc. May be used mounted on post, wall or ceiling, as well as on outlet covers, in knockout of outlet boxes, steel cabinets, etc. Has a lip and set screw for clamping to edge of the knockout of the metal cover, box or cabinet, with primary leads for connecting to circuit, and terminals for bell wires. Size 2½ x 1⅞ x 2 in.

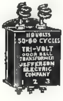
No.

230-201..........Each **$2.55**

(L)	IBM	44666	1 to 9	(14)	c e o
(A)	IBM	44666	10 or More	(22)	c r l

One in a Carton,

24 in a Shipping Container—20 Lbs.



Jefferson

Tri-Volt—10 Watts—Secondary 6, 12, 18 Volts

Generates three secondary voltages, 6, 12 and 18 volts, capacity 10 watts. For heavy work where long leads are required, weight ¾ lbs. 50-60 cycles, 100-120 volts.

No.

230-221..........Each **$3.25**

(L)	IBM	44667	L/C	(12)	h c r
(A)	IBM	44667	F/C	(20)	c t r

One in a Carton,

Ten in a Shipping Container—8 Lbs.

Will operate small and large chimes. Furnished with 16 volt tap, 10 V A rating The intermittent duty rating is 15 V.A. Size 2½x1 7/8x 2 5/8 in. 60 cycles. 115 volts. With wire leads

Jefferson

10 Watts—Secondary Leads—16 Volts

No

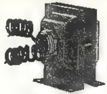
230-341—For chimes..........Each **$3.15**

(L)	IBM	44668	L/C	(10)	h n s
(A)	IBM	44668	F/C	(28)	c s s

One in a Carton,

Ten in a Shipping Container—8 Lbs.

CHIME TRANSFORMERS



Rittenhouse

5 Watts—Secondary 10 Volts

New qwik-lok Universal mounting transformer fits ½ in. KO's. May be mounted on outlet boxes on side of switch or fuse cabinets, or surface mounted. 115 volts, A.C.

No

180..........Each **$2.75**

(L)	IBM	44669	1 to 9	(18)	c t h
(A)	IBM	44669	10 or More	(26)	c e l

One in a Carton,

24 in a Shipping Container 20 Lbs.

Rittenhouse

Capacity 10 Watts—115 Volts—Secondary 16 Volts—60 Cycles

A conventional type chime transformer of 10 watt capacity, suitable for door chimes requiring a higher capacity than the ordinary doorbell type. Also adapted for large bells, relays, heat control units and similar devices.

No

30..........Each **$3.35**

(L)	IBM	44670	1 to 5	(16)	h h c
(A)	IBM	44670	6 or More	(24)	h n c

One in a Carton,

48 in a Shipping Container—40 Lbs.

REPEATER CHIME TRANSFORMER

Rittenhouse

10 Watt—Secondary 16 Volts

A more powerful transformer plus a built in repeating switch that provides automatic repeating signal as long as the push button is pressed. Requires no new wiring of any kind. Adjustable repeating speed. Can be used on any standard 10 volt chime, new or old. U/L approved.

No

50..........Each **$4.95**

(L)	IBM	44673	1 to 5	(10)	a h s
(A)	IBM	44673	6 or More	(28)	h o s

12 in a Shipping Container—15 Lbs.

PUSH BUTTONS 42

RITTENHOUSE

Economy

Rectangular. Polished brass or chrome with black button.

Polished Brass Finish

Nos.
59-B .... Each **$0.65**

(L)	IBM	44605	1 to 11	(12)	r a
(L)	IBM	44605	12 or More	(20)	a o

Chrome Finish

59-C .... Each **$0.80**

(L)	IBM	44626	1 to 11	(18)	l a
(L)	IBM	44626	12 or More	(26)	r t

Slimline

Modern styled in aluminum or brass finish with ivory push bar.

Aluminum Finish

60-A .... Each **$0.90**

(L)	IBM	44627	1 to 11	(16)	l o
(A)	IBM	44627	12 or More	(24)	l r

Brass Finish

60-B .... Each **$0.90**

(L)	IBM	44628	1 to 11	(14)	l o
(A)	IBM	44628	12 or More	(22)	l r

Flush Plate

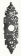
Flat receptacle plate with round ivory button.

Buffed Brass Finish

61 .... Each **$1.15**

(L)	IBM	44629	1 to 11	(12)	s a
(A)	IBM	44629	12 or More	(20)	e e

Colonial



Solid cast brass nicely finished for traditional homes. In brass or wrot iron finish. Beauty at a moderate price.

Hammered Brass Finish

62-B .... Each **$1.75**

(L)	IBM	44633	1 to 11	(14)	c c c
(A)	IBM	44633	12 or More	(22)	c n c

Wrot Iron Finish

62-WI .... Each **$1.75**

(L)	IBM	44634	1 to 5	(12)	c c c
(A)	IBM	44634	6 or More	(20)	o n c

Style-Lite

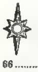
Rectangular body with lighted push bar for 6 to 16 volts.

Finished in Polished Brass

63 .... Each **$1.75**

(L)	IBM	44636	1 to 5	(17)	c c h
(A)	IBM	44636	6 or More	(25)	c n c

Star



Universal, beautiful styling for those who want something distinctive. Solid wrot brass with round ivory button.

66 .... Each **$2.50**

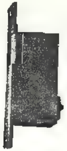
(L)	IBM	44640	1 to 5	(19)	c e l
(A)	IBM	44640	6 or More	(27)	c l n

All Above, One in a Carton,

Twelve in a Shipping Container

DOOR OPENERS 42

EDWARDS



Mortise Type

Solid nose. Heavy pressed steel, brass plated. Height 3⅝ in., depth 2⅛ in., thickness 1 in., nose opening 1$\frac{3}{16}$ in., face plate 5⅞x1¼ in. Resistance 2 ohms. Designed for battery operation, will also operate on transformer if door is not too heavy Will operate on 4½-6 volt, D.C. and 8-12 volt A.C.

No.
9 .... Each **$6.70**

(A)	IBM	44641	1 or 2	(17)	r h h
(A)	IBM	44641	3 or More	(25)	r n h

One in a Carton

Surface Type

Solid nose. For surface locks, thin frames, office gates, etc. Made of cast iron and very substantial. Height 2 in. Depth 3¼ in., thickness 1⅛ in. Nose opening 1¾ in. Will operate on 3-6 volt D.C. and 6-8 volt A.C

No.
152 .... Each **$8.70**

(A)	IBM	44642	1 or 2	(15)	l r t
(A)	IBM	44642	3 or More	(23)	l h h

One in a Carton

Mortise Type

Roller nose—a better quality door opener. Requires smaller mortise than our No. 9. Body size: Height 2 in., depth 2⅞ in., thickness 1¼ in. Nosing opening 1¼ in. Face plate 1¼x3⅝ in. Will operate on 4½-6 volts D.C. and 12-16 volts A.C.

No.
154 .... Each **$10.50**

(A)	IBM	44643		(13)	e a n

One in a Carton

BURGLAR ALARM SPRINGS 42

A universal device for doors, windows, transoms, safes, etc., designed for hard service, having phosphor-bronze scaping contacts, Vulcoid insulation, and heavy brass casing and moving parts. Pressure from any direction will depress the nosing. Fully insulated for use in wood or metal. Overall 1⅝ in. high, 1⅝ in. deep including flanges. Depressing opens contacts.

No
44 .... Each **$1.20**

(L)	IBM	44644	1 to 5	(11)	t r
(L)	IBM	44644	6 or More	(29)	s h

Packed as Ordered

Makes contact only at opening and closing of door. Depressing makes, then breaks and repeats on return.

No.
46 .... Each **$1.20**

(L)	IBM	44645	1 to 5	(18)	t r
(L)	IBM	44645	6 or More	(26)	s h

Packed as Ordered

Door Trip

For use on store doors Makes and breaks when door is opened, will not contact when door is closed. Plate 2¼x1¼ in.

No
236 .... Each **$3.00**

(L)	IBM	44647	1 to 5	(14)	h c n
(A)	IBM	44647	6 or More	(22)	c t n

Packed as Ordered

BENRUS Citation

THE MOST BEAUTIFUL WATCHES IN THE WORLD!

Citation Carter . . . 17 jewels. Smart styling in an all-yellow, ultra-thin square case. Unbreakable mainspring. Matching adjustable expansion band. A truly distinctive watch!
10-4596 V 4060 . . . **$85.00**

Citation Carter "Z" . . . Same as above with black dial.
10-4604 V 4060 . . . **$85 00**

21 Jewels
14K. Gold
EXTRA SLIM

Citation Collins "21" . . . 21 jewels. Modern perfection in a 14K Gold ultra-thin case. Shock-absorbing movement, unbreakable mainspring. Genuine leather strap.
10-4570 V 5700 . . . **$125.00**

Citation Collins "Y" "21" . . . in 10K Rolled Gold Plate case
10-4588 V 3890 . . . **$82.50**

SELF-WINDING
14K. Gold
HIDDEN CROWN
25 Jewels
EXTRA SLIM

Citation Golden Comet "25" . . . 25 jewels. Self-winding, Guaranteed Waterproof*. Luminous hands. Sweep second. 14K Gold case. Shock-absorbing. Unbreakable mainspring. Expansion band.
10-4612 V 8700 . . . **$195.00**

Citation Golden Comet "Y" "25" . . with 10K Gold filled case.
10-4620 V 5860 **$125.00**

Retail Prices include Federal Excise Tax -- Dealer prices do not.

**If case, crystal, and crown remain intact*

39 Jewels
HIDDEN CROWN
20
CALENDAR
14K. Gold
SELF-WINDING

Citation Golden Convair "39". . 39 jewel Self-winding, Guaranteed Waterproof*. Luminous hands with sweep second. Precision in a gleaming 14K Gold case. Calendar feature, hidden crown. Shock-absorbing movement, unbreakable mainspring. Matching two-tone adjustable expansion band.
10-4554 V 9714 . . . . **$215.00**

Citation Golden Convair "Y" "39" . . . Same as above with 10K Gold-filled case.
10-4562 V 6700 . . . . **$150.00**

BENRUS
UNCONDITIONAL 3 YEAR GUARANTEE

The Benrus Watch Company certifies that the fine jeweled movement in every Benrus Watch is unconditionally guaranteed for **three full years** from date of purchase. We certify that each Benrus must perform properly during the entire **three year period** of this guarantee or Benrus will repair it or replace it promptly **absolutely free.**

Citation Carrie "21" . . . 21 jewels Delicately detailed, all-yellow case. Unbreakable mainspring. Small enough to fit through a wedding band. Gleaming matching expansion bracelet.
10-4638 V 3635 **$79.50**

Citation Carrie "W" "21" . . . Same as above in white
10-4646 V 3635 **$79.50**

21 Jewels
14K. Gold

Citation Golden Carla "21" . . . 21 jewels. Feminine elegance in a luxurious 14K Gold case. Full-figure dial. Unbreakable mainspring. Matching expansion bracelet.
10-4653 V 4170 **$92.50**

Citation Golden Carla "W" "21" . . Same as above in 14K white gold
10-4661 V 4170 **$92.50**

21 Jewels
14K. Gold

Citation Golden Cindy "21" . . . 21 jewels. Excitingly sculptured 14K Gold case Small enough to fit through a wedding band. Unbreakable mainspring. Matching expansion bracelet
10-4679 V 4560 **$100.00**

Citation Golden Cindy "W" "21". . In 14K white gold.
10-4687 V 4560 **$100.00**

21 Jewels
Every BENRUS [illegible]
in this beautiful
GIFT JEWEL CASE
14K. Gold

Citation Golden Cora "21". . . A 21 jewel beauty in a stunning 14K Gold case. Blended case and adjustable florentine finish bracelet design, small enough to fit through a wedding band Unbreakable mainspring. Safety chain Gift packaged
10-4695 V 5175 **$115.00**

Citation Golden Cora "W" "21" . . . As above in 14K white gold.
10-4760 V 5175 . . . **$115.00**

© 1960, Benrus Watch Company, Inc.

Gift Boxed—Shipping wt. ½ lb.

BENRUS

WATERPROOF*

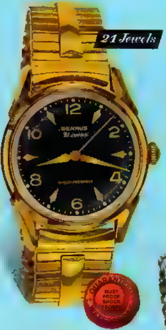
NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

The Benrus Waterproof was "TOWED 'ROUND THE WORLD UNDERWATER—kept perfect time. Historic underwater tests prove that the Benrus Waterproof is the finest waterproof watch you can buy!"

This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus . . . finest waterproof watch you can wear.

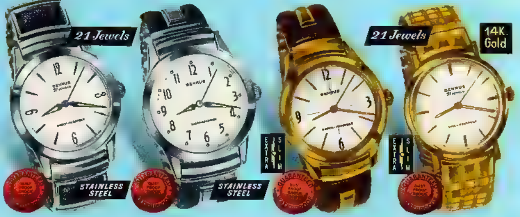
DUST PROOF SHOCK ABSORBED

WATERPROOF* PROTECTION!



Destroyer "Z" "21" . . . 21 jewels. Guaranteed Waterproof* Handsomely styled yellow top, stainless steel back case. Luminous black dial, sweep second hand Shock-absorbing movement, unbreakable mainspring. Masculine, matching expansion band.
10-4778 V 3735 . . . $82.50

Destroyer "21" . . . Same as above with white dial
10-4786 V 3735 . . . $82.50



Sea Harbor "21" . . . 21 jewels. Guaranteed Waterproof*. Stainless steel case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Inlaid expansion band.
10-4810 V 3275 . . $67.50

Sea Harbor "Z" "21" . . . Same as above with black dial.
10-4828 V 3275 . . . $67.50

Water Guide . . . 17 jewels. Guaranteed Waterproof*. Rugged, stainless steel case. Luminous hands with sweep second. Full-figure dial. Shock-absorbing movement, unbreakable mainspring. Inlaid expansion band.
10-4794 V 2680 $55.00

Water Guide "Z" . . . Same as above with black dial.
10-4802 V 2680 . . $55.00

Ocean Pirate . . . 17 jewels Guaranteed Waterproof*. Ultra-thin yellow top, stainless steel back case. Luminous hands with sweep second Shock-absorbing. Unbreakable mainspring. Leather inlaid expansion band.
10-4836 V 3440 . $75.00

Ocean Pirate "Z" . . . Same as above with black dial.
10-4844 V 3440 . . . $75.00

Sea Cadet "21" . . . 21 jewels. Guaranteed Waterproof*. 14K Gold case. Luminous hands with sweep second. Shock-absorbing movement, unbreakable main spring. Newest design styling in men's expansion band.
10-4851 V 7650 $165.00

Sea Cadet "Y" "21" . . . As above in 10K Rolled Gold Plate case.
10-4869 V 4500 . . . $100.00

Retail Prices include Federal Excise Tax – Dealer prices do not.
**if case, crystal, and crown remain intact*

fine BENRUS watches

BENRUS UNCONDITIONAL 3 YEAR GUARANTEE

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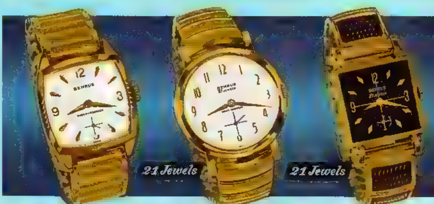


Lord Drake 17 jewels. Superbly-fashioned yellow top, stainless steel back case. Shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band. Bold, contemporary styling to please any man. Gift boxed for presentation.
10-4877 V 2985 . . $65.00

Prince Karl "21" . . . 21 jewels Modern, masculine case has yellow top, stainless steel back. Full-figure dial. Shock-absorbing movement, unbreakable mainspring. Matching adjustable expansion band. A truly distinctive watch that you can give with confidence, wear with pride.
10-4901 V 3370 . . . $71.50

Prince Charles "Z" "21" . . . 21 jewels Yellow 10K Rolled Gold Plate top, stainless steel back case. Black dial. Shock-absorbing. Unbreakable mainspring. Leather inlaid expansion band
10-4885 V 3535 . . . $75.00

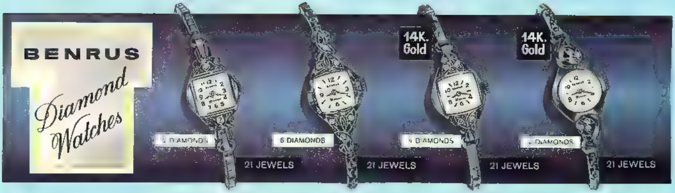
Prince Charles "21" . . . Same as above with white dial.
10-4893 V 3535 . . $75.00

Gift Boxed—Shipping wt. ½ lb

© 1960, Benrus Watch Company, Inc.

BENRUS

Diamond Watches



Diamond Robin "W" "21" . . 21 jewels. 2 glowing diamonds White 10K Rolled Gold Plate top, stainless steel back Full-figure dial Unbreakable mainspring. Adjustable expansion bracelet.
10-5106 V 4170 $92.50

Diamond Robin "21" . . . as above in white 14K Gold.
10-5114 V 5430 $115.00

Diamond Kay "21" . . . 21 jewels. 6 genuine diamonds sparkle in a white 10K Rolled Gold Plate top, stainless steel back case. Unbreakable mainspring. Matching adjustable expansion bracelet.
10-5122 V 5145 $110.00

Diamond Kay "Y" "21" . . . Same as above in yellow
10-5130 V 5145 $110.00

Diamond Deb "21" . . . 21 jewels. 4 genuine diamonds dance with fire in a quality case of white 14K Gold. Unbreakable mainspring. Matching adjustable expansion bracelet accents this beauty!
10-5148 V 6190 $135 00

Diamond Deb "Y" "21" . . . As above in 14K yellow gold.
10-5155 V 6190 $135.00

Diamond Regina "21" . . . 21 jewels. 6 genuine diamonds in a magnificently-styled case of white 14K Gold. Unbreakable mainspring. Matching adjustable expansion bracelet.
10-5163 V 6600 $145.00

Diamond Regina "Y" "21" As above in 14K yellow gold
10-5171 V 6600 $145.00

Retail Prices include
Federal Excise Tax
Dealer prices do not

14K. Gold
21 Jewels
10 DIAMONDS

BENRUS

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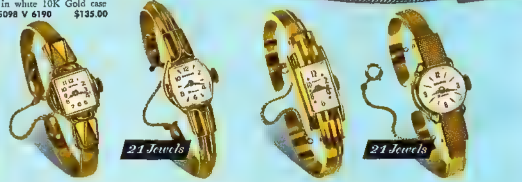
Diamond Fran "21" . . . 21 jewels 10 breathtakingly brilliant diamonds. 14K Gold case. Unbreakable mainspring Double strand snake bracelet. Safety chain Gift packaged
10-5080 V 8555 $175.00

Diamond Fran "W" "21" . . in white 10K Gold case
10-5098 V 6190 $135.00

SMARTEST WAY TO
A WOMAN'S HEART

Embraceable®
by
BENRUS

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined.



Embraceable Jan . . 17 jewels Yellow 10K Rolled Gold Plate top, stainless steel back. Watch and bracelet combined Full-figure dial. Safety chain. Unbreakable mainspring.
10-5189 V 3190 $65.00

Embraceable Jan "W" . . . Same as above in white
10-5197 V 3190 $65.00

Embraceable Ella "21" . . . 21 jewels. Striking yellow 10K Rolled Gold Plate top, stainless steel back. Unbreakable mainspring. Watch and bracelet combined, safety chain
10-5213 V 3885 $82.50

Embraceable Ella "W" "21" Same as above in white
10-5221 V 3885 $82.50

Embraceable Terry . . . 17 jewels. All yellow case. Newest design creation! Circles the wrist with glamour! Unbreakable mainspring Watch and bracelet combined. Safety chain
10-5239 V 4575 $100.00

Embraceable Terry "W" . . . Same as above in white.
10-5247 V 4575 $100.00

Embraceable Glitter "21" . . 21 jewels. All yellow case A stunning watch and exquisite bracelet combination. Unbreakable mainspring. Safety chain
10-5254 V 5000 $110.00

Embraceable Glitter "W" "21" . . . Same as above in white.
10-5262 V 5000 $110.00

Gift Boxed—Shipping wt. ½ lb.

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BENRUS

SELFWINDING
WATERPROOF*

REMINDS ITSELF TO WIND ITSELF... AUTOMATICALLY!

Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic... with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

SELF-WINDING
EXTRA SLIM
39 Jewels
24
CALENDAR

Thor "39" . . . A watch of unusual character and distinction for the man who will appreciate its 39 jewel, ultra-precise movement. Self-winding, Guaranteed Waterproof*. Calendar feature Elegant yellow top, stainless steel back. Sweep second hand Shock-absorbing. Unbreakable mainspring. Matching expansion band.
10-4919 V 6128 . . . $135.00

STAINLESS STEEL

25 Jewels
STAINLESS STEEL
EXTRA SLIM

Sea Hawk . . . 17 jewels. Self-winding, Guaranteed Waterproof*. Stainless steel case. Luminous dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Inlaid expansion band. For the man who demands the finest
10-4927 V 3540 $75.00

Sea Hawk "Z". . . in black dial
10-4935 V 3540 . . . $75.00

Sea Blazer . . . 17 jewels. Self-winding. Guaranteed Waterproof* Gleaming yellow top, stainless steel back. Luminous hands with sweep second. Shock-absorbing movement, unbreakable mainspring. Leather inlaid expansion band Gift boxed.
10-4943 V 4190. . $92.50

Sea Blazer "Z" . black dial
10-4950 V 4190 . . . $92.50

Ocean Wind "25" . 25 jewels Self-winding, Guaranteed Waterproof*. Stainless steel case Luminous dial, sweep second hand. Shock-absorbing movement, unbreakable mainspring. Adjustable expansion band.
10-4968 V 4585. $100.00

Ocean Wind "Z" "25" Same as above with black dial
10-4976 V 4585 . $100.00

Sidewinder "25" . . . 25 jewels. Self-winding, Guaranteed Waterproof* Yellow top, stainless steel back. Luminous, full-figure dial. Sweep second hand. Shock-absorbing. Adjustable expansion band
10-4984 V 4945 . . . $110.00

Sidewinder "Z" "25" . . . Same as above with black dial
10-4992 V 4945 $110.00

Retail Prices include Federal Excise Tax Dealer prices do not

**If case, crystal, and crown remain intact*

for all dress occasions

ALL OCCASION WATCH

Lady Martha . 17 jewels Beautifully designed yellow 10K Rolled Gold Plate top, stainless steel back. Full-figure dial. Unbreakable mainspring. Expansion bracelet.
10-5007 V 2690 $55.00

Lady Martha "W" Same as above in white.
10-5015 V 2690 $55.00

Lady Lois . . . 17 jewels Delicately styled yellow 10K Rolled Gold Plate top, stainless steel back. Blending case and bracelet design. Unbreakable mainspring. Gift boxed.
10-5023 V 3195 $65.00

Lady Lois "W". .Same as above in white.
10-5031 V 3195 $65.00

Sport Chic . . . 17 jewels. Yellow top, stainless steel back. Full-figure dial with sweep second hand. Shock-absorbing movement, unbreakable mainspring. Genuine leather strap.
10-5049 V 3195 $65.00

Sport Girl . . . As above with expansion bracelet.
10-5056 V 3480 $75.00

Miss Jane . . . 17 jewels Yellow 10K Rolled Gold Plate top, stainless steel back Small enough to fit through a wedding band. Unbreakable mainspring Expansion bracelet.
10-5064 V 3415 $75.00

Miss Jane "W" . . . Same as above in white.
10-5072 V 3415 $75.00

Gift Boxed · Shipping wt ½ lb.

BENRUS
UNCONDITIONAL
3 YEAR GUARANTEE

The Benrus Watch Company certifies that the fine jeweled movement in every Benrus Watch is unconditionally guaranteed for **three full years** from date of purchase. We certify that each Benrus must perform properly during the entire **three year period** of this guarantee or Benrus will repair it or replace it promptly **absolutely free.**

© 1960, Benrus Watch Company, Inc.

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

ALL
STEEL
WATERPROOF**

SEA OR SKI. WATERPROOF** wonder of a watch at home on snowy slopes or deep blue sea . . . designed for the outdoor man. All Stainless Steel case with matching inset expansion bracelet. Dial has sweep second hand radium markers and hands. Unbreakable crystal For absolute dependability, the shock resistant 17 JEWEL movement, GUARANTEED FOR LIFE*.
8M-34119 X2295 Retail **67.50**

BEAUTIFULLY GIFT BOXED

CALENDAR—AUTOMATIC—WATERPROOF**

SIR HENRY. 49 JEWEL—AUTOMATIC, WATERPROOF CALENDAR** . . . Faceted case is Yellow gold plate backed with stainless steel. Unbreakable crystal with magnifying dome for calendar. Radium dial, raised markers and sweep second hand. Gold filled expansion band with leather insets. Shock resistant movement—GUARANTEED FOR LIFE*.
8M-34117 X4390 . Retail **145.00**

As above. Chrome top case with stainless steel inset bracelet.
8M-34118 X4150 . Retail **135.00**

WATCH WORD
OF
QUALITY

DUNBAR. An impressive design with the executive look This masterpiece is cased in 10K yellow rolled gold plate with stainless steel back The raised gilt figures against the jet black dial, gives the added touch of distinction. Gold filled expansion band inlaid with leather in a new unique design. 17 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE*.
8M-34120 X2350 Retail **67.50**

WATERPROOF**

SEA-MASTER. Smart masculine styling in a fine WATERPROOF** watch Handsome case is yellow color of natural gold with steel back New slimline feature . . Raised markers combined with radium dial and unbreakable crystal. Sweep second hand Matching gold filled expansion band with insets make this a watch he will be proud to wear Accurate 17 JEWEL shock protected movement, GUARANTEED FOR LIFE*.
8M-34121 X2150 . . Retail **65.00**

Retail prices include Federal Excise Tax. Prices subject to change without notice.

25
JEWELS
24
DIAMONDS
Petite Series
25
JEWELS
6
DIAMONDS
25
JEWELS
16
DIAMONDS
25
Jewels
40
DIAMONDS
A
B
C
D

SMALLER THAN A WEDDING RING

A **PERT. 6 FIERY DIAMONDS** frame the new end piece design of the tiny 14K SOLID GOLD case Raised figure dial under heavy raised crystal Sleek gold filled expansion band with alternating diamond-cut links Shock resistant 25 JEWEL movement, GUARANTEED FOR LIFE*
8M-34122 X5975 Retail **180.00**

B **PRECIOUS.** 24 DIAMONDS in a smartly detailed case of 14K SOLID GOLD. Tiny, small enough to fit through a ring. Raised figure dial Gold filled diamond cut expansion band Shock resistant 25 JEWEL movement, GUARANTEED FOR LIFE*
8M 34123 X11500 . . . . Retail **325.00**

C **SPLENDOR 16 FLASHING DIAMONDS** circle the round dainty case of 14K SOLID GOLD Raised figure dial with heavy crystal that has faceted sides Gold filled diamond cut expansion band Dependable 25 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
8M-34124 X8950 Retail **250.00**

D **SORRENTO. 40 BRILLIANT DIAMONDS** demure 14K SOLID GOLD watch Dainty raised figured dial, domed crystal Gold filled snake bracelet with safety chain. Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE*
8M 34125 X16200 . . . . Retail **475.00**

THIN AS A COIN

BRADFORD. Futuramic design in this ULTRA-THIN 14K SOLID GOLD case lapped to a mirror-like finish. Truly a watch of distinction Raised markers on handsome dial matched with a gold filled expansion band in new Florentine finish truly make this a masterpiece Shock protected 17 JEWEL movement famous for accuracy, GUARANTEED FOR LIFE*
8M-34126 X4995 . . . . . . Retail **150.00**

As above in ALL STAINLESS STEEL CASE and band
8M-34127 X2995 . . . . Retail **92.00**

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*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

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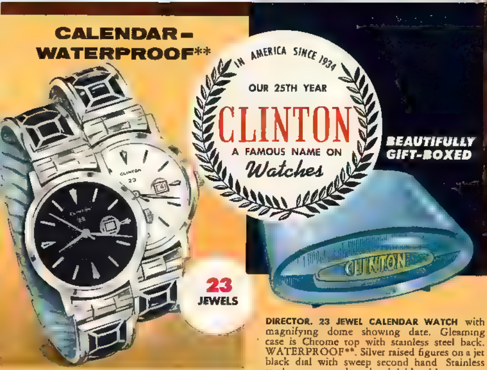
CALENDAR–WATERPROOF**



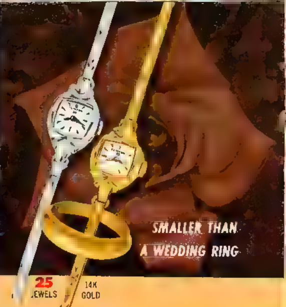
DIRECTOR. 23 JEWEL CALENDAR WATCH with magnifying dome showing date. Gleaming case is Chrome top with stainless steel back. WATERPROOF**. Silver raised figures on a jet black dial with sweep second hand Stainless steel expansion bracelet inlaid with genuine leather. Shock protected movement is GUARANTEED FOR LIFE*

8M-34128 X2495 .... Retail **75.00**

As above with WHITE DIAL.

8M 34129 X2495 Retail **75.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.



MYLADY. Dainty and smart so small it can fit through a ring. 14K Yellow SOLID GOLD case, mirror-polished, styled to delight the most discriminating taste. Raised figure dial with contoured raised crystal. 25 JEWEL shock-resistant movement, GUARANTEED FOR LIFE*. A watch she will cherish always!

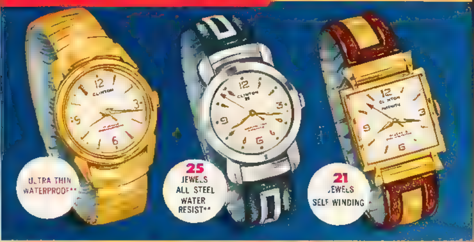
8M 34130 X3430 . Retail **100.00**

As above, 14K WHITE SOLID GOLD CASE.

8M-34150 X3430 Retail **100.00**

ALL MOVEMENT PARTS GUARANTEED FOR LIFE NEVER TO BREAK

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.



PREMIER. The thinnest WATERPROOF** watch you've ever seen and the most elegant! Perfection of styling in the yellow gold plate case and matching gold-filled expansion band with stainless back. Curved crystal over handsome dial with sweep hand. Designed to be admired. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*

8M-34151 X2790 Ret **85.00**

EXCELSIOR. AUTOMATIC, self-winding and WATER RESISTANT** with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE*. Circular case is rugged all stainless steel, has radium dial with sweep second hand, and raised crystal. Unusual expansion band combines stainless steel and leather. The watch that never needs winding.

8M-34152 X3595 Ret. **105.00**

ESQUIRE. AUTOMATIC, accurate to the split second, never needs winding! Eye-catching styling to the handsome square case of 10K rolled gold plate, with stainless steel back. Raised gilt markers and sweep second hand under a gleaming domed crystal. 21 JEWEL dust protected movement is shock resistant, anti-magnetic and GUARANTEED FOR LIFE*

8M-34153 X3950 Ret **110.00**

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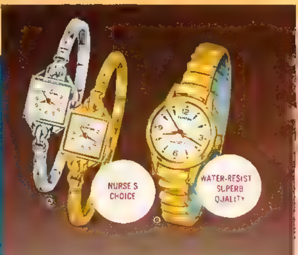
Retail prices include Federal Excise Tax. Prices subject to change without notice.



A JOYCE Beautifully designed Nurses watch for duty and dress wear 10K Yellow rolled gold plate case with steel back is exceptionally dainty Raised figure dial with sweep second hand Fashionable dome crystal Graceful gold filled expansion bracelet Shock protected 17 JEWEL movement, GUARANTEED FOR LIFE*

8M-34154 X2450 Retail **75.00**

As above in WHITE.

8M-34155 X2450.. . .. .Retail **75.00**

B NIGHTINGALE. NURSES' WATER-RESISTANT WATCH.** This lovely timepiece will never fail in a crisis! Radium dial with all-important sweep second hand, unbreakable crystal Case is yellow with steel back, blends with the newly fashioned gold filled expansion bracelet 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

8M-34156 X2175 .. Retail **67.50**

BEAUTIFULLY GIFT BOXED

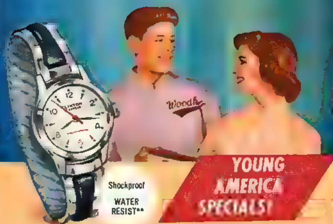
IN AMERICA SINCE 1934

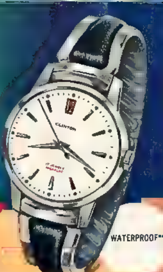
OUR 25TH YEAR

CLINTON

A FAMOUS NAME ON
Watches

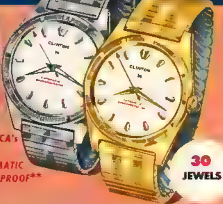
YOUNG AMERICA SPECIALS!





JUDY. Especially styled for the "Young Miss America" this WATER RESISTANT** timepiece never fails when minutes count Case in gleaming chrome top with steel back Radium dial and hands Sweep Second hand Matching stainless steel expansion band with insets 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
8M-34168 X1999 .... .Retail **59.50**

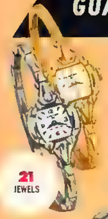
SEA-HAWK. The watch that is a favorite with Military men everywhere The WATERPROOF** case in gleaming Chrome, backed with stainless steel for rugged wear Radium dial and hands, sweep second hand Unique expansion bracelet of stainless steel with insets 17 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
8M-34169 X1499 Retail **52.50**



SKIN DIVER. WATERPROOF UNDER ALL CONDITIONS,** AUTOMATIC Self winding 14K yellow gold top case is steel backed gold filled expansion band in new Florentine finish Dial has raised gilt markers and crystal, sweep second hand Superb 30 JEWEL movement, shock resistant, GUARANTEED FOR LIFE*
8M-34170 X5750 Retail **165.00**

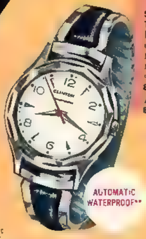
As above, all stainless steel case and band
8M-34171 X4750 Retail **135 00**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK



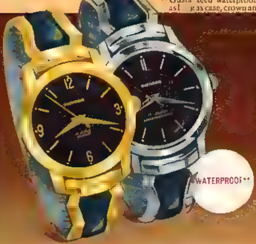
GRANADA. Destined to be a favorite with fashion conscious women The tonneau-shaped case of 10K rolled gold plate is backed with stainless steel Easily legible gilt figures under the domed crystal Slender, gold filled bracelet For years of perfect timekeeping, the 21 JEWEL movement dust protected shock resistant and GUARANTEED FOR LIFE*
8M 34172 X2255 (YELLOW Ret **65.00**
8M-34173 X2255 (WHITE) Retail **65.00**

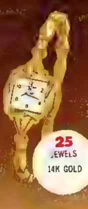
*The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor.
**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

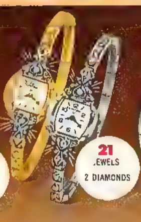


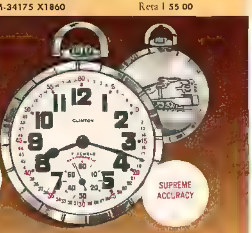
SEA BARON The ultimate in an AUTOMATIC, self-winding WATERPROOF** watch This fine faceted case has chrome top and steel back fully dust protected The smart stainless steel expansion band with insets spells class Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
8M-34174 X2695 Retail **75.00**

Same fine WATERPROOF* as above, without automatic feature
8M-34175 X1860 Retail **55 00**









"DIPLOMAT" WATERPROOF** shock protected 17 Jewel movement in yellow goldplate case with steel back Black dial, with raised gold markers and radium dots Sweep Second hand Gold filled expansion bracelet with insets plus the CLINTON movement, GUARANTEED FOR LIFE*
8M-34176 X2245 Retail **65.00**

As above, Chrome top case and stainless steel band.
8M 34177 X2075 Retail **62.50**

INGRID Designed in SOLID 14K yellow gold a regal timepiece 25 JEWEL movement shock resistant and GUARANTEED FOR LIFE* Dial with raised figures and dome crystal Gold filled expansion bracelet echoes the lovely case motif
8M-34178 X2890 Retail **85.00**

As above Rolled gold plate case, steel back.
8M-34179 X2590 Retail **75.00**

TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece Faceted cushion shape case of 10K rolled gold plate, backed with stainless steel Easily legible gilt figures under the dome crystal Slender gold filled expansion band The 21 JEWEL movement shock resistant and GUARANTEED FOR LIFE*
8M-34180 X2795 (WHITE) **79.50**
8M 34200 X2795 (YELLOW) **79.50**

TRANSPORTATION POCKET WATCH America's long time favorite is respected for its unvarying accuracy Makes a splendid gift for any time-conscious man of traditional tastes A railroad type watch, this heavy duty chrome timepiece has highly legible black numerals with minute numbers Dust protected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
8M-34201 X1895 Retail **59.50**

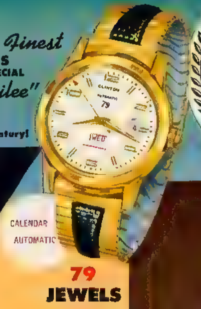
HERE ARE *America's Finest* TIMEPIECES

OFFERED AT SPECIAL *"Silver Jubilee"*

PRICES for the first time in a Quarter-of-a-Century!

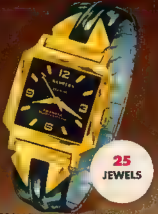
IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK



MONOCLE PRINCE. 79 JEWELS—SELF WINDING AUTOMATIC with CALENDAR showing Day and Date every feature master watch-makers can design! WATERPROOF* case of Yellow gold plate has steel back Unique crystal has magnifying dome under which date appears, radium figured dial Sweep Second hand Ultra thin gold filled expansion bracelet inlaid with leather Always accurate CLINTON shock resistant movement, GUARANTEED FOR LIFE*

8M-34157 X5250 Retail **165.00**



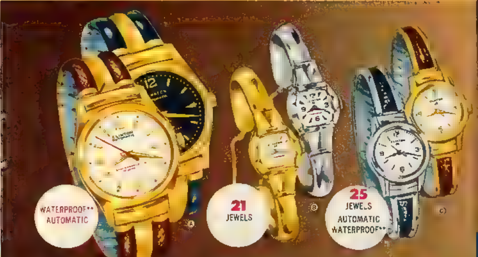
AUTOMATIC-SELF-WINDING

BLACK BEAUTY. Is AUTOMATIC, it winds itself with the movements of your arm 25 JEWEL movement keeps perfect time you're always punctual. Square case of 10K rolled gold plate steel backed Black dial has raised gilt markers, sweep second hand and dome crystal Gold filled expansion band accented with black Best of all, the shock resistant movement is GUARANTEED FOR LIFE*

8M-34158 X3995 Retail **110.00**

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

BEAUTIFULLY GIFT BOXED



Ⓐ **SEA POWER** AUTOMATIC self winding and WATERPROOF** a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial Steel Back Gold filled band inset with fine brown leather. 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*

8M-34159 X2795 Retail **82.50**

As above with Black Dial

8M-34160 X2795 Retail **82.50**

Ⓑ **PRINCESS.** An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection Case has stainless steel back, high domed crystal Encircles the wrist with up to the minute fashioned glamour 21 JEWEL shock resistant movement, GUARANTEED FOR LIFE*.

8M-34161 X2598 Retail **75.00**

As above, in WHITE.

8M-34162 X2598 Retail **75.00**

Ⓒ **SUZANNE.** Lady's AUTOMATIC—self-winding WATERPROOF** watch **The smallest Automatic watch in the World!** Daintily styled dust-protected case is gleaming chrome top, backed with stainless steel. Beautifully matched stainless steel leather inset expansion band Radium detailed dial with sweep second hand 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

8M-34163 X3850 Retail **105.00**

As above yellow gold plate case with matching gold filled expansion bracelet

8M 34164 X3990 Retail **110.00**

Retail prices include federal excise tax. Prices subject to change without notice.

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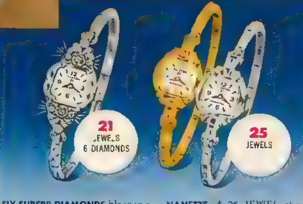

SIX SUPERB DIAMONDS blaze in a case of 10K White rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond-cut expansion bracelet carries out the theme Raised figure dial and crystal is domed for easy reading 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

8M 34165 X3990 Retail **110.00**

NANETTE. A 25 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE* in an artfully curved dust protected case in 10K Rolled gold plate with steel back, create a fine jeweler's piece Matching slim gold filled expansion bracelet Raised crystal and modern dial A watch that maintains its beauty through the years

8M-34166 X2695 (WHITE) **75.00**
8M-34167 X2695 (YEL. **75.00**

*The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor

17 jewel **WATERPROOF****

Rugged... handsome...

styled for men!

12
CLINTON
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SEA SHARK. Watch-favorite of rugged men everywhere! WATERPROOF** case has chrome plated top stainless steel back for everyday rugged wear. Luminous dial, stick markers, sweep second band, unbreakable crystal Stainless steel expansion bracelet with insets. 17-jewel, shock-resistant movement guaranteed for LIFE*.
10-7060 V 1595 $52.50

SHOCK-RESISTANT MOVEMENT GUARANTEED FOR LIFE*

CLINTON
CLINTON
CLINTON
25 Jewels
23 Jewels

BLACK BEAUTY. 25-jewel self winding AUTOMATIC in sophisticated 10K rolled gold plated top case, stainless steel back. Raised gilt markers, sweep second hand Matching gold filled expansion band
10-7078 V 3995 Ret. $110.00

CALENDAR "DIRECTOR." 23-jewel WATERPROOF**. Magnifying dome crystal shows date. Chrome plated top case, sweep second hand. Stainless steel back.

		Retail
10-7086 V 2495	**White.**	**$75.00**
10-7094 V 2495	**Black.**	**$75.00**

CLINTON

ALL MOVEMENT PARTS LIFETIME GUARANTEED NEVER TO BREAK

All Movement Parts

GUARANTEED for LIFE

*The movement parts of every Clinton watch indicated on these pages are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!

CLINTON
CLINTON
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WATERPROOF

SEA HORSE. Smart, handsome . . a man's watch of impressive dignity . . WATERPROOF** with accurate 17-jewel shock resistant movement GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Stainless steel back, dial with raised markers and numerals, unbreakable crystal, sweep second hand. Matching gold filled expansion band with insets. Luminous night-time dial.

Ⓐ **WHITE DIAL.**
10-7102 V 2250 Retail **$67.50**

Ⓑ **BLACK DIAL.**
10-7110 V 2250 Retail **$67.50**

With each Superb watch, you get a gift-proud stunning presentation box.

Copyright, 1960, C. W. Co.

CLINTON
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Ⓒ **SANDRA.** For school, work or dress-up. 10K rolled gold plate case, steel back. 7-jewel shock-resistant movement. LIFETIME GUARANTEE*, gold filled band, raised figure dial.

		Retail
10-7128 V 1550	**Yellow case.**	**$37.50**
10-7136 V 1550	**White case**	**$37.50**

Ⓓ **SEA CAPTAIN.** Handsome watch for young Mr. America! 7-jewel shock-resistant movement GUARANTEED FOR LIFE*. Water-resistant**, luminous dial, sweep second hand.
10-7144 V 1295 Retail **$33.50**

****WATERPROOF:** Guaranteed waterproof or water resistant as long as case crown and crystal are intact Retail prices include Federal Excise Tax dealer prices do not Gold Filled watch bands are 1/20 10K

CLINTON
CLINTON
E
NURSES
F

Nurses Sports watches - ideal for career women

Ⓔ **JOYCE.** NURSES' watch for duty and dress wear. 10K rolled gold plated case with stainless steel back is exceptionally dainty, rugged enough for long wear. Raised figure dial with red sweep second hand. Fashionable dome crystal. Gold filled expansion bracelet. Shock-resistant 17-jewel movement GUARANTEED FOR LIFE*.

10-7151 V 2450	Yellow	Retail **$79.00**
10-7169 V 2450	White.	Retail **$79.00**

Ⓕ **JUDY.** This Water-resistant** timepiece never fails when minutes count. Full view classic case with stainless steel back, luminous dial with figures and markers, and . . the all-important sweep second hand. 17-jewel shock-resistant movement GUARANTEED FOR LIFE*.

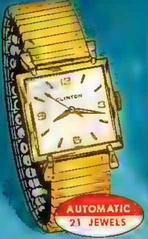
10-7227 V 2195	Yellow	Retail **$67.50**
10-7177 V 2050	White.	Retail **$59.50**

ELECTROMATIC

ELECTRIC WATCH

ELECTROMATIC. The electric watch . . the watch of the future. No winding ever! No twist of the wrist ever to keep this watch going! Tiny power cell provides power for over a year. Water-resistant case is 20-micron gold plate with steel back, has luminous dial. Sweep second hand, unbreakable crystal. Gold filled expansion band, with insets.
10-7557 V 5995 . Retail **$175.00**

This watch is covered by our Special Electric Watch Guarantee



TOP MAN. Split-second accuracy and you never have to wind it! Case of yellow 10K rolled gold plate with stainless steel back. Raised markers, sweep second hand. 21-jewel shock-resistant movement GUARANTEED FOR LIFE* Florentine gold filled expansion band matches watch perfectly. Retail
10-7565 V 3995 **$110.00**

WATERPROOF
ALL STEEL

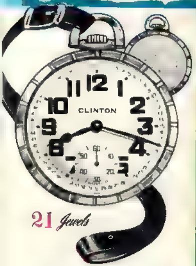
SEA COMMANDER. WATERPROOF** A wonder watch for the outdoor man. Made to take abuse. Stainless steel case with expansion bracelet and insets. Luminous detailed dial with markers and sweep second hand. Unbreakable crystal, 17-jewel movement GUARANTEED FOR LIFE* Retail
10-7656 V 2295 **$67.50**

CLINTON

All Movement Parts

GUARANTEED for LIFE

*The movements parts of every conventional Clinton watch are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!



SANTA FE TRANSPORTATION WATCH. A favorite respected for its accuracy. Heavy duty chrome plated timepiece with heavy black numerals, minute divisions, unbreakable crystal. Leather fob. 21 JEWEL PRECISION MOVEMENT GUARANTEED FOR LIFE* Retail
10-7789 V 2495........ **$71.50**

With every watch you get a handsome satin lined gift box

21-jewel thin-waterproof!

SEA KING. A triumph of modern watchmaking skill! "Silver-dollar" thin WATERPROOF**. LUMINOUS dial with sweep second hand, flexible leather inset. Gold filled expansion band. 21-jewel shock resistant movement. GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Steel back. Retail
10-7797 V 2795 . **$85.00**
STAINLESS STEEL CASE and band
10-7953 V 2795 **$85.00**

25-jewel fashion beauty!

MARY. A new-fashion look in a 25-jewel movement watch made by Craftsman and GUARANTEED FOR LIFE*. Artfully curved OVAL Dust-resistant case in 10K gold rolled plate with stainless steel back. Gold filled expansion bracelet. Raised crystal and modern dial. Choice of two colors. A watch that will maintain its beauty for years. Retail
10-8167 V 2795 Yellow. **$85.00**
10-8175 V 2795 White **$85.00**

25-jewel timepiece Regal 14k solid gold!

JANE. Designed in a 14K solid gold . . . this regal timepiece has a 25-jewel shock-resistant movement that's GUARANTEED FOR LIFE*. So beautifully designed that it will be in fashion for years to come. Raised numerals and markers, dome crystal. Gold filled expansion bracelet. Retail
10-8183 V 2995 Yel. **$89.50**
10-8191 V 2995 Wh. **$89.50**

****WATERPROOF:** Guaranteed waterproof as long as case, crown and crystal are intact. Gold Filled Watch Bands are 1/20 10K. Retail prices include Federal Excise Tax, dealer prices do not.

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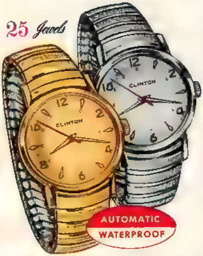
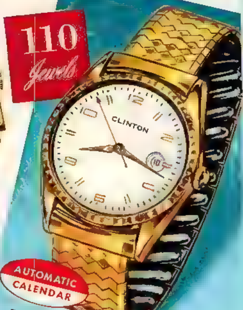


OCEAN PRINCE. Self-winding AUTOMATIC and WATERPROOF**. Sturdy thin case holds 25-jewel shock-resistant movement GUARANTEED FOR LIFE* New Florentine finish luminous dial, sweep second hand, stainless steel back. Gold filled expansion band with matching Florentine design. You never have to wind it!

YELLOW CASE. 10 micron gold plated case.
10-7292 V 3570............ Retail **$100.00**
ALL STEEL CASE and Band.
10-7300 V 3570 . . Retail **$100.00**

TROJAN. An impressively designed 21-jewel watch with the executive look. This masterpiece is encased in a 10K yellow rolled gold plate case with stainless steel back. Raised gilt figures and markers gives an added touch of distinction. Gold filled expansion band is unusually handsome. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE.* Has sweep second hand for added utility.

	Retail
10-7326 V 3295 White dial .	**$92.00**
10-7367 V 3295 Black dial .	**$92.00**



THE ONE TEN. Clinton's finest! A superb instrument. All you have to do is wear it! Winds itself from the natural movement of your wrist. Has 110 RUBY JEWELS in its precision shock-resistant movement that's GUARANTEED FOR LIFE.* And it's WATERPROOF**, too! Accurate Calendar—automatically gives you each day's date—automatically. Luminous dial, sweep second hand. Gold filled expansion bracelet in Florentine finish.
10-7383 V 6500 . Retail **$195.00**

*The movement parts of every Clinton watch on these pages are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!

****WATERPROOF** Guaranteed waterproof or water resistant as long as case, crown and crystal are intact. Gold Filled watch bands are 1/20 10K. Retail prices include Federal Excise Tax, dealer prices do not.

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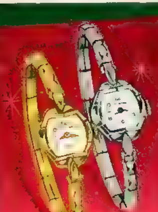
CLINTON



21-jewel beauties for years of time!

LOVELY LADY. Destined to be a favorite with fashion-conscious women. The tonneau-shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible figures and markers under the domed crystal. Slender gold filled expansion bracelet. 21-jewel movement is shock-resistant, GUARANTEED FOR LIFE*, is dust-protected, gives you perfect timekeeping for years. Choice of two colors.

10-7409 V 2255 Yellow **$65.00**
10-7417 V 2255 White **$65.00**

21-jewel shock-resistant watches . . . for perfect timekeeping

PRINCESS. An irresistible bracelet watch with a royally styled Yellow case that has been brushed and polished to perfection. Case has a stainless steel back, high domed unbreakable crystal. Bracelet encircles the wrist for up-to-the-minute glamor, is gold filled. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE*.

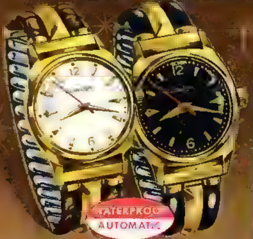
	Retail
10-7474 V 2980 Yellow	**$89.50**
10-7482 V 2980 White	**$89.50**

DIAMOND GIRL. Six superb diamonds blaze on a case of 10K rolled gold plate. Gold filled diamond-cut expansion link bracelet carries out this high-fashion theme. Raised figure dial and crystal is domed for easy reading. 21-jewel shock resistant movement GUARANTEED FOR LIFE*.

	Retail
10-7508 V 3990 Wh.	**$110.00**
10-7516 V 3990 Yel	**$110.00**

DIAMOND TWIN. Two starry diamonds light up all the delicate beauty of this 21-jewel timepiece. Faceted tonneau shape case of 10K rolled gold plate, backed with stainless steel. Easily legible figures on dial. Slender gold filled expansion band. Movement is shock-resistant, GUARANTEED FOR LIFE*

	Retail
10-7524 V 2995 Wh.	**$89.50**
10-7540 V 2995 Yel.	**$89.50**



SEA POWER AUTOMATIC. Winds itself with the normal movement of your wrist . . won't over-wind! A masterpiece of precision accuracy A WATERPROOF** wonder watch! 10 micron yellow gold plated case has red sweep second hand, and luminous dial Stainless steel back Gold filled inset expansion band 17-jewel precision shock resistant movement GUARANTEED FOR LIFE*

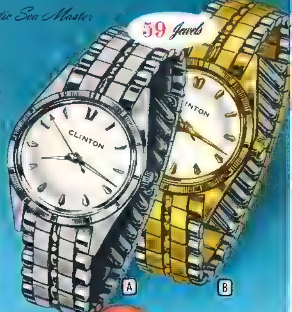
10-6955 V 2995 White dial Retail **$85.00**
10-6963 V 2995 Black dial Retail **$85.00**

59 Jewel Automatic Sea Master
It's got everything

AUTOMATIC "SEA MASTER" Massive handsomely designed watch has everything . . . it's **AUTOMATIC,** never needs winding as long as you have it . . it's WATERPROOF** . . all stainless steel case . . . sweep second hand luminous dial wonderful 59-jewel movement that's shock-resistant unbreakable crystal, superbly designed hour markers.

Ⓐ **ALL STEEL CASE and Band.** Retail
10-6971 V 4995 $150.00

Ⓑ **YELLOW 10 Micron Gold-plated CASE.** 2-tone gold-filled, steel band
10-6989 V 5600 $165.00



CLINTON

All Movement Parts
GUARANTEED for LIFE

*The movement parts of every Clinton watch on this page are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor FOR LIFE! . . . no handling charges!

Retail prices include Federal Excise Tax dealer prices do not Gold Filled bands are 1/20 10K Prices subject to change without notice

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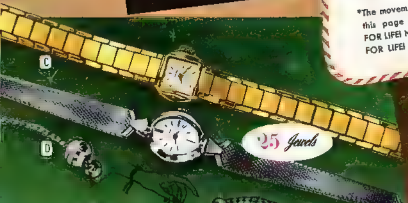
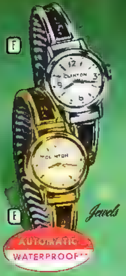




Ⓒ **NANCY.** Petite 25-jewel shock-resistant movement in 10K Yellow rolled gold plate case, steel back Gold filled band designed to look like part of case Safety chain.
10-6997 V 3995 Retail **$115.00**

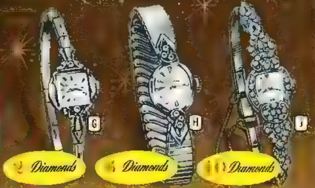
Ⓓ **LAURA.** Shock-resistant 25-jewel movement 10K White rolled gold case, steel back Gold filled mesh Band. Safety chain
10-7003 V 3995 Retail **$115.00**

Ⓔ **AQUA-MAID.** 25-jewel shock-resistant movement Smallest ladies' AUTOMATIC. 10 micron yellow gold plated top, stainless steel back, self winding WATERPROOF** Luminous dial, sweep second hand GUARANTEED FOR LIFE *
10-7052 V 3990 Retail **$110.00**

Ⓕ **CHROMEPLATED TOP CASE.**
10-7045 V 3850 Retail **$105.00**

****WATERPROOF!** Watch is guaranteed waterproof as long as case, crown and crystal are intact.

25 JEWEL DIAMOND WATCHES



25 JEWEL DIAMOND WATCHES SMALL PETITE

Ⓖ **DIAMOND PRINCESS.** Like twinkling stars two brilliant diamonds sparkle with fiery radiance to stress Florentine motif 14K white solid gold case matching gold filled expansion band 25-jewel shock-resistant movement GUARANTEED FOR LIFE*
10-7011 V 4500. Retail **$125.00**

Ⓗ **DIAMOND CHARM.** Richly styled case of 14K white solid gold magnificently set with six brilliant diamonds. Daintily designed oval case with raised figure dial, clear crystal Matching gold-filled Paris-proud fashioned wide type expansion bracelet Shock-resistant 25 jewel movement GUARANTEED FOR LIFE*
10-7029 V 6950 Retail **$200.00**

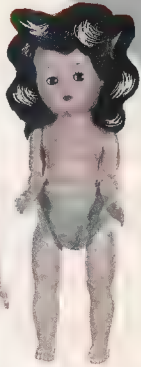
Ⓙ **DIAMOND QUEEN.** The choice of queens! 40 dazzling diamonds encircle and surround demure 14K white solid gold case with dainty raised figured dial, domed crystal Gold filled snake bracelet with safety chain Shock-resistant 25 jewel movement is GUARANTEED FOR LIFE*
10-7037 V 15000 Retail **$475.00**

Dress-Me Dolls

"THE LARGEST LINE
OF ITS KIND"

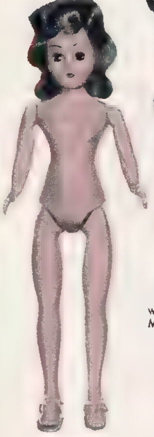
Sturdy plastic dolls of virgin material with moving arms, heads and eyes. Wavy mohair wigs.

Style No. D-102
10" Adult Doll
with High Heel Shoes,
Mohair Wig.



Style No. D-81P
8" Toddler Doll,
with colorful panties,
Mohair wig, Moving eyes,
head, arms and legs.

Style No. D-611
Combination one small 6" Doll and one large 11" Doll, both with moving eyes and Mohair Wigs, packed together.



Style No. D-90
9" Adult Walking Doll
with High Heel Shoes,
Mohair Wig.

Style No. D-80B
8" Boy Doll, black shoes,
black painted wigs.
Also made in 11" size
style no. D-110BS

COMMONWEALTH PLASTICS CORP.

SHOW ROOM 200 Fifth Ave., Room 1459 New York 10, N. Y. Tel. AL 5-7206
FACTORY 98 Adams Street Leominster, Mass.

Lingerie Lou

YOU CAN WASH, COMB AND SET
THE BEAUTIFUL WAVY HAIR

Soft cuddy vinyl dolls
with moving eyes, legs, arms
and head.

Style No. D-85
8" Vinyl Baby Doll
"Drink & Wet" with bottle

Style No. D-83
8" Adult Vinyl Doll
with Rooted hair and
High Heel Shoes.

Style No. D-86
8" Vinyl Girl Doll
with Rooted hair.

Style No. D-101
10" Adult Vinyl Doll
with Rooted hair and
High Heel Shoes.

SHOW ROOM
200 Fifth Ave., Room 1459 New York 10, N. Y. Tel. AL 5-7206

FACTORY
98 Adams Street Leominster, Mass.

Dress-Me Dolls

FROM 6" TO 12" DOLLS

Tall Sturdy Bodies with Moving Arms, and Heads, Moving Eyes, Wavy Mohair Wigs.

MOST WIDELY KNOWN LINE OF DRESS ME DOLLS

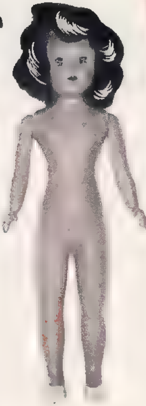
- 18 beautiful styles to choose from
- All top quality construction
- All sturdy virgin plastic materials

ALL PRICED FOR VOLUME SALES and VOLUME PROFITS

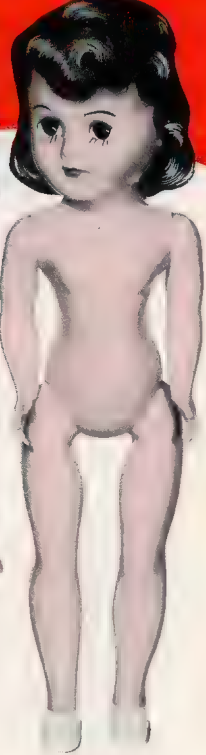
Assorted or Solid color packing available

- **TEEN AGE DOLLS**
- **BABY DOLLS**
- **COLORED DOLLS**
- **ADULT DOLLS**
- **BOY DOLLS**
- **VINYL DOLLS**

with ROOTED HAIR and SHOES



Style No. D-80
8" Teen Age Doll
with Mohair Wigs.
Also made in brown color
Style No. D-80N.



Style No. D-120
12" Teen Age Doll
Mohair Wig, moving arms,
head, legs and eyes,
painted shoes.

"THE LARGEST LINE OF ITS KIND"

COMMONWEALTH PLASTICS CORP.
represented by:
DOLL BODIES CO.
200 FIFTH AVE., ROOM 1459 • New York 10, N. Y.

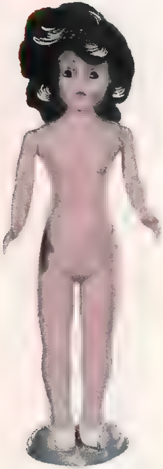
Lingerie Lou

"THE LARGEST LINE
OF ITS KIND"

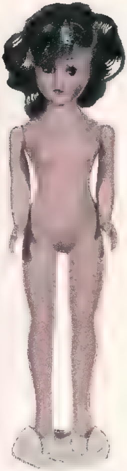
Dress-Me Dolls

[illegible] dolls
for every little girl.
They can create, sew
and knit clothes to fit.

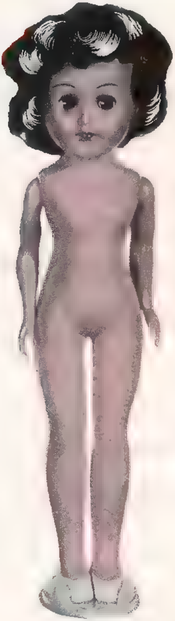
Sturdy plastic bodies with
moving eyes, arms and heads.
Beautiful curly Mohair wigs.



Style No. D-805
8" Teen Age Doll,
flat shoes, Mohair Wig
and Doll Stand.



Style No. D-84S
8" Teen Age Doll,
high heels, Mohair wig
and Doll Stand.
Also made in brown color
style no. D-84NS.



Style No. D-110S
11" Teen Age Doll,
painted shoes, Mohair wig,
moving arms, head and
eyes, with Doll Stand.
Also made in Brown color
style no. D110NS.

COMMONWEALTH PLASTICS CORP.

Lingerie Lou

FINEST OF ITS KIND

53 Functional JEWEL

Self-Winding Watches
WATERPROOF*

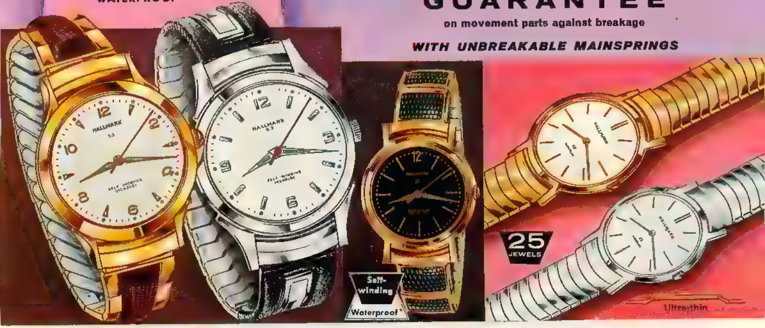
Hallmark 17, 21, 25, 53

ADVERTISED IN
LIFE

Jewel Watches

UNCONDITIONAL
LIFETIME GUARANTEE
on movement parts against breakage

WITH UNBREAKABLE MAINSPRINGS



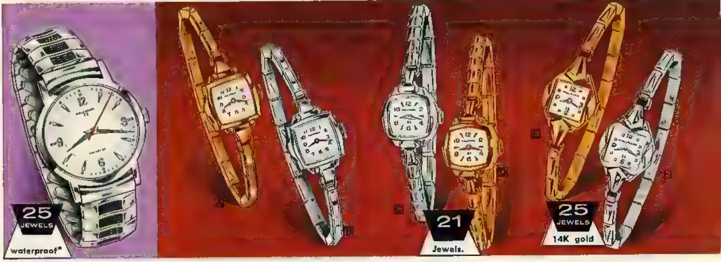
Presentation Cyclomatic 53: Has new, more efficient self-winding movement Waterproof* case of yellow rolled gold plate and stainless steel back. Matching gold-filled expansion bracelet with alligator trim. Luminous hands, hour dots. **Incabloc protection and unbreakable mainspring.**
8M-34366 X4790 Ret. 150.00

Cyclomatic 53: For dress wear or sports use! 53 jewel self-winding waterproof* watch. Case has chrome top and steel back. Combination expansion bracelet is steel with black trim. Red sweep second hand, luminous hour dots, hands. **Incabloc protected. Unbreakable mainspring.**
8M-34367 X4395 Ret. 135.00

Newton: Self-winding waterproof* dress watch. Yellow gold color case, non-corrosive back. Has matching gold-filled combination expansion bracelet with black lizard trim. Luminous hands and hour dots. Sweep second hand. 17 Jewels. **Incabloc shock protected. Unbreakable mainspring.**
8M-34368 X2995..Retail 97.50

Caldwell "Y": Ultra-thin 25 Jewel dress watch. Yellow gold color case, stainless back, matching gold-filled expansion bracelet. **Incabloc protected and unbreakable mainspring.**
8M-34369 X3115..............Retail 100.00

Caldwell "W": As above. Chrome top case with steel back Steel expansion bracelet.
8M-34370 X2680..............Retail 85.00



Sea Rover: 25 Jewel waterproof* watch built for dependable service Chrome top case, stainless back Matching steel combination expansion bracelet with leather trim. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring. Incabloc protected.**
8M-34371 X2375..Retail 80.00

A **Carioca "Y":** Romantically styled. Yellow rolled gold plate case with stainless back Gold-filled expansion bracelet. 17 Jewels. **Unbreakable mainspring. Incabloc protected.**
8M-34372 X2195.....Retail 71.50

B **Carioca "W":** As above. White R.G.P. case Gold-filled bracelet.
8M-34373 X2195.....Retail 71.50

C **Sabrina: 21 Jewels.** Dramatic design. White rolled gold plate case, stainless back Gold-filled expansion bracelet. **Incabloc shock-protected. Unbreakable mainspring.**
8M-34374 X2385.. ...Retail 75.00

D **Rhumba:** As above. Yellow rolled gold plate case, gold-filled band.
8M-34375 X2385. ...Retail 75.00

E **Chevy Chase: 25 Jewels; 14K yellow** gold case delightfully carved. Matching gold-filled expansion bracelet. Skip figure dial. **Unbreakable mainspring and Incabloc.**
8M-34376 X2885.....Retail 95.00

F **Briarcliffe.** As above 14K white gold case, gold-filled bracelet.
8M-34377 X2885.....Retail 95.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

Hallmark

17 23 25 and 53

JEWEL WATCHES

SHOCK PROTECTED BY INCABLOC

With Unconditional

LIFETIME GUARANTEE

on all movement parts against breakage

ADVERTISED IN LIFE

Made With

UNBREAKABLE MAINSPRINGS

*Guaranteed waterproof as long as case, crown and crystal are intact.

HALLMARK
53
SELF-WINDING
53
JEWELS
WATERPROOF*
SELF-WINDING

Cyclomatic 53 "A": Self-winding waterproof*. 53 Jewel watch that transforms every motion of the wrist into accurate time-keeping energy! Has built-in shock-absorbers. Yellow gold-filled case with non-corrosive back. Matching gold-filled combination mesh and expansion bracelet. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring, Incabloc protection.**

8M-34378 X5475.......................Retail 185.00

G
23
JEWELS
Waterproof*
self-winding
H
Self-winding
Waterproof*
waterproof*

G Stevens: 23 Jewel ladies' self-winding waterproof* watch set with 12 diamonds. White gold-filled case and expansion bracelet. **Unbreakable mainspring. Incabloc.**

8M-34379 X8675....Retail 250.00

H Mermaid: Ladies' self-winding and waterproof* watch. Yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet. 17 Jewels **Incabloc protected, unbreakable mainspring.**

8M-34380 X3785....Retail 120.00

Careerist "Y": Styled for nurses, lab workers, career women, homemakers. Waterproof* case is color of yellow gold, has non-corrosive back. Matching expansion bracelet. Red sweep second hand, luminous hands and hour dots are easy to read in the dark. 17 Jewels **Unbreakable mainspring and Incabloc.**

8M-34400 X2170.....Retail 69.50

Careerist "W": As above. Chrome case, steel back. Steel bracelet.

8M-34401 X2015... .Retail 65.00

25
JEWELS
waterproof*
self-winding
Self-winding
waterproof*

Sea Classic: 25 Jewel self-winding waterproof watch. Styled for beauty, designed for service. Yellow rolled gold plate case with stainless steel back. Matching gold-filled combination expansion bracelet with leather trim. Two-tone dial, luminous hands, hour dots, red sweep second hand. **Unbreakable mainspring and Incabloc shock-protection.**

8M-34402 X3795.. .Retail 125.00

Sea Master: 25 Jewel self-winding waterproof*. A sportsman's watch with dress styling. Shiny steel case and combination expansion bracelet with gray leather trim. Modern stick figure dial. Luminous hands and hour dots can be read in the dark. Has red sweep second hand. **Unbreakable mainspring. Incabloc shock-protection.**

8M-34403 X3855....Retail 115.00

Sea Sleuth: Self-winding waterproof* watch for the active man. Ultra thin styling. Gleaming gold colored case with non-corrosive back. Gold-filled combination expansion bracelet with brown leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewel movement, **shock protected by Incabloc. Unbreakable mainspring.**

8M-34404 X3450. Retail 105.00

Caravel: Self-winding waterproof* ultra-thin watch built to give utmost service. Shiny chrome case has stainless steel back. Steel expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 jewel movement is shock-protected by **Incabloc. Unbreakable mainspring.**

8M-34405 X2835......Retail 90.00

Retail Prices Include Federal Excise Tax; dealer's prices do not.

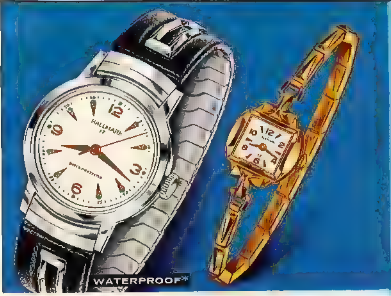
Hallmark

Made With
UNBREAKABLE MAINSPRINGS

Shock Protected By
INCABLOC

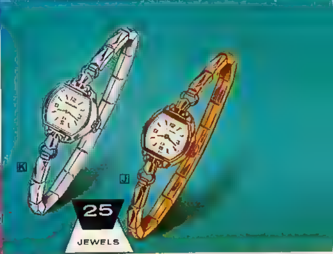
ADVERTISED IN
LIFE

UNCONDITIONAL
LIFETIME GUARANTEE
on all movement parts against breakage



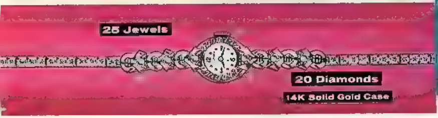
Militia: The type of watch worn by men in the Armed Forces. Waterproof* chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. Luminous hands and hour dots, red sweep second hand. 17 Jewels. **Shock-protected by Incabloc, has unbreakable mainspring.** Designed to give dependable service.
8M-34406 X1590........Retail 57.50

Barbara Dainty design, but built to give dependable service. Unbeatable value at this low price! Case is color of natural gold and has a non-corrosive back. Matching gold-filled "Queen" expansion bracelet. Very legible skip figure dial has a high-domed crystal. Accurate 17 Jewel movement. **Incabloc protected. Unbreakable mainspring.**
8M-34407 X1980........Retail 65.00

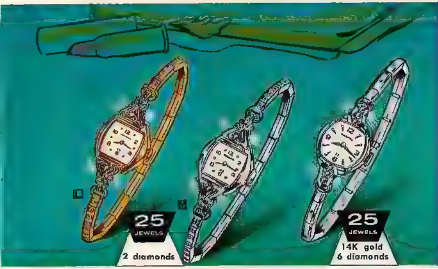


J Laurel: 25 Jewel dress watch styled with a classic design. Yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. Skip-figure dial. **Unbreakable mainspring, Incabloc.**
8M-34408 X2465....................Retail 85.00

K Orchid: As above. White rolled gold plate case and matching gold filled expansion bracelet.
8M-34409 X2465....................Retail 85.00



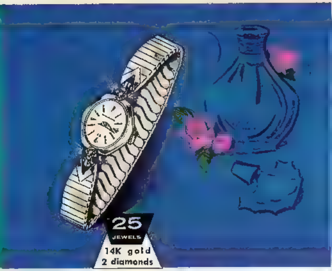
Savoy: 25 Jewels. Solid 14K white gold case blazes with the splendor of 20 genuine brilliant diamonds. Styled to grace the wrist of the most discriminating lady! Matching gold-filled "Queen" expansion bracelet, makes this watch easier and safer to wear than any other of its type. **Unbreakable mainspring. Incabloc shock-protection.**
8M-34410 X12000...................... ....Retail 350.00



L Riviera "Y" 25 Jewels. 2 flashing diamonds set in a delightfully sculptured case of yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
8M-34411 X2995.... .. . .Retail 95.00

M Riviera "W". As above. White rolled gold case and matching gold-filled bracelet.
8M-34412 X2995 ....Retail 95.00

Princess Joanne 25 Jewels. Richly styled case of shiny 14K white gold magnificently set with 6 brilliant diamonds. Matching gold-filled expansion bracelet. Modern skip-figure dial is easy to read, has hi-domed crystal. Movement is shock-protected by **Incabloc. Unbreakable mainspring.**
8M-34413 X5220....Retail 175.00



Camellia: 25 Jewels. 2 fiery diamonds set in a neatly sculptured case of solid 14K white gold. Tailored styling, yet daintily designed, with the look of high fashion. Matching gold-filled expansion bracelet is new, wider type. Very feminine stick figure dial completes the effect of style harmony! Watch has **Incabloc shock protection, unbreakable mainspring.**
8M-34414 X4565...............Retail 150.00

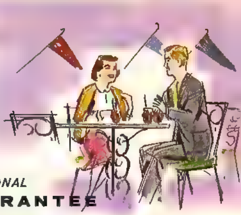
*Guaranteed waterproof as long as case, crown and crystal are intact.
Retail Prices Include Federal Excise Tax; dealer's prices do not.

Each watch beautifully gift boxed.

Hallmark SUPER BUDGET VALUES

Shock-Protected Watches

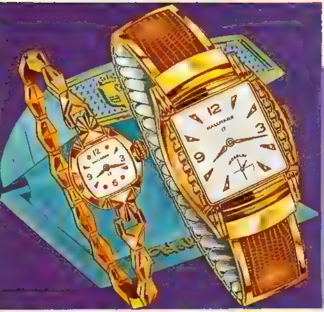
ADVERTISED IN LIFE

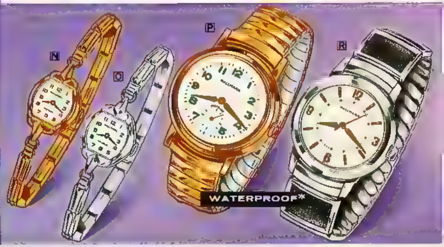


UNCONDITIONAL

LIFETIME GUARANTEE

on all movement parts against breakage





Lilac: Lovely dress watch for a style-conscious young lady. Luxuriously carved case is color of yellow gold, has stainless steel back. Gold-filled expansion bracelet. Skip figure dial. 17 Jewels **Incabloc shock-protected. Unbreakable mainspring.**

8M-34415 X1995. . Retail 59.50

Columbine: For the young man on his way to the top, this handsome watch is just right 10K yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet with leather trim. 17 jewel movement has **Incablock and unbreakable mainspring.**

8M-34416 X1995. Retail 59.50

N Hyacinth: Wonderful watch for that wonderful girl! Exquisitely carved case is yellow gold color with stainless back Matching gold-filled expansion bracelet Easy-to-read all Arabic numeral dial. 7 jewel movement is shock-protected by **Incabloc, has unbreakable mainspring.** Boxed for gift-giving.

8M-34417 X1565........Retail 35.00

O Sub-Deb "W": As above. Case is color of white gold, matching gold-filled expansion bracelet. 7 jewel movement

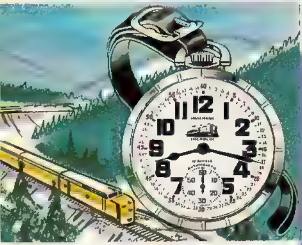
8M-34418 X1565........Retail 35.00

P Midshipman: Waterproof* case is the color of yellow gold, has non-corrosive back Yellow expansion bracelet. Luminous hands, figures. 7 jewel movement. **Incabloc, unbreakable mainspring.**

8M-34419 X1365.. .....Retail 27.50

R Ensign: Waterproof* case has chrome top, stainless back. Steel combination expansion band with leather trim Red sweep second hand, luminous hands and figures. 7 Jewels. **Incabloc shock protected. Unbreakable mainspring.**

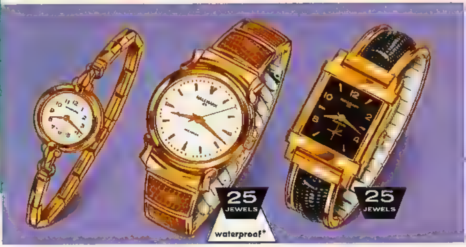
8M-34420 X1320........Retail 27.50



Transportation Style Watch for railroad men, truckers, farmers, mechanics and sportsmen

Ideal watch for the man who can't wear wrist watches Super accurate, it's built to take hard wear. Dust-protected chrome case has locomotive design engraved on its stainless steel back. Black enamel figures on white dial. Fully numbered minute track. 17 jewel movement is shock-protected with **Incabloc, has unbreakable mainspring.** Black leather fob strap included without additional charge.

8M-34421 X1975...........Retail 65.00



Harrieta: Popular style for young ladies. This watch is built for long service. Yellow gold color case has non-corrosive back. Matching gold-filled expansion bracelet. 7 Jewels. **Incabloc shock protected. Non-break mainspring.**

8M-34422 X1495 Ret. 29.95

Commodore: 25 Jewels. Waterproof* dress watch. Yellow rolled gold plate case with stainless back Yellow expansion bracelet with tan leather insets. Red sweep second hand. **Incabloc, unbreakable mainspring.**

8M-34423 X2985 Ret. 95.00

Clifton: 25 Jewels. Modern style dress watch with dashing black dial. Yellow rolled gold plate case with non-corrosive back, matching gold-filled combination expansion bracelet, leather trim. **Incabloc, non-break mainspring.**

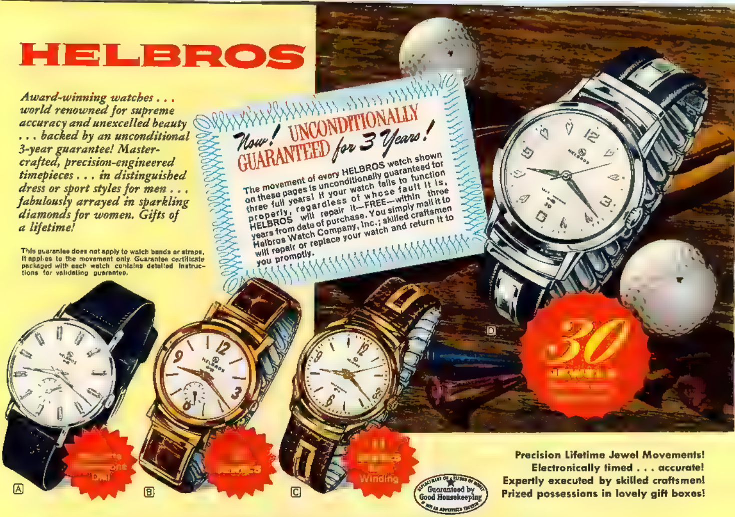
8M-34424 X2650 Ret. 80.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax; dealer's prices do not.

HELBROS

Award-winning watches . . . world renowned for supreme accuracy and unexcelled beauty . . . backed by an unconditional 3-year guarantee! Master-crafted, precision-engineered timepieces . . . in distinguished dress or sport styles for men . . . fabulously arrayed in sparkling diamonds for women. Gifts of a lifetime!

This guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.



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Guaranteed by Good Housekeeping

Precision Lifetime Jewel Movements!
Electronically timed . . . accurate!
Expertly executed by skilled craftsmen!
Prized possessions in lovely gift boxes!

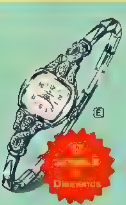
PRESTIGE WATCHES OF GUARANTEED ACCURACY

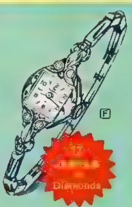
Ⓐ **COSMIC.** Magnificent beauty, fabulously designed for dress wear! Tasteful elegance is the keynote of the modern dial, set with slim rhinestone hour markers. Gleaming chrome top case, with stainless steel back, contrasts dramatically with the sleek black suede strap. 7 Lifetime Jewels.
8M-34071 X1725 Retail **37.50**

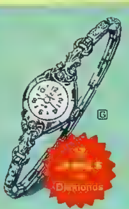
Ⓑ **KENNEDY.** A watch he'll wear with pride! Combines top-flight accuracy with sleek jet design perfect for dress or sport wear! Gleaming yellow top case, with stainless steel back, matching combination leather-inlaid link and expansion bracelet. Skip-figure dial. 17 Lifetime Jewels!
8M-34070 X2095 Retail **45.00**

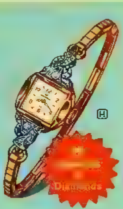
Ⓒ **ALGIERS.** Continental charm is captured in this self winding, 17 Lifetime Jewel masterpiece! Waterproof*, shock protected, anti-magnetic. Slim 10K yellow RGP case, stainless steel back . . . combination leather-inlaid expansion bracelet. Luminous hands, dial; sweep second.
8M-34069 X3925 Retail **87.50**

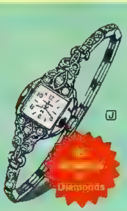
Ⓓ **PALADIN.** Self winding! 30 Lifetime Jewels! Waterproof*, shock protected, anti-magnetic! Handsome chrome top, stainless steel back case, combination leather expansion bracelet. Luminous hands, dial.
8M-34067 X4055 Retail **87.50**
PALADIN "B." Same, with black dial.
8M-34068 X4055 Retail **87.50**











Ⓔ **IMPERIA "W."** Majestic beauty crowned with 2 brilliant diamonds! Lovely 10K white rolled gold plate case, stainless steel back slim matching expansion bracelet. 17 Lifetime Jewel movement.
8M-34072 X3075 **65.00**
IMPERIA. As above, in 10K yellow RGP case, steel back.
8M-34073 X3075 **65.00**

Ⓕ **MARQUISE "W."** Captivating creation crowned with 4 sparkling diamonds exquisitely set in a 10K white rolled gold plate case, with stainless steel back. Matching expansion bracelet. 17 jewels.
8M-34074 X3565 **79.50**
MARQUISE. As above, in 10K yellow RGP case, steel back.
8M-34075 X3565 **79.50**

Ⓖ **LIZABETH "W."** Luxury for her wrist! Dainty 10K white rolled gold plate case, stainless steel back, illuminated with 6 flashing diamonds. Matching expansion bracelet. 17 Lifetime Jewel movement.
8M-34076 X4095 **92.50**
LIZABETH. As above, in 10K yellow RGP case, steel back.
8M-34077 X4095 **92.50**

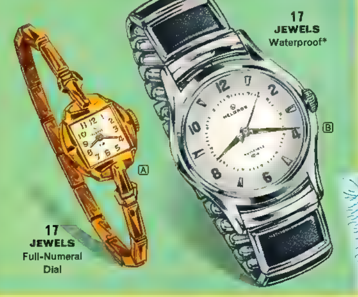
Ⓗ **RIVOLI.** Regal splendor! 25 Lifetime Jewel accuracy! Classic 10K yellow rolled gold plate case, stainless steel back ablaze with 2 fiery diamonds! Matching expansion bracelet. Chic skip-figure dial.
8M-34078 X3845 **85.00**
RIVOLI "W." As above, in 10K white RGP case, steel back.
8M-34079 X3845 **85.00**

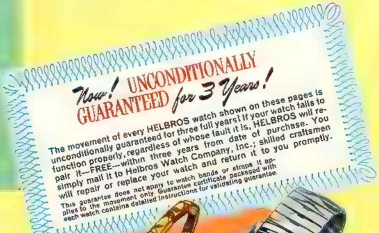
Ⓙ **MINK "W."** Beauty! plus 25 Lifetime Jewel accuracy. Fabulously fashioned, with 6 shimmering diamonds starred on a smart 10K white RGP case, stainless steel back. Matching expansion band.
8M-34080 X4615 **100.00**
MINK. As above, in 10K yellow RGP case, steel back.
8M-34100 X4615 **100.00**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

HELBROS

Outstanding values on popular-priced watches! Smartly styled! Precision Lifetime Jewel Movements! Guaranteed Unbreakable Mainsprings!





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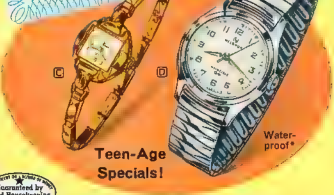


Teen-Age Specials!

Ⓐ **PRUDENCE.** Artistry in simplicity! Easy-to-read full numeral dial. Distinctively designed yellow top, stainless steel back case . . . highlighted with a sleek expansion bracelet. Accurate 17 Lifetime Jewel movement.
8M-34110 X2295 Retail **49.75**
PRUDENCE "W." White top, steel back.
8M-34111 X2295 Retail **49.75**

Ⓑ **REGATTA "W."** Nautical beauty! Waterproof*, shock-protected, anti-magnetic. Sparkling chrome top case has stainless steel back . . matching leather-inlaid link and expansion bracelet. Luminous hands. 17 jewels.
8M-34106 X1895 Retail **39.75**
REGATTA. Yellow top case, steel back.
8M-34107 X2095 Retail **45.00**

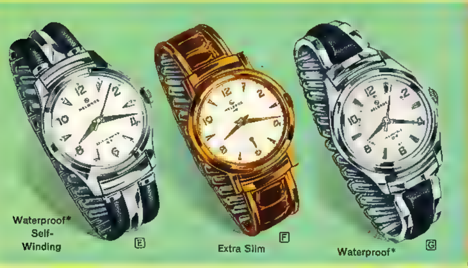
Prized Possessions At Budget Prices

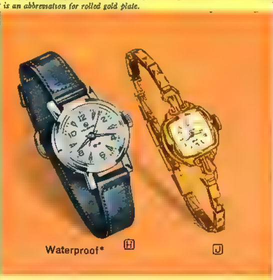
Ⓒ **BRIGITTE.** Smartly styled for the teenage Miss! Delightfully carved, gleaming yellow top case has stainless steel back . . . matching expansion bracelet. 7 jewels. Perfect any time, anywhere—from classroom to prom!
8M-34115 X1495 Retail **27.50**
BRIGITTE "W." White top, steel back
8M-34116 X1495 Retail **27.50**

Ⓓ **MUSTANG.** Handsome watch, especially designed for the young man . . perfect for sport, school, or dress wear! Rugged! Waterproof*, shock-protected, anti-magnetic! Chrome top case has stainless steel back . . matching expansion bracelet. Luminous hands, dial, sweep second. 7 jewels.
8M-34114 X1315 Retail **27.50**

Guaranteed by Good Housekeeping

**Waterproof provided crystal and crown intact, case unopened*
RGP is an abbreviation for rolled gold plate.





Ⓔ **CENTURY "W."** Self winding! Waterproof*, shock-protected, anti magnetic! Chrome top, stainless steel back, combination leather expansion bracelet. Luminous hands, dial; sweep second. 9 jewels.
8M-34103 X1895. 39.75
CENTURY. As above, in yellow top case; steel back.
8M-34104 X2095 45.00

Ⓕ **DUNCAN.** Expensively styled, yet price-perfect for any pocket! Extra-slim, gleaming yellow top case has stainless steel back . . complemented by a matching expansion bracelet, with leather inserts. Modern numeral and marker dial. Convenient second hand. 7 Lifetime Jewel movement.
8M-34105 X1395 .29.75

Ⓖ **LISBON "W."** Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case, stainless steel back . . combination leather expansion bracelet. Luminous hands, dial; sweep second. 7 jewels.
8M-34101 X1375 29.75
LISBON. As above, in yellow top case; steel back.
8M-34102 X1575 33.75

Ⓗ **LAGOON "W."** Favorite of nurses and sportswomen! Waterproof*, shock-protected, anti-magnetic! Chrome top, stainless steel back. Luminous hands, dial; sweep second. Leather strap. 7 jewels.
8M-34108 X1635 33.75
LAGOON. As above, in yellow top case; steel back.
8M-34109 X1795 37.50

Ⓙ **MOONGLOW.** Budget beauty! Top fashion styling at a price any woman can afford! Glamorous yellow top, stainless steel back case . . . combined with a slender expansion bracelet. 7 Lifetime Jewels.
8M-34112 X1535 29.75
MOONGLOW "W." As above, in white top case; steel back.
8M-34113 X1535 29.75

HELBROS

WORLD FAMOUS NAME IN WATCHES

First with men and women who demand the finest in beauty and accuracy!

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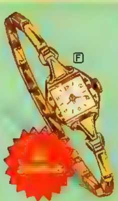
HELB
A
49
Self-Winding
Calendar
Waterproof*
B
JEWELS
Self-Winding
C
proof*
D
proof*
E
17
JEWELS
Continental
Styling
Guaranteed by Good Housekeeping

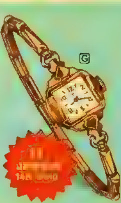
A FORTY-NINER. Award winner for aristocratic beauty and lifetime accuracy! Prized, precision 49-jewel movement! Automatic—winds itself with your every wrist motion! Calendar window automatically shows you the day of the month! Waterproof*, shock-protected, anti-magnetic! Fabulously fashioned 10K yellow rolled gold plate case, with stainless steel back. Smart combination leather expansion bracelet. Luminous hands and dial; sweep second hand.
8M-34018 X5795 . . Retail **137.50**

FORTY-NINER "W." Same as above, chrome top case; stainless steel back.
8M-34019 X5075 Retail **125.00**

B JAGUAR. Self-winding! 30 jewels! Waterproof*, shock-protected, anti-magnetic. 10K yellow RGP case, stainless steel back. Matching combination leather expansion bracelet.
8M-34020 X4615 110.00

JAGUAR "B." Same, black dial.
8M-34021 X4615 110.00





H
JEWELS
14K Gold
Penta

F MINUET. Serenade of sophisticated beauty! Delightfully designed 10K yellow rolled gold plate case, with stainless steel back, lovely matching expansion bracelet. 25 Lifetime Jewel movement.
8M-34026 X3215 69.75

MINUET "W." As above, in 10K white RGP case, steel back.
8M-34027 X3215 69.75

G SCEPTRE. Stunning display of feminine elegance! Dainty lines of the precious 14K yellow gold case flow artistically into the slim matching expansion bracelet. 17 Lifetime Jewel movement.
8M-34028 X3145 69.75

SCEPTRE "W." Same as above, but in 14K white gold.
8M-34029 X3145 69.75

H EXOTIC. Exciting creation for the lady fair . . composed in elegant 14K yellow gold, with matching expansion bracelet. Chic numeral and marker dial. Accurate 17 Lifetime Jewel movement.
8M-34030 X3495 79.50

EXOTIC "W." Same as above, but in 14K white gold.
8M-34050 X3495 79.50

C NIAGARA. Distinguished timepiece for dress or sport wear! 21 Lifetime Jewel movement! Waterproof*, shock-protected, anti-magnetic. Handsome 10K yellow rolled gold plate case, stainless steel back. Matching combination leather expansion bracelet. Luminous hands, dial; sweep second hand.
8M-34022 X3555 . . . . Retail **79.50**

D FERRARI "W." Masculine elegance. Ultra thin, superbly styled, sparkling chrome top case has stainless steel back. Clever combination leather-link expansion bracelet. 17 Lifetime Jewel movement. Waterproof*, anti-magnetic, shock-protected. Luminous hands and dial, sweep second hand.
8M-34023 X2515 Retail **55.00**

FERRARI. As above, but with yellow top case; steel back.
8M-34024 X2795 Retail **62.50**

E DOMINO. Continental design . . dependable accuracy! 17-jewel movement. Smartly styled, gleaming yellow top case with stainless steel back . . perfect for dress and business wear! Sleek matching expansion bracelet, with leather inserts. Ultra-modern dial, concealed winding crown.
8M-34025 X2725 . . Retail **59.75**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

HELBROS

Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jewel Movements, Guaranteed Unbreakable Mainsprings! Gift boxed!

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A

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B

C

D

Masterpieces of precision and beauty! Expertly engineered for lifetime accuracy Nationally advertised on TV and radio, in Life and Good Housekeeping.

Guaranteed by Good Housekeeping

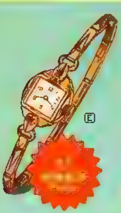
AWARD-WINNING WATCHES FOR MEN

Ⓐ **LE SABRE "W."** Self winding! 17 Lifetime Jewels! Waterproof*, anti-magnetic, shock-protected. Sparkling chrome top case, stainless steel back Combination leather expansion bracelet. Luminous hands and dial.
8M-34051 X2855 . . Retail **62.50**
LE SABRE. Yellow top case, steel back
8M-34052 X3145 Retail **69.75**

Ⓑ **DILLON "B."** Rugged beauty! 21 jewels! Waterproof*, shock-protected, anti-magnetic. Gleaming chrome top, stainless steel back case . . . matching leather inlaid expansion bracelet. Luminous black dial, sweep second.
8M-34053 X3075 . Retail **65.00**
DILLON. As above with white dial.
8M-34054 X3075 Retail **65.00**

Ⓒ **PARK AVENUE** Honored timepiece for the man who demands the finest! Superbly styled, wafer-thin 10K yellow rolled gold plate case, has stainless steel back . . . sleek matching leather-inlaid link and expansion bracelet. Modern numeral and marker dial. 17 Lifetime Jewels.
8M-34055 X3075 Retail **65.00**

Ⓓ **FRANKLIN.** Modern masculine design . . . perfect for dress or business wear! Impeccably crafted 10K yellow rolled gold plate case, with stainless steel back . . . attractively accented with a matching leather inlaid expansion bracelet. Skip-figure dial, small second hand. 17 Lifetime Jewels.
8M-34056 X2375 Retail **52.50**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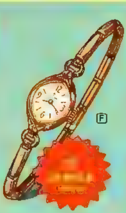
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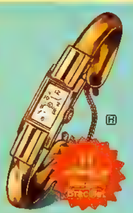

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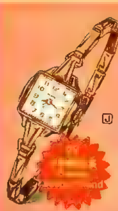


J

Ⓔ **MARIETTE.** Fashionably petite! Charmingly conceived 10K yellow rolled gold plate case, stainless steel back . combined with a lovely matching expansion bracelet. 17 Lifetime Jewels!
8M-34057 X2855 62.50
MARIETTE "W." In 10K white RGP case, steel back.
8M-34058 X2855 62.50

Ⓕ **SABLE.** Stunning simplicity! Sleek oval-shaped 10K yellow rolled gold plate case, with stainless steel back . . . slim matching expansion bracelet Modern marker dial. 17 Lifetime Jewels!
8M-34059 X3000 65.00
SABLE "W." In 10K white RGP case, steel back.
8M-34060 X3000 65.00

Ⓖ **JOSETTE.** Dainty 10K yellow rolled gold plate case has stainless steel back . . . combined with an adorable matching expansion bracelet. Chic numeral and marker dial. 17 Lifetime Jewels!
8M-34061 X2395 52.50
JOSETTE "W." In 10K white RGP case, steel back.
8M-34062 X2395 52.50

Ⓗ **HOLIDAY.** Glamorous costume watch caresses her wrist with beauty! Dramatically simple yellow top, stainless steel back, matching bangle bracelet. Safety chain. 17 Lifetime Jewels.
8M-34063 X3075 65.00
HOLIDAY "W." In white top case, steel back.
8M-34064 X3075 65.00

Ⓙ **CURIE.** Charming nurse's dress watch, with convenient sweep second hand. 10K yellow rolled gold plate case, stainless steel back. Trim matching expansion bracelet. Accurate 17 jewel movement.
8M-34065 X2655 59.75
CURIE "W." In 10K white RGP case, steel back.
8M-34066 X2655 . 59.75

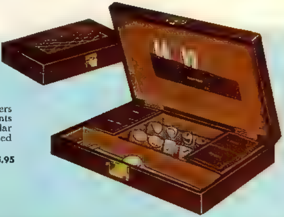
**Waterproof provided crystal and crown intact, case unopened RGP is an abbreviation for rolled gold plate.*

THE SMARTEST FASHIONS, FAMOUS FOR QUALITY

Rumpp

Leatherware that talks a man's language, crafted with a suave touch by Rumpp. Every one a gift of distinction . . . to give with pride, to use with pleasure.

Individually Gift-Boxed



MEN'S TOP GRAIN LEATHER JEWEL BOX

Genuine top grain leather with handsome gold-tooled design covers sturdy wood box. Individually gold-stamped, covered compartments for rings, tie bars, studs, collar clasps. Separate pockets hold collar stays, 8 cuff link holders; section for miscellaneous jewelry. Polished brass catch. Amazon Suede interior Size 7¼" x 11" x 2"

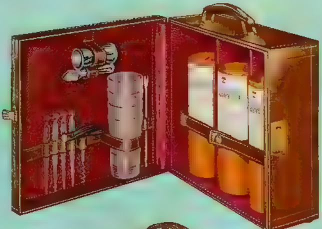
8M-21325 X957 Brown. . . . . **Retail 15.95**

MEN'S FITTED TRAVELING BRUSH

Really handy! Comb, nail file, toothbrush, toothpaste, razor, 2 blades, shaving cream—all in the handle of a sturdy clothes brush! In top grain cowhide

8M-14555 X360 Ginger. . . . . . **Retail 6.00**
8M-14556 X360 Suntan. . . . . . . **Retail 6.00**

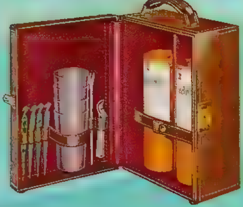
All prices subject to Federal Excise Tax unless indicated.
PLEASE SPECIFY COLOR ON ALL MERCHANDISE ORDERED



MEN'S TOP GRAIN COWHIDE PORTABLE BAR SET

Rugged and roomy case of top grain cowhide, nylon stitched. Fitted with every needed accessory: Four 10-oz. clear plastic tumblers, double jigger (1 oz. and 1¾ oz.), corkscrew, bottle and can opener, stirrers, napkins, and cocktail-garnish fork. Three safety-strapped compartments each hold a fifth of liquor. Full-grip carrying handle. Rubber-tipped feet. Lock for added protection. No Federal tax.

5M-21326 X2700 Suntan. . . . . **Retail 45.00**



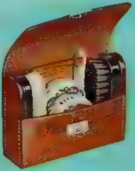
MEN'S TOP GRAIN PORTABLE BAR SET

Sturdy, compact, nylon-stitched case with rubber tipped feet. Comes with four 10-oz. clear plastic tumblers, bottle and can opener, stirrers, napkins and cocktail-garnish fork. Two safety-strapped compartments each hold a fifth bottle. Double-ply carrying handle. Locks for safety. No Federal tax.

5M-21328 X2010 Suntan. . . . . **Retail 33.50**

Also available with Tolex Mustang® Supported Vinyl Interior.

5M-21327 X1200 Suntan. . . . . **Retail 20.00**



MEN'S TOP GRAIN ENGLISH LEATHER SHOESHINE KIT

Compact all-leather kit holds everything needed for a fast, bright shine. Fitted with two 4½" pure bristle brushes, brown and black polish, polishing cloth, and shoe horn. No Federal tax.

8M-32800 X390 Tan . . . . . **Retail 6.50**
8M-32801 X390 Black. . . . . . . **Retail 6.50**

SPORTSMEN'S THERMOS

Ten-ounce thermos in a handsome plaid case, complete with four wooden tees and strap for attaching to golf bag. Thermos removable. A welcome companion for outings, sports events, long trips.

8M-32802 X360
Red & Black Plaid. . . . . **Retail 6.00**

Rumpp

THE SMARTEST FASHIONS, FAMOUS FOR QUALITY

Leatherware crafted with an elegant touch, to suit the most discriminating tastes. Each one a Rumpp masterpiece, destined to give years of pleasurable service. Superb quality from every standpoint.

Individually Gift-Boxed

MEN'S LUXURY LEATHER TURNED EDGE BILLFOLDS

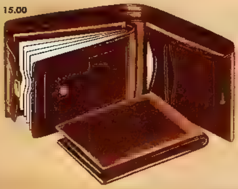
Truly singular in elegance .. Rumpp's handsome and durable billfolds in luxurious alligator, ostrich, or pin seal Rapier-slim, even when full! Removable 8-window pass case, card pockets, currency compartment.

8M-14502 X1000 Brown Alligator . . . . **Retail 20.00**
8M-15033 X1250 Tan Ostrich. . . . . **Retail 25.00**
8M-32817 X750 Black Pin Seal. . . . . **Retail 15.00**

MEN'S LEATHER BILLFOLD

Stitchless construction. Removable 8-window pass case. Card and stamp pockets.

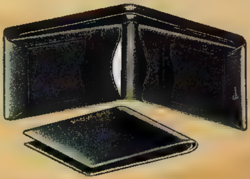
8M-14508 X250 Tan. . . . . . **Retail 5.00**



MEN'S SADDLE FINISH COWHIDE BILLFOLD

Exciting new metallic colors and luster. Long-wearing stitchless construction. Removable 8-window pass case, 2 spare key slots, secret pocket.

8M-14504 X500 Copper. . . . **Retail 10.00**
8M-14505 X500 Black Foil. . **Retail 10.00**



MEN'S ENGLISH MOROCCO BILLFOLD

The finest among leathers. Mastercrafted in flawless grained Morocco, with stitchless construction. Pass case pocket, 3 card pockets, divided currency compartment

8M-14507 X375 Black . . . **Retail 7.50**
8M-14506 X375 Brown . **Retail 7.50**

MEN'S CALIFORNIA SADDLE LEATHER BILLFOLD

Beautiful finish that improves with age. Expanding 8-window pass case.

8M-14501 X750 Desertan . **Retail 15.00**

MEN'S COWHIDE KEY CASE, MONEY CLIP, AND PASS CASE SET

A distinguished set, fashioned of finest top grain cowhide. Consists of 6-hook zippered key case, polished brass money clip, and a 16-window pass case with two pockets. Gift boxed.

8M-32815 X500 Black . . . **Retail 10.00**
8M-32816 X500 Brown. . . **Retail 10.00**

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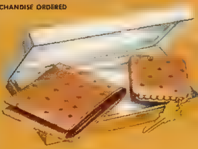


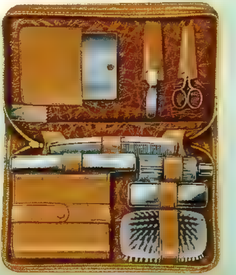
MEN'S OSTRICH GRAIN CALF BILLFOLD & KEY CASE SET

New elegance! Billfold has twin currency compartments, secret compartment, and divided pockets for cards, etc. Snap-open Key Case contains 6 hooks and a pocket for license. Complete set in satin-lined gift box.

8M-32813 X625 Black . **Retail 12.50**
8M-32814 X625 Tan. **Retail 12.50**

Rumpp LEATHERWARE

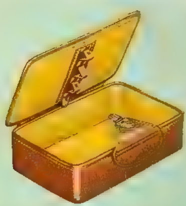
Individually Gift-Boxed



MEN'S COWHIDE FITTED TOILET CASE

Luxurious yet practical. Handsomely styled and finished in choice top grain cowhide. Full opening zipper reveals removable leather compartment for electric shaver, plus comb, brush, mirror, scissors, nail file, lotion bottle and 2 metal top containers for "extras" Size: 2¼" x 6½" x 11½".

8M-15031 X1650	Suntan	**Retail 27.50**
8M-15032 X1650	Ginger	**Retail 27.50**



MEN'S ENGLISH SADDLE LEATHER EMPTY TRAVELING CASE

Superbly styled in the British manner. Complete with carrying handle Durable, sturdy, waterproof lined, and smartly finished with a top clip lock. Size: 2¾" x 5¾" x 9".

8M-14554 X600	Tan	**Retail 10.00**

All prices subject to Federal Excise Tax unless indicated

PLEASE SPECIFY COLOR ON ALL MERCHANDISE ORDERED

MEN'S TOP GRAIN COWHIDE EMPTY TRAVELING CASE

Stands open when in use. Collapses compactly Vinyl film lined. Size 8½" x 5" x 3¼"

8M-14550 X480	Suntan	**Retail 8.00**
8M-14551 X480	Ginger	[illegible]

MEN'S TOP GRAIN COWHIDE EMPTY TRAVELING CASE

Beautifully styled and finished in finest top grain cowhide. Lined with moisture-resistant vinyl film. Takes little luggage room, holds all you need Stays open when in use. Size: 9" x 5" x 3".

8M-14552 X570	Ginger	**Retail 9.50**
8M-14553 X570	Suntan	**Retail 9.50**

MEN'S SURTEX TRAVEL BUTLER

Handsome, sturdy, and roomy. Accommodates socks, shirts, ties, handkerchiefs, with separate case for toilet articles. Rayon-lined.

8M-32803 X540	Brown	**Retail 9.00**
8M-32804 X540	Grey	**Retail 9.00**

MEN'S GLOVE TANNED COWHIDE TOILET CASE with SLIPPERS

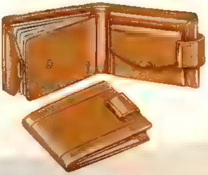
Modern snap-open toilet case with three water-proof lined compartments, for toiletries, valuables, and slippers. Soft leather slippers are cushioned with foam rubber. Sizes: Small (7½-8½), Medium (9-10½), Large (11-13).

8M-32805 X1077	Toilet Case and Slippers, Small, Black	**Retail 17.95**
8M-32828 X1077	Toilet Case and Slippers, Medium, Black	**Retail 17.95**
8M-32829 X1077	Toilet Case and Slippers, Large, Black	**Retail 17.95**
8M-32806 X1077	Toilet Case and Slippers, Small, Brown	**Retail 17.95**
8M-32830 X1077	Toilet Case and Slippers, Medium, Brown	**Retail 17.95**
8M-32831 X1077	Toilet Case and Slippers, Large, Brown	**Retail 17.95**

Rumpp

LEATHERWARE

Individually Gift-Boxed



LADIES' CALIFORNIA SADDLE LEATHER BILLFOLD ▶

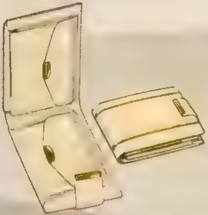
Exceptionally appealing. Smartly embossed, 8-window pass case with snug spare key or Charga-Plate pocket. Full-opening change purse; secret and regular currency compartments. Polished brass clips on pass case and change purse.

8M-21337 X500	Tan	**Retail 10.00**

◀ LADIES' FRENCH PURSE-STYLE CLUTCH BAG

Exquisite combination purse *and* billfold, with gold-tooled sunburst design, in aniline-dyed cowhide. Moire-lined purse. Snap-open front unfolds to reveal bill compartment, pass case in its own compartment, and key pocket.

8M-32810 X500	Wedgewood Blue	**Retail 10.00**
8M-32811 X500	Red	**Retail 10.00**
8M-32812 X500	White	**Retail 10.00**



LADIES' GOLD-TOOLED COWHIDE BILLFOLD ▶

Stitchless construction . . . matchless beauty! Twin pockets with polished brass clips. One is change purse, including key holder. The other is an 8-window case for photos, passes.

8M-21323 X375	White	**Retail 7.50**
8M-32818 X375	Black	**Retail 7.50**
8M-21335 X375	Red	**Retail 7.50**

◀ LADIES' LEATHER FRENCH PURSE

Jewel-tabbed for sparkling beauty. Convenient too—just tuck bills into billfold and slip them out of separate compartment in the change purse.

8M-32807 X300	Pink	**Retail 6.00**
8M-32809 X300	Red	**Retail 6.00**
8M-32808 X300	White	**Retail 6.00**

All prices subject to Federal Excise Tax unless indicated.

PLEASE SPECIFY COLOR ON ALL MERCHANDISE ORDERED

LADIES' FRENCH PURSE

Top grain leather smartly fashioned with delicate floral design in gold. Bills tuck into billfold, slip out of separate compartment in change purse, without unfolding. Also pass case, Charga-Plate holder. Polished frame.

8M-32819 X250	Red	**Retail 5.00**
8M-32820 X250	White	**Retail 5.00**
8M-32821 X250	Black	**Retail 5.00**

LADIES' GOLD-TOOLED COWHIDE ENSEMBLE . . . SMARTEST GIFT YOU CAN GIVE

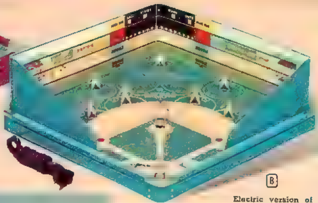
A magnificent set of match-mates, as practical as they are lovely. French Purse combines convenience with a sprightly Parisian air! Tuck bills into billfold and, without unfolding, slip them out of the separate compartment in the change purse. Beautiful solid brass frame. Also pass case, Charga-Plate holder. Matching Key Case has 4 hooks. Cigarette Lighter works at a touch. Cigarette Case opens at the flick of a pretty finger. In Dove White, Blue or Red gold-tooled cowhide.

8M-32827 X925	4-pc. Set, Gift Boxed Blue	**Retail 18.50**
8M-32825 X925	4-pc. Set, Gift Boxed Dove White	**Retail 18.50**
8M-32826 X925	4 pc. Set, Gift Boxed Red	**Retail 18.50**
8M-14532 X375	French Purse Dove White	**Retail 7.50**
8M-21330 X375	French Purse Red	**Retail 7.50**
8M-21329 X375	French Purse Blue	**Retail 7.50**
8M-21333 X175	Key Case Blue	**Retail 3.50**
8M-15015 X175	Key Case Dove White	**Retail 3.50**
8M-21334 X175	Key Case Red	**Retail 3.50**
8M-21331 X175	Cigarette Case* Blue	**Retail 3.50**
8M-15016 X175	Cigarette Case* Dove White	**Retail 3.50**
8M-21332 X175	Cigarette Case* Red	**Retail 3.50**
8M-32824 X200	Cigarette Lighter* Blue	**Retail 4.00**
8M-32822 X200	Cigarette Lighter* Dove White	**Retail 4.00**
8M-32823 X200	Cigarette Lighter* Red	**Retail 4.00**

* *No Federal Tax.*

A

Vibrator moves teams against each other!



B

Electric version of America's favorite!

20
40
OUT
SINGLE
OUT
OUT

Two-in-one target for twice the fun!

C

SPINNING DUCK SHOOT WITH REAL DART RIFLE!

D

NEW!

"FAST DRAW" TARGET AND HOLSTER SET

Times your shots! A challenge to speed and skill!

G

King Kohl
200
Bean Bag
50
50
100

E

H

Hit the red circle! Egg drops in basket!

J

Target travels four feet—stops, reverses direction!

HUCKLEBERRY HOUND TARGET

K

Huckleberry figures spin when hit by darts or corks!

Fast-Paced Games of Skill

DELUXE HOCKEY GAME WITH ELECTRIC SCORING

[illegible]

EXCITING BIG LEAGUE HOCKEY GAME

[illegible]

—Shipping weight 13 lbs Retail [illegible]

GIANT WHEEL AND BOXING GAME

[illegible] instructions.

—Set. Shipping weight 3 lbs Retail [illegible]

CADACO-ELLIS FUN-FILLED BASKET GAME

[illegible]

EXCITING ELECTRIC SPORTS CAR RACE GAME

[illegible] track. Simple vibration [illegible] AC. 24½ x 16 in.

—Shipping weight 4½ lbs. Retail [illegible]

BIG 4-GAME SET—MAGIC PIN-SETTER

[illegible] with pins, [illegible]

—Set Shipping wt. 5 lbs.* Retail [illegible]

DELUXE ELECTRIC PINBALL GAME—SO MUCH FUN

[illegible]

LOG CABIN DELUXE [illegible] GAME SET

[illegible]

—Set. Shipping weight 10 lbs.* Retail [illegible]

LOG CABIN OFFICIAL BOWLING SET

[illegible]

—Set. Shipping weight 5 lbs Retail [illegible]

[illegible] above, but with 11½-in. pins, 5-in. balls.

—Set. Shipping weight 3 lbs. Retail [illegible]

RACE TRACK SET—THE WORLD'S NEWEST ACTION SPORT

[illegible]

-GAME CARROM-CROKINOLE BOARD FOR ENDLESS HOURS OF PLEASURE

[illegible]

IT'S ALL FUN AND NO WORK!

AUTOMATIC BOWLING GAME

[illegible]

—Set. [illegible] lbs. [illegible]

AUTOMATIC PIN SETTER—
NO HAND SETTING NEEDED!

PERSONALIZED NAME BELT KIT

[illegible]

—Set. Wt. ½ lb Retail [illegible]

GENUINE LEATHER HANDICRAFT KIT

[illegible]

—Set. Wt. 1 lb. Retail [illegible]

TACK N' TOY CRAFT SET

[illegible] paints, brush, tacks, and instructions.

—Set. Wt. 3 lbs Retail [illegible]

HASBRO JEWELRY BOX CRAFT KIT

[illegible] simulated jewels, it's a set she'll enjoy for years. Case 1¼ x [illegible] x 2 in. high.

—Set. Wt. 1½ lbs Retail [illegible]*

PAINT-BY-NUMBER FIGURINE SET

[illegible]

PLAY DOH
FUN FACTORY

DELUXE ELECTRIC WOODBURNING SET

[illegible]

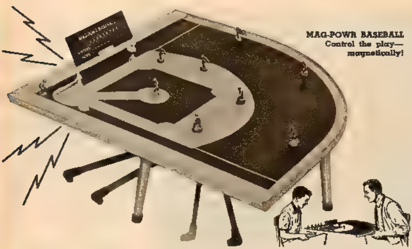
ELECTRIC WOODBURNING SET

[illegible]

PLAY DOH FUN FACTORY SET

[illegible]

EXCITING ACTION GAMES THE WHOLE FAMILY WILL ENJOY!

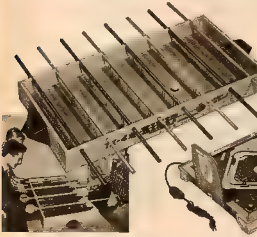


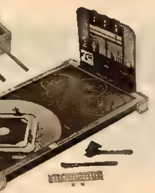
MAG-POWR BASEBALL
Control the play—magnetically!

MAG-POWR BASEBALL—AS CHALLENGING AND EXCITING AS REAL BASEBALL

You control the play magnetically—maneuver players by invisible magnetic power! Make pitcher toss controlled curves, fast and slow balls—make fielders run, catch, peg the ball to bases while your opponent activates batters, base runners—all from under table. Wooden table on 5½-in. legs—measures 20 x 28 x 2 in. Plastic magnetic men, playing sticks, scoreboard are included

85-0743 W 1150—Wt. 8 lbs. . Retail **$16.95**





NEW "KIKIT" ACTION GAME

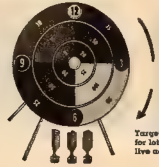
"Kikit" combines the skill, teamwork, and scoring principles of hockey, soccer, and basketball! Object of game is to drop the table-tennis ball into opponent's basket or goal. You propel it by movable paddles—kick, pass, or block. Heavy wood dowel sticks, strong wire paddles. Wood playing surface 22 x 40 x 3 in. For up to 8 players.

81-0168 W 835—Wt. 15 lbs. . Retail **$12.00**

ELECTRIC BASEBALL GAME

Big league baseball action for hours of fun! Players pitch and hit line drives, flies, and bunts with magnetic ball. Realistic figures run bases—throw out base runners! Bat left or right. Lithographed metal construction. With base runners, bat, pitching and throwing device, scoreboard, instructions. 110-120 volts, AC.

85-1204 A 475—Wt. 6 lbs. . . . Retail **$7.00**



Target spins for lots of live action!

REMCO "HOT POTATO" GAME

Here's a new game that's really fast moving. It's sure to thrill and amuse your youngsters for hours and hours. Set the timer—the object of the game is not to be left with the "hot potato" when the time runs out! Comes complete with plastic pots and covers, potatoes, deck of 32 cards, and a wind-up timer with pendulum.

85-0834 A 200—Wt. 1½ lbs. . Retail **$3.00**

SPIN-WHEEL DART GAME

Lots of fun for your youngsters—it's sure to keep them occupied for hours and hours. Advertised in Parents' and other magazines. Three super-grip rubber darts—completely safe for youngsters. Sturdy wood tripod with polyethylene-tipped legs—won't mar floors. Instructions included for three different games.

85-1055 W 200—Wt. 4 lbs. . . Retail **$3.00**

A ALL-STAR ELECTRIC FOOTBALL GAME

- **Electric vibration moves the men in perfect formation!**
- **Lively action! Players pass, kick, block, and tackle!**

Vibrator actually moves teams against each other! As players contact, they block and tackle. Includes complete red and blue teams—plastic figures, metal bases. One metal kicker and passer. One magnetic football, three wooden footballs. Steel frame—Masonite playing surface is 28 x 15 in. Vibrating coil with cord set and switch. 110-120 volts, AC.

85-2640 W 475—Shipping weight 6 lbs. . . . . Retail **$6.98**

B ELECTRO-MAGNETIC "BIG LEAGUE" BASEBALL

- **Here's a big realistic game for every "Little Leaguer!"**
- **Complete with electronic pitcher and magnetic ball!**

Provides hours of fun! Completely safe! Game has two electro-magnetic balls. Electronic pitcher pitches balls and strikes—curves, fast, and slow balls. Hits adhere to metal area to register play. Baseball game includes nine metal players, metal and masonite playing board—22 in. sq., scoring discs, score sheet, and rules of play. With on-off switch and electrical cord. For 110-120 volts, AC.

85-3127 W 675—Shipping weight 9 lbs. . . . . Retail **$9.98**

C TWIN-TARGET DART-AND-ARCHERY SET

- **Two-in-one target set gives you twice the fun!**
- **Includes all accessories—darts, arrows, and bow!**

Two-in-one set for lots of fun! Two big targets mounted on a sturdy reversible wood tripod—one is a regular archery target, the other a new baseball game target. Bright four-color targets measure 17 in. sq. Also includes three suction-cup darts, three suction-cup arrows, and a 33-in. bow. Darts are rubber and plastic; arrows are white, striped, feathered; black hickory bow has red striped grip.

85-0693 W 269—Shipping weight 4½ lbs. . . Retail **$4.00**

D DUCK SHOOT WITH DART RIFLE

- **Ducks "fly" by the shooter in big 2½-ft. circle!**
- **You bag the limit—then start shooting again!**

"Shooting on the wing" is a game that's certain to thrill young marksmen! Revolving metal floor stand holds three realistic-looking colored plastic ducks with spring clips. Simulates the motion of ducks in flight—when one is hit, it falls off the stand. Set also includes plastic shooting rifle that's realistically designed and two rubber-tipped suction-cup darts. Balanced tripod stand. 4½ ft. high.

85-3457 A 350—Shipping weight 4 lbs. . . . . Retail **$4.98**

E KING KOHL'S BEAN-BAG GAME

- **Bag the clown—he never stops laughing at you!**
- **Completely safe game for hours of real fun!**

An all-time favorite—ever-popular entertainment! Grinning clown face is the target—with holes in hat, eyes, and mouth for players to aim bean-bags at. Holes clearly marked for easy scorekeeping. Sturdy ¼-in. Masonite construction. 24 x 19 in. size. Gaily colored design. Stand holds target in place. Includes three bean bags with durable covers.

85-2152 A 265—Shipping weight 5 lbs. . . . . Retail **$3.98**

G "FAST DRAW" TIMER AND TARGET SET

- **New game that's a challenge to youngster's speed, skill!**
- **Complete with Western six-shooter and holster set!**

Simple to use, fun to play with! Contestant draws and fires—if he hits the target anywhere, the timer stops. Times his draw to the split second—operates on a unique mechanical principle—no batteries or extras to buy. Target stands 32½ in. high. Includes durable polyethylene holster with adjustable belt—looks and feels like leather. Plus fanner six-shooter that fires darts (6 darts included).

81-0176 A 335—Set. Shpg. wt. 3½ lbs. . . . . Retail **$4.98**

H FUN-PACKED PLASTIC HEN TARGET SET

- **Big! Even the youngest child can hit the target!**
- **Safe! Plastic target gun with rubber-tipped darts!**

Hit the red circle and an egg drops in the basket! Hen target board of colorful lithographed metal—17 x 14 in. Metal stand. Includes basket, eight plastic eggs that fit into funnel inside target. Black gun. Four rubber-tipped darts.

85-1048 A 200—Shipping weight 2½ lbs. . . . Retail **$3.00**

J "QUICK DRAW" McGRAW MOVING TARGET GAME

- **Real live action for any young "shoot-em-uppers!"**
- **With "Quick Draw" McGraw and his pal, Baba Looey!**

Target travels four feet—stops—reverses direction—all mechanically! Direct shot with dart topples target and stops all action. Lithographed board target powered by one flashlight battery (not incl.). Measures 10 x 5⅝ x 12½ in. Includes pistol and three suction-cup darts. Metal base on target.

85-0735 A 210—Shipping weight 1½ lbs. . . Retail **$2.98**

K HUCKLEBERRY HOUND CORK-AND-DART TARGET

- **Figures spin when hit—gives youngsters real live action!**
- **It's a real challenge for young marksmen to hit targets!**

Exciting Huckleberry Hound action target! Big target has four Huckleberry figures that spin when hit. A really new challenge for young marksmen! Brightly lithographed metal target measures 13 x 17½ in. Complete with dart pistol, cork pistol, three rubber suction cups, and cork ammunition.

85-0727 W 210—Shipping weight 3 lbs. . . . . Retail **$2.98**

Each player angled in correct hockey position

Finger manipulation players go backward, forward, and spin

Pinwheel spins merrily for rounds of fun

Four popular games all on one playing surface adds to entertainment!

Electric pin ball machine for game or rec room

NEW

Pre-school toys

Structo quality throughout. Made to withstand abuse. Original designs with fascinating play features bring these toys fine entertainment and guidance values which parents want for the pre-school boy or girl. Packed in display-ready cartons.

IMAGINATIVE
COLORFUL
EDUCATIONAL
SAFE
DURABLE

NEW

Steel toys

A new styling from roof to tires revolutionizes the traditional steel toy look. Steel-strong, steel-sturdy boys' toys put lively realism into play.

EYE-APPEAL DETAIL
REALISM
WEATHER RESISTANT
RUGGEDLY DURABLE

NEW

Electric kitchen

Incredibly accurate "scaled down" versions of Mother's modern kitchen and laundry appliances that really work just like "grown-up" appliances. The ideal girls' toys. Sold individually or in ensembles. One sale just naturally leads to another.

LONG LASTING
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GENERAL ELECTRIC
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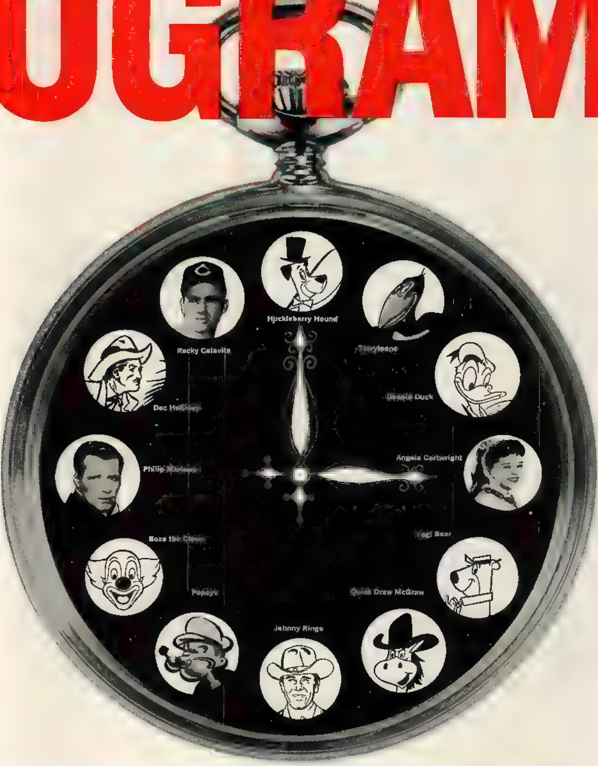
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Terrytoons
Doc Holliday
Donald Duck
Philip Marlowe
Angela Cartwright
Bozo the Clown
Yogi Bear
Popeye
Quick Draw McGraw
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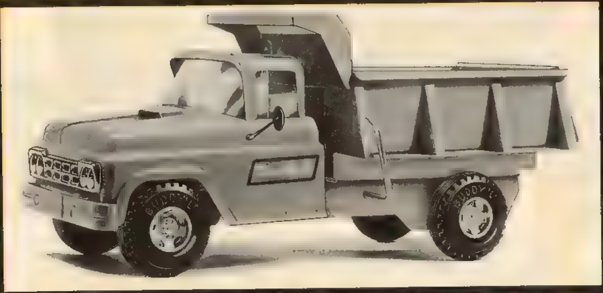

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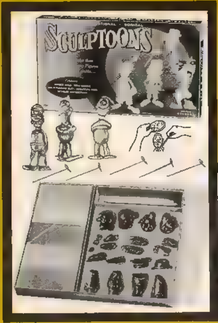

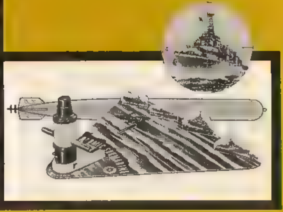

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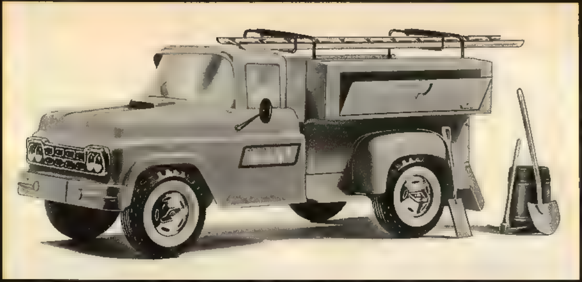

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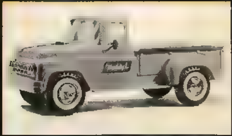

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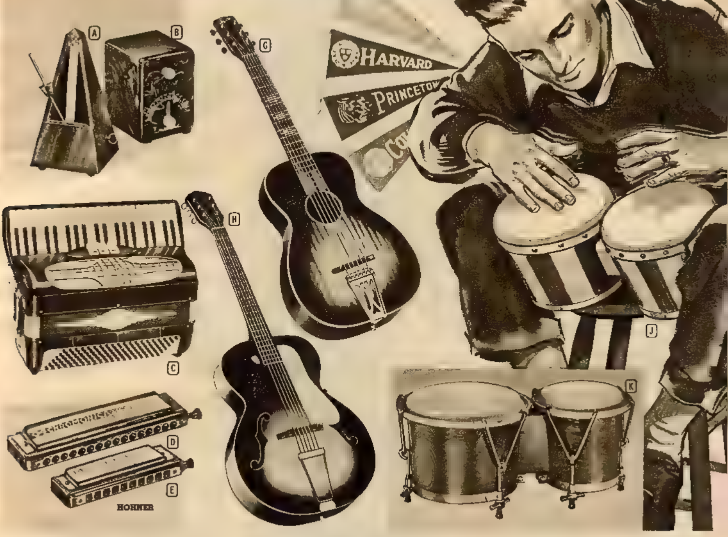


Ⓐ SETH THOMAS METRONOME

Made by the famous maker of precision clocks and watches. Enables you to play an instrument in perfect rhythm! Sliding weight regulates speed. Measures 40 to 208 beats per minute. Loud clear tick dictates exact beat—important to student of music. Pyramid-shaped wooden case in two finishes. Keywound. 8½ in. high, 4½ in. square.

36-0032 A 945—Mahog. finish. 1½ lbs. .**$13.50**
36-0040 A 945—Nutmeg finish. 1½ lbs. .**$13.50**

Ⓑ ELECTRONIC METRONOME

Helps you master difficult rhythms! Electric metronome beats time you can both see and hear. Eliminates winding, sliding weights, and motors that wear out. "Tone-selector" adjusts pitch and volume. 40 to 208 beats per minute. Polished genuine Lustron case measures 4½ x 5½ in. high 110-120 volts, 60 cycles, AC.

36-0073 A 1395—Shpg. wt. 2 lbs .Retail **$18.95**

Ⓒ SUPREMA STROLLER ACCORDION

Ideal for the non-professional! Made for GMC by Imperial Accordion Mfg. Co. in Castelfidardo, Italy—the accordion center of the world. Deep resonant tonal quality Three easy-action treble shifts give combination effects of clarinet, bassoon, and master (full accordion). Two bass shifts. Fine machine-made Swedish steel rods two sets of treble and four of bass. Fast, light-action lucite keyboard—41 treble keys, 120 bass buttons. Keyboard size 16¾ in., key to key Overall size 17¾ x 14½ x 6½ in Equipped with leather straps, leather-bound case with plated brass hardware, locks, side latches. Manufacturer's 5-year guarantee. Two color combinations: jet black with white trim, or white with jet black trim—specify **Shipped from Illinois.***

27-1783 FF 16850—Wt. 24 lbs. . .Retail **$300.00**

Suprema MiniGrand. As above, but 15¾-in. keyboard. Narrow keys—easier for children and women. 14 x 16½ x 6¼ in. Specify color

27-1791 FF 16850—Wt. 24 lbs. . .Retail **$300.00**

Ⓓ HOHNER 64-REED CHROMONICA

An instrument of exceptional expressiveness! Supplies deep true tones, perfect pitch. Embodies four full chromatic octaves from small C on the piano to four-lined C. 16 holes. 64 perfectly tuned reeds, brass plates. Key of C. Measures 7 in. long. Heavy nickel-plated convex covers.

36-0008 V 1295—Shpg. wt. 1 lb. .Retail **$20.00**

Ⓔ HOHNER 40-REED CHROMONICA

A pleasure to play, a pleasure to hear! Fitted with patented wind-saving device for greater versatility and fuller volume of tone! Supplies half tones corresponding to black keys on the piano. Key of C. Brass plates, 40 perfectly tuned reeds. Has 10 holes. Measures 4⅞ in. long. Gleaming nickel-plated covers.

36-0016 V 775—Shpg. wt. ½ lb. .Retail **$12.00**

Ⓖ STANDARD-SIZE GUITAR

Dependably made by skilled craftsmen—produced by a company famous for its superb workmanship for more than 65 years. It's truly a top quality instrument at a modest price! Beautifully made from fine selected hardwoods with a rich mahogany-shaded finish. A handsome and versatile standard-size guitar—an excellent instrument for the beginning or the advanced student. Its rich, warm tonal quality and easy action make it possible even for beginners to play well. Nicely highlighted and grained—white striping on top edge and soundhole to give the appearance of a more expensive instrument. Stenciled position markers. Hard maple fingerboard — rosewood stained, accurately fretted Order case separately below. **Shipped from Illinois.***

27-1361 F 1440—Guitar. Wt. 15 lbs. **$24.00**

Case for Guitar Above. Offers dependable protection, easy carrying. Durably made of laminated chipboard and embossed with gray homespun tweed-grain covering. Soft velurette lining. Brass-plated hardware, plastic finger-grip handle. Heavy binding **Shipped from Illinois.***

27-1379 F 510—Case. Wt. 15 lbs. **$8.50**

Ⓗ ARCHED SUPERGRAND GUITAR

Made by master craftsmen in a famous company! Supergrand auditorium size for professionals or amateurs. Top is fine-grained spruce arched back and sides are finest laminated maple. Oval genuine rosewood fingerboard, slim steel-reinforced neck. White celluloid guardplate. Hand-rubbed and polished. Rich walnut color with golden sunburst. **Shipped from Michigan.***

27-1924 F 2970—Guitar. Wt. 8 lbs. **$49.50**
27-1940 F 900—Case. Wt. 9 lbs. **$15.00**

Flat-Top Standard Size. Similar to above but without guardplate or side vents. Hand-rubbed, hand-polished. Dark brown color, golden shading.

27-1932 F 1470—Guitar. Wt. 8 lbs. **$24.50**
27-1957 F 570—Case. Wt. 8 lbs. **$9.50**

Ⓙ MEXICAN STANDARD-SIZE BONGO DRUMS

Bingo, bango, bongo—cha-cha-cha! Delight your friends with rhythmic renditions on these fine hand drums! Expertly made bongos, designed to add variety and ornamentation to the Latin rhythms of claves and maracas. Expertly hand-crafted, imported from Mexico. Barrel-type with barrels in two-tone natural finishes. 6½-in. and 8-in. heads of good-quality goatskin.

27-0231 F 875—Shipped prepaid. **$13.50**

Same as above, but junior-size bongo drums. 5⅜ and 5⅝ in. heads.

27-0249 F 595—Shipped prepaid. **$9.00**

Ⓚ TUNABLE "BONGO" DRUMS

Enjoy the pulsating rhythm of Latin American music with this pair of fine-quality drums. Bring gaiety and excitement to any party—large or small. Six points adjust tension to any desired bongo tone pitch—so easy to get the true Latin sound important for today's popular rhythms. Expertly hand-crafted barrels of choice grained natural rosewood. Brass-plated hoops and tension rods. Cylindrical-shaped 5 and 6¾"-in. heads of finest calfskin

27-0258 F 2150—Shipped prepaid. **$34.95**

*** Shipped by express—pay shipping charges on delivery**

Decorator-Inspired Radios That Sound As Good As They Look!

A NEW PHILCO RADIO—SWIVEL CLOCK

- **Big clock swivels for best viewing ever!**
- **Push-button controls for ultra-convenience!**

Dramatic new concept in a clock radio—it's the height of fashion and convenience! Big easy-to-read clock with luminous hands—swivels 180° for easy reading from anywhere in the room, day or night. Four push buttons for On, Off, Alarm, Sleep. Snooze-Alarm resets your alarm for up to 60 min. of extra sleep. Exclusive Lullaway Circuit fades sound as you go to sleep at night—turns radio off at preset time up to 60 min. Indicator window on clock dial tells you at a glance how much time you have selected for extra sleep. AM range from 535 to 1620 kc. Precision vernier tuning and illuminated dial make station selection easier. Full-voiced 5-in. oval speaker, built-in Magnecor antenna. Perma-Circuit chassis—four tubes plus rectifier. AC only. Molded plastic case is finished front and back—looks smart from any angle. 11 x 8 x 11 in. high. Wt. 8 lbs.

32-1133 W 3897—Beige ....Retail **$49.95**
32-4263 W 3897—Ivory/gold ....Retail **$49.95**

B NEW PHILCO AUTOMATIC CLOCK RADIO

- **Lulls you to sleep, then wakes you to music!**
- **Times and controls appliances—automatically!**

Wakes you to music or buzzer alarm, turns on coffeemaker or other appliance—automatically! Famous Lullaway Circuit lets you drift off to sleep with music that fades softly when radio turns itself off at preset time—no annoying click. Special "40-winks" push button resets alarm for 8 min. of extra sleep—allows you up to four repeats. Easy-to-read clock face with luminous hands for in-the-dark time-telling. AM broadcasting range from 535 to 1620 kc. Magnecor antenna. Rich-toned 4-in. PM speaker and Perma-Circuit chassis—four tubes plus rectifier. AC only. Slender plastic case measures 14⅝ x 4½ x 7 in. high. Wt. 5 lbs.

32-1174 A 2849—Gray ....Retail **$36.95**
32-1182 A 2849—Mocha ....Retail **$36.95**

C G-E AUTOMATIC CLOCK RADIO

- **Wakes you gently with music or buzzer alarm!**
- **Easy-to-read G-E clock has luminous hands!**

Feature-packed! The G-E automatic is elegant in appearance, rich in sound, dependable in performance! Fine clock radio wakes you up to pleasant music or your favorite news program—business-like buzzer alarm sounds 10 min. later for sleepyheads! At night you drift off to sleep listening to music—automatic Slumber Switch turns radio off after you're asleep. Lever-type controls. Self-starting clock has full sweep second hand. Standard AM range from 540 to 1600 kc. Precision vernier tuning and slide rule dial for accurate pinpoint tuning. 4-in. Dynapower speaker, built-in ferrite-rod antenna. Four tubes plus rectifier. AC only. Plastic case measures 13 x 5½ x 6¾ in. high. Wt. 7 lbs.

32-4723 A 2697—White ....Retail **$34.95**
32-1224 A 2697—Rose beige.....Retail **$34.95**

D NEW MOTOROLA CLOCK RADIO

- **Lulls you to sleep, wakes you up with music!**
- **Motorola PLAcir chassis for trouble-free use!**

Super value in a fine clock radio! Wakes you gently in the morning, plays softly as you go to sleep at night! No danger of oversleeping—buzzer alarm sounds 10 min. after radio turns on. Separate Sleep Switch turns radio off at preset time. Dependable Telechron clock, sweep second hand. AM band range from 535 to 1620 kc. New drift compensation circuit locks-in station to insure "wake-up" performance. 4-in. Golden Voice speaker for rich, clear sound. Built-in antenna. Four tubes plus rectifier. AC only. Plastic case is 11½ x 5 x 5½ in. high. Wt. 6 lbs.

32-1596 A 2285—Blue ....Retail **$28.95**
32-1638 A 2285—Green ....Retail **$28.95**

E NEW ADMIRAL CLOCK RADIO

- **Fully molded cabinet for all-around beauty!**
- **Radio turns itself on and off automatically!**

Outstanding in every way! All-new Admiral clock radio wakes you gently every morning, lulls you to sleep at night! Sleep Switch turns radio off automatically 1 to 60 minutes after switch is set. Mounted on cabinet front for fingertip control. Full AM broadcast range from 535 to 1620 kc. Automatic volume control prevents blasting or fading. Balanced 4-in. speaker with Alnico 5 magnet for greater power. Built-in Aeroscope antenna. Etched satellite circuits "stay put" for life—assure uniform quality. Four tubes plus rectifier. AC only. Fully molded plastic case with white trim. 11½ x 5½ x 5 in. high. Wt. 5 lbs.

32-3352 A 1997—Turquoise/white **$24.95**
32-3360 A 1997—Charcoal gray/white..**$24.95**

G NEW G-E PUSH-BUTTON CLOCK RADIO

- **Push buttons put pleasure at your fingertips!**
- **Snooze-Alarm touch bar permits extra sleep!**

Automatically wakes you to music or buzzer alarm—tap the Snooze-Alarm bar for up to 60 min. of extra sleep. Fall asleep to music—press sleep button, music fades softly when radio turns itself off at preset time. Appliance outlet. Luminous clock hands, full sweep second hand. AM band range from 540 to 1600 kc. Dial beam, slide rule tuning. Dynapower 4-in. speaker with Alnico 5 permanent magnet, built-in ferrite-rod antenna. Four tubes plus rectifier AC. Plastic case molded all around—12¾ x 6¼ x 6½ in. high. 7 lbs.

32-1265 A 2956—Rose beige ....Retail **$39.95**
32-1273 A 2956—White ....Retail **$39.95**

H NEW GENERAL ELECTRIC CLOCK RADIO

- **Slumber Switch turns set off automatically!**
- **Wake to music or the news—pleasantly!**

New low price for a clock radio with many deluxe features! Wake to music or buzzer alarm At night radio quietly turns itself off within a 60 min. period. Square clock face with large numerals, sweep second hand, luminous hands. AM range from 540 to 1600 kc. Powerful 4-in. Dynapower speaker with full tonal range. Built-in ferrite-rod antenna. Printed circuit chassis—four tubes plus rectifier. AC. Molded plastic case is 11¼ x 5¼ x 5¾ in. high. Wt. 5 lbs.

32-1190 A 2042—Pink ....Retail **$24.95**
32-1216 A 2042—White ....Retail **$24.95**

J FONOVOX HI-FI AM-FM TABLE RADIO

- **A precision-engineered West German import!**
- **Simple push-button controls—On-Off, AM-FM!**

Double your listening pleasure! Hi-Fi table radio is designed for crystal-clear AM and static-free FM in any area. Sensitive 4 x 6 in. oval-cone speaker for true-to-life hi-fi. Two built-in antennas bring in distant stations. Acoustically balanced 3-watt amplifier. Full-range AM-FM—AM band from 520 to 1600 kc, FM band from 88 to 108 mc. Adjustable tone control. Tone-compensated volume control. Jacks for additional speaker, extra antenna. Six dual-purpose tubes including rectifier. AC. Walnut-grained plastic case—11 x 5 x 7 in. high. Wt. 9 lbs.

32-6751 W 4270—Walnut ....Retail **$69.95**

K DELUXE HI-FI AM-FM TABLE RADIO

- **Sensational value on a fine GMC direct import!**
- **Extra-sensitive—static-free FM, long-range AM!**

Because GMC imported this deluxe hi-fi table radio direct, you get AM-FM reception at a price you'd expect to pay for AM alone! Thanks to advanced engineering you're assured superior performance even in difficult areas. 6 x 3 in. hi-fi speaker guarantees excellent tone. Two antennas—built-in ferrite-rod antenna for AM, exterior cord antenna for FM. Slide rule dial for easy station selection. AM band from 535 to 1620 kc, FM band from 88 to 108 mc. Controls for volume, tuning, AM-FM. Six tubes including rectifier—plus two diodes. AC-DC. Plastic case—11 x 5½ x 6½ in. 6 lbs.

32-2560 A 2497—Ivory/bronzetone **$38.95**

R

R NEW PHILCO TWIN-SPEAKER RADIO

- **Loop antenna for distant station reception!**
- **Two speakers double your listening pleasure!**

Engineered for fine tone quality, excellent reception. Matched 4-in. twin speakers assure full rich tones, balanced sound reproduction. Extra-sensitive loop antenna brings in distant stations. AM band from 540 to 1620 kc. Direct dial tuning. Four tubes plus rectifier on "Perma-Circuit" chassis. AC-DC. Fully finished, molded plastic case is 11⅜ x 4¼ x 7¼ in. Wt. 5 lbs.

32-1141 A 2076—Aqua/ivory ....Retail **$26.95**
32-1166 A 2076—Ivory/mocha ...Retail **$26.95**

L WESTINGHOUSE FM TABLE RADIO

- **Dual speakers—balanced sound reproduction!**
- **Fine tonal quality—static-free reception!**

A trim FM table-model radio for the finest in static-free radio reception. Enjoy hours of uninterrupted music reproduced in superb FM sound! Twin 4-in. Alnico speakers assure greater volume, less distortion. Built-in antenna plus terminals for connecting external antenna—receives far-away stations clearly. FM tuning from 88 to 108 mc. Combine with your AM radio for use during stereophonic broadcasts—and double your listening pleasure! Deluxe printed circuit—five tubes plus rectifier. AC-DC. Plastic case is 12½ x 5 x 7¼ in. high. Wt. 6 lbs.

32-4814 A 3197—Brown/white ...Retail **$39.95**
32-4822 A 3197—Ivory/white ....Retail **$39.95**

M G-E MUSAPHONIC TABLE RADIO

- **High-style look—plus full rich sound!**
- **Vernier tuning pinpoints station selection!**

Tuned RF amplifier stage provides high sensitivity for excellent long-distance reception. Large 6½-in. Dynapower speaker with Alnico 5 permanent magnet. Built-in ferrite-rod antenna. AM band from 540 to 1600 kc. Vertical slide-rule dial with pointer light beam for easy station selection. Push-pull, On-Off control keeps volume steady. Two-position Voice-Music switch permits listener to emphasize treble tones for voice, bass tones for music. Printed circuit chassis—five tubes plus rectifier. AC-DC. Molded plastic case measures 14⅝ x 6½ x 7⅝ in. Wt. 7 lbs.

32-1307 A 2956—Cocoa/beige ...Retail **$39.95**
32-1331 A 2956—Gray/white ....Retail **$39.95**

N NEW ADMIRAL DELUXE TABLE RADIO

- **Easy on the eyes—easy on the pocketbook!**
- **Volume "sentinel" prevents blasting, fading!**

Look of elegance—plus full rich tone for a new adventure in sound! Etched circuitry assures uniform quality and reliability—"stays put" for life! Giant 6 x 9 in. Alnico 5 PM speaker is acoustically matched to cabinet for richer tone quality. Extra-large Ferroscope antenna draws in distant stations with maximum clarity. Full AM range from 535 to 1620 kc. Vernier tuning. Four tubes plus rectifier. AC only. Smartly styled plastic case measures 13½ x 7½ x 6½ in. high. Wt. 6 lbs.

32-1422 A 2380—Walnut/white ..Retail **$29.95**
32-1554 A 2380—Black/white ...Retail **$29.95**

P G-E DUAL-SPEAKER TABLE RADIO

- **Streamlined design looks smart anywhere!**
- **Two speakers assure balanced tonal quality!**

Enjoy listening to your favorite programs with this smart-looking radio. Two 4-in. speakers make possible greater volume level with less distortion, better balanced tonal quality. Built-in ferrite-rod antenna. AM range from 540 to 1600 kc. Push-pull, on-off loudness control—newly improved to automatically reproduce bass tones at low and normal volume levels. Four tubes plus rectifier. AC-DC. Plastic case 12 x 5½ x 6 in. high. 5 lbs.

32-4707 A 1976—Rose beige.....Retail **$24.95**
32-1299 A 1976—Antique white..Retail **$24.95**

S

S NEW ADMIRAL COMPACT TABLE RADIO

- **A good-looking radio that's priced to please!**
- **Aeroscope antenna for clarity and fidelity!**

A high-styled radio at a budget price! Powerful Alnico 5 PM speaker, sensitive Aeroscope antenna assures clarity and fidelity. Full tuning range of AM frequencies from 535 to 1620 kc. Etched circuitry "stays put" for life. Four tubes plus rectifier. AC only. Fully molded plastic case is finished front and back, measures 11⅜ x 5½ x 5 in. high. Wt. 4 lbs.

32-1372 A 1599—Coral/white .. Retail **$19.95**
32-1380 A 1599—Black/white ....Retail **$19.95**

All radios on this page have Civil Defense markings—operate on 110-120 volts—UL approved

YOU SAVE MORE! DIRECT IMPORT ONLY AT GMC!
GM Sportsman
GM Sportsman

A **GM SPORTSMAN**
Retail $39.95

YOU SAVE MORE! DIRECT IMPORT ONLY AT GMC!
GM Sportsman
TRANSISTOR SIX

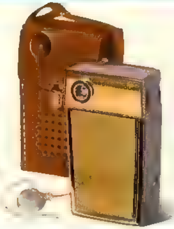
B **GM SPORTSMAN**
Retail $34.95

YOU SAVE MORE! DIRECT IMPORT ONLY AT GMC!
GM Sportsman
GM Sportsman

C **GM SPORTSMAN**
Retail $34.95

D **MOTOROLA**
Retail $54.95

E **ADMIRAL**
Retail $44.95

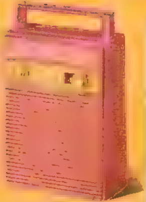


G **WESTINGHOUSE**
Retail $44.95

ADMIRAL
Super 7

H **ADMIRAL**
Retail $29.95

J **ADMIRAL**
Retail $39.95



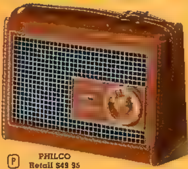
K **ADMIRAL**
Retail $29.95

YOU SAVE MORE! DIRECT IMPORT ONLY AT GMC!
ARTEMIS

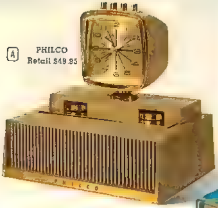
L **ARTEMIS**
Retail $59.95

M **GENERAL ELECTRIC**
Retail $75.00

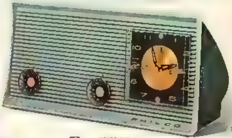
N **RCA VICTOR**
Retail $69.95



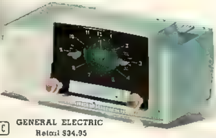
P **PHILCO**
Retail $49.95



A PHILCO
Retail $49.95

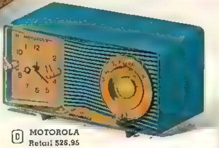


B PHILCO
Retail $36.95

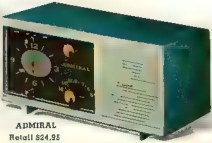


C GENERAL ELECTRIC
Retail $34.95

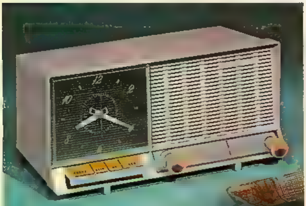
YOU'LL FIND THE RADIO TO SUIT YOUR NEEDS IN GMC'S WIDE SELECTION



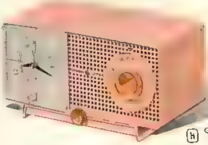
D MOTOROLA
Retail $26.95



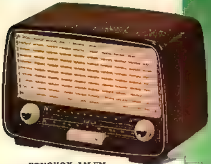
E ADMIRAL
Retail $24.95



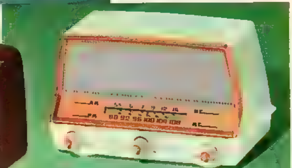
G GENERAL ELECTRIC
Retail $39.95



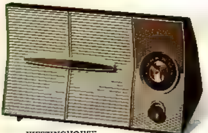
H GENERAL ELECTRIC
Retail $24.95



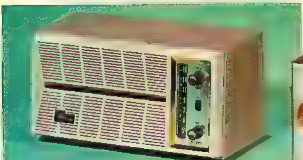
J FONOVOX AM-FM
Retail $69 95



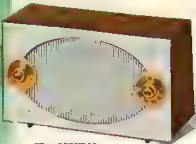
K AM-FM TABLE RADIO
Retail $39.95



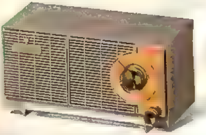
L WESTINGHOUSE
FM RADIO
Retail $39.95



M GENERAL ELECTRIC
Retail $39.95



N ADMIRAL
Retail $29.95



P GENERAL ELECTRIC
Retail $24 95

Music, News, Sports—Wherever You Go—with a Transistor Radio

Go modern—with an all-transistor radio! Wherever you go, you'll appreciate its convenience and economy! Tiny miracle transistors replace bulky radio tubes, won't burn out or break—they provide a lifetime of power and allow super-compact styling. It's truly electronic magic! Your transistor radio plays everywhere—indoors or out, you'll never miss your favorite program. It's economical to operate, too—batteries play for mere pennies a week. Choose a pocket-sized powerhouse for carrying convenience or a custom-crafted portable for full-powered performance—or both! You'll be glad you did!

Ⓐ GM SPORTSMAN 8-TRANSISTOR RADIO

- **Deluxe pocket radio at a real economy price!**
- **With battery, case, and earphone and case!**

Small in size, big in performance! Built-in ferrite-rod antenna. Powerful 2½-in. speaker for rich sound. Vernier tuning. AM band from 540 to 1600 kc. Earphone jack for private listening. Eight transistors plus diode. Operates 100 hrs. on one 9-volt battery (included)—order replacement below. Unbreakable black plastic case with golden trim. 2¾ x 1⅛ x 5⅜ in. Includes carrying case, earphone and case.

32-0878 A 2697—Radio and extras. 2 lbs. **$39.95**
35-0645 A 95—Battery. Wt. ½ lb. **$1.35**

WESTINGHOUSE
Retail
$39.95

WESTINGHOUSE 6-TRANSISTOR RADIO

- **Fine portable radio with case, batteries!**
- **Powerful full-tone reception anywhere!**

Compactly styled, conveniently designed portable radio! Built-in ferrocore antenna pulls in distant stations. Full-range 4-in. Alnico V speaker. Automatic volume control. Large "Tune-Easy" dial. AM band from 540 to 1600 kc. Power-preserver chassis with six transistors plus diode. Operates 100 hours on four "C" batteries (included)—order replacements below. Shatterproof plastic case and handle in flame-and-white color. 7⅞ x 2⅝ x 6¾ in. With leather carrying case.

32-1117 A 2397—Radio, case. 3 lbs. . **$29.95**
35-0405 A 115—Ctn. 8 batteries. . 1 lb. **$1.80**

GENERAL ELECTRIC
Retail $24.95

G-E 5-TRANSISTOR PORTABLE RADIO

- **Outstanding performance—costs so little!**
- **New easy-to-carry luggage-type handle!**

Perfect size! Compact, lightweight—gives full-sized portable power! Extra-large built-in ferrite-rod antenna. Sensitive 3½-in. Alnico 5 speaker. AM band from 540 to 1600 kc. Earphone jack—order earphone below. Five "Select-Quality" transistors, one crystal diode. Plays 100 hrs. on one 9-volt battery—order below. High-impact white plastic case, gold-tone trim. 7⅛ x 2⅜ x 4⅝ in.

32-1257 V 2098—Radio. Wt. 2½ lbs. . **$24.95**
35-0852 A 105—Battery. Wt. ½ lb. . . . **$1.50**
32-1602 V 250—Earphone. Wt. ½ lb. . **$3.95**

Ⓑ GM SPORTSMAN 6-TRANSISTOR RADIO

- **Tiny pocket-size radio plays anywhere!**
- **With radio case, earphone and case, battery!**

Best tone ever in a radio of this size! Built-in ferrite-rod antenna pulls in distant stations. 2½-in. speaker produces full-tone brilliance. AM band from 530 to 1600 kc. Earphone jack. Six transistors. Plays for 100 hrs. on one 9-volt battery (included)—order replacement below. Unbreakable red-and-white plastic case, 5½ x 1⅝ x 3¼ in. With carrying case, earphone and case.

32-0831 A 1697—Radio and extras. 2 lbs. **$34.95**
35-0645 A 95—Battery. Wt. ½ lb. **$1.35**

Ⓒ GM SPORTSMAN 6-TRANSISTOR RADIO

- **Miniature radio fits in pocket or purse!**
- **With carrying case, battery, and earphone!**

World's smallest 6-transistor radio—the size, the sound, the power will amaze you! Features built-in rod antenna and a 2-in. speaker. AM band from 530 to 1600 kc. Earphone jack. Six transistors plus diode. Operates for 100 hrs. on one 9-volt battery (included)—order replacement below. Unbreakable coral plastic case—2⅜ x 1¼ x 3⅜ in. With carry case, earphone and case.

32-0895 A 1907—Radio and extras. 2 lbs. **$34.95**
35-0645 A 95—Battery. Wt. ½ lb. **$1.35**

Ⓓ MOTOROLA 8-TRANSISTOR RADIO

- **Plays anywhere—in trains, planes, or cars!**
- **Stunning molded case—3-way handle-stand!**

Pocket-size powerhouse for super-sensitive, super-selective reception! Compact, featherweight—plays anywhere! Built-in ferrite-rod antenna. Large 3½-in. Golden Voice speaker. AM band from 535 to 1620 kc. Vernier tuning. Earphone jack—order earphone below. Eight transistors plus two diodes. Plays 200 hrs. on four mercury Penlight batteries—order below. Break-resistant gold-color polystyrene case. 4½ x 2⅜ x 7 in.

32-0470 V 4341—Radio. Wt. 2½ lbs. . . . **$54.95**
35-1361 V 102—Pkg. 2 batteries. ½ lb. . . **$1.50**
32-0259 V 250—Earphone. Wt. 1½ lbs. . . **$3.95**

Ⓔ ADMIRAL 8-TRANSISTOR POCKET RADIO

- **"Battery-Miser"—doubles life of batteries!**

World's most powerful transistor radio for its size! Built-in Ferroscope antenna "reaches out" for distant stations. Oval 2½-in. Alnico V speaker insures high fidelity. AM band from 535 to 1620 kc. Instant play, automatic volume control, vernier tuning. Plug-in jack for earphone—order Gift Pack below. Eight matched transistors plus two crystal diodes. "Battery-Miser" doubles the life of batteries. Plays up to 400 hrs. on four mercury Penlight batteries—order below. Unbreakable plastic case is 5⅞ x 1⅝ x 3½ in.

32-1083 V 3265—Black radio. Wt. 1 lb. **$44.95**
32-1091 V 3265—White radio. Wt. 1 lb. . **$44.95**
35-0892 V 130—Pkg. 2 batteries. ½ lb. . . **$2.00**

Gift Pack. Includes leatherette carrying case for radio, earphone, and four batteries.

32-0303 V 549—Set. Wt. 1 lb. **$9.95**

Ⓖ WESTINGHOUSE 7-TRANSISTOR RADIO

- **Includes carrying case, earphone, batteries!**

Tiny pocket size—takes less space than any other 7-transistor radio! Built-in ferrocore antenna. 2-in. Alnico V speaker. Automatic volume control—push-pull audio output circuit. AM band from 540 to 1600 kc. Vernier tuning. Magnified tuning dial. Earphone jack. Seven transistors plus diode. Plays up to 100 hrs. on two 1½-volt Penlite batteries (included)—order mercury replacements below. Brown-and-golden shatterproof plastic case—2½x1⅛x4¼ in. With case, earphone.

32-0182 V 3495—Radio and extras. 3 lbs. **$44.95**
35-1361 V 102—Pkg. 2 batteries. ½ lb. . . . **$1.50**

Ⓗ ADMIRAL 7-TRANSISTOR POCKET RADIO

- **Compact-size 7-transistor vest-pocket radio!**

An exciting value! 7 transistors at our lowest price ever! Built-in Ferroscope antenna. Quality 2-in. Alnico V speaker assures distortion-free sound. AM band from 535 to 1620 kc. Instant play, automatic volume control, vernier tuning. Easy-to-read dial with magnifying lens. Plug-in jack for earphone—order Gift Pack below. Seven transistors plus two crystal diodes. Plays on one 9-volt battery for over 100 hrs.—order below. High-impact plastic case with built-in easel stand. 2⅝x1½x4⅓ in.

32-1000 V 2436—Green radio. Wt. 1 lb. . **$29.95**
32-1034 V 2436—Black radio. Wt. 1 lb. . **$29.95**
35-0645 A 95—Battery. Wt. ½ lb. **$1.35**

Gift Pack. Includes earphone, battery, leatherette carrying cases for earphone and radio.

32-1067 V 497—Set. Wt. 1 lb. **$7.95**

Ⓙ ADMIRAL 7-TRANSISTOR PORTABLE

- **Compensating diode doubles battery life!**

Built-in Ferroscope antenna insures powerful reception. Finest 4-in. Alnico V speaker for greater fidelity. AM band from 535 to 1620 kc. Instant play, automatic volume control. Convenient fingertip tuning with easy-to-read full-size dial. Seven matched transistors plus three crystal diodes. Exclusive "Battery Miser"—radio plays up to 1250 hrs. on six "C" batteries—order below. Dove gray leather-like vinyl-covered case has luggage-type handle. 9x2¾x5¼ in.

32-0988 A 2997—Radio. Wt. 3 lbs. **$39.95**
35-0405 A 115—Ctn. 8 batteries. 1 lb. . . **$1.80**

Ⓚ ADMIRAL 7-TRANSISTOR PORTABLE

- **It's compact and lightweight—plays anywhere!**

Plays in cars, boats, trains! Built-in Ferroscope antenna. Quality 3½-in. Alnico V speaker—matched and balanced to case. AM band from 535 to 1620 kc. Instant play, automatic volume control. Easy-to-read station settings. Seven matched transistors, two crystal diodes. Plays up to 1000 hrs. on four "C" batteries—order below. Non-breakable case and "fingertip" carrying handle of high-impact plastic. 5⅝x2⅝x7½ in.

32-0929 A 2436—Coral radio. Wt. 2 lbs. . **$29.95**
32-0952 A 2436—Black radio. Wt. 2 lbs. . **$29.95**
35-0405 A 115—Ctn. 8 batteries. 1 lb. **$1.80**

Ⓛ ARTEMIS 8-TRANSISTOR 2-BAND RADIO

- **AM and short-wave portable—a double value!**

A GMC direct import—saves you money! Enjoy your favorite radio programs on crystal-clear AM; "eavesdrop" on amateur broadcasts, ship-to-shore calls, etc., on short wave! Telescoping antenna and 3½-in. PM dynamic speaker assure fine tone. AM band from 540 to 1600 kc. Short-wave band from 3.9 to 12 mc. Earphone jack. Eight transistors plus one diode. Plays for 500 hrs. on four Penlite batteries (included)—order mercury replacements below. Break-resistant blue-and-ivory plastic case—8½ x 2 x 4½ in. Metal carrying handle doubles as a stand. With case, earphone and case.

32-0804 A 3666—Radio and extras. 6 lbs. **$59.95**
35-1361 V 102—Pkg. 2 batteries. ½ lb. . . **$1.50**

Ⓜ G-E 8-TRANSISTOR PORTABLE RADIO

- **Fine reception in planes, trains, or autos!**

General Electric's finest, most advanced portable! Compact, lightweight—plays anywhere! Extra-large 9½-in. ferrite-rod antenna assures powerful signal. Large 5¼-in. speaker has extra-heavy Alnico 5 permanent magnet for console-like tone. Continuous bass-treble control. Vernier slide-rule tuning, push-button dial light for easy selection. AM band from 540 to 1600 kc. Eight "Select-Quality" transistors plus one diode. Operates up to 500 hrs. on six "D" batteries—order below. Luggage-type ginger-colored case, chromed grill. 10⅞x4¼x8¼ in.

32-1232 W 5594—Radio. Wt. 11 lbs. . . **$75.00**
35-0470 A 170—Ctn. 12 batteries. 3 lbs. . **$2.40**

Ⓝ RCA VICTOR 8-TRANSISTOR PORTABLE

- **Famous "Globe Trotter" for big-set sound!**

Great sound, economical operation, fashionable styling! Exclusive "High-T" circuit broadens tonal response without distortion. Tuned RF stage. Ferrite-rod antenna for strong signal pull. 4x6 in. speaker fills rooms with rich "Golden Throat" tone. AM band from 540 to 1600 kc. Automatic volume control. "Roll-Top" cover—roll cover up, radio turns on; roll cover down, radio turns off. Slide-rule vernier tuning. Earphone jack—order earphone below. Eight powerful transistors plus one diode. Uses four "C" batteries—order below. Non-breakable charcoal gray plastic case, satin aluminum trim. 9⅜ x 2⅞ x 6¼ in.

32-1125 A 5397—Radio. Wt. 4 lbs. **$69.95**
35-0405 A 115—Ctn. 8 batteries. 1 lb. . . **$1.80**
32-0259 V 250—Earphone. Wt. 1½ lbs. **$3.95**

Ⓟ PHILCO 8-TRANSISTOR PORTABLE

- **High-power performance, rich full quality!**

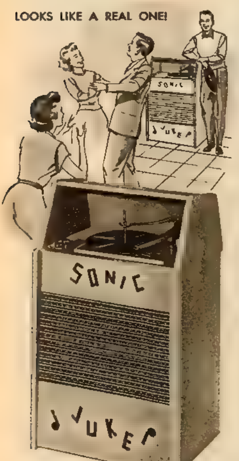
New-as-tomorrow styling for listening pleasure today! Extra-powerful built-in Magnecor antenna. Large 4-in. Alnico V speaker produces rich distortion-free sound. AM band from 540 to 1600 kc. Large tuning dial. Earphone jack—order earphone below. 8-transistor chassis. Economical to operate—plays over 200 hrs. on four "D" batteries—order below. Tan scuff-resistant Sur-V-Lon case looks and feels like leather, wears like iron. Golden grill and trim. 9⅝x3¾x6¾ in.

32-0275 V 3915—Radio. Wt. 4 lbs. **$49.95**
35-0470 A 170—Ctn. 12 batteries. 3 lbs. . . **$2.40**
32-0259 V 250— Earphone. Wt. 1½ lbs. . . **$3.95**

All radios on this page have Civil Defense markings—all UL approved

New! "Sonic Juke" for the Home!

LOOKS LIKE A REAL ONE!



SONIC
Retail $79.75

"SONIC JUKE" HI-FI AUTOMATIC PHONO

Spin your platters in style with this terrific party-goer! "Sonic Juke" is an exciting replica of a large juke box—an ideal phono for play room, rec room, or family room that's sure to delight every member of the family! Its bright multi-colored light system and smart decorator styling make it a wonderful addition to any home. Automatic changer plays all record speeds—16⅔, 33⅓, 45, 78 rpm. Intermixes 10- and 12-in. records of the same speed. Automatic shut-off. Lightweight tone arm, dual sapphire needles with flip-over cartridge. 6-in. Alnico full-range speaker with large baffle area for resonant high-fidelity sound. 4-watt amplifier with audio frequency of 80 to 10,000 cps. Full-range tone and volume controls. Durable wood and masonite construction with washable finish in tan-and-ivory speckle pattern. 19½ x 15 x 32 in. high. Order 45-rpm spindle below.

32-1752 W 5119—Wt. 35 lbs.*...Retail **$79.75**
32-6355 A 150—45-rpm spindle. 1 lb.....**$2.95**

Stereo Hi-Fi Phonos Give 3-D Sound!

Enjoy rich stereo hi-fi from a compact portable! It's recorded with two or more microphones—played back through a dual amplifier and two speaker systems. You hear a new dimension in recorded music—it's spread out in direction and depth! Each phono is a complete stereo unit—has two sound systems, dual sapphire needles, a turn-over stereo cartridge to play stereo records and your old standards.

Ⓐ NEW G-E STEREO HI-FI AUTOMATIC

Magnificent stereo hi-fi, on-the-go portability! Reproduces every note with amazing clarity. Second sound channel in removable lid has 15-ft. cord for maximum separation. 4-speed automatic changer plays 16⅔, 33⅓, 45, 78 rpm records. Intermixes 10- and 12-in. records of the same speed, shuts off after last record. Balanced tone arm. Two 5¼-in. G-E Dynapower speakers with Alnico 5 magnets give deep-dimensional sound. High-output dual-channel stereo amplifier. Continuous tone control for precise shadings. Separate-channel volume, balance controls. Tan-and-white pyroxylin-coated wood case. 17 x 19¼ x 9½ in. Order 45-rpm spindle below.

32-1703 W 8210—Wt. 29 lbs.*...Retail **$79.95**
32-6355 A 150—45-rpm spindle. 1 lb.....**$2.95**

Ⓑ COLUMBIA STEREO HI-FI MANUAL

Big stereo sound at a bargain price! Perfectly matched and balanced sound system. Auxiliary speaker detaches from master unit—may be placed 12 ft. away for true stereo effect. Plays three speeds—33⅓, 45, and 78 rpm. Built-in 45-rpm adapter. Lightweight tone arm. Two 4-in. speakers—unit utilizes both speakers for monaural listening with remote speaker attached. High-output stereo amplifier for maximum fidelity. Top-mounted volume controls. Individual control for each sound channel. Tan-and-white pyroxylin-covered wood case. 13¾ x 15½ x 7 in.

32-1919 W 2851—Wt. 22 lbs.*...Retail **$39.95**

Ⓒ ADMIRAL STEREO HI-FI AUTOMATIC

New Admiral gives you exciting stereo hi-fi in a compact portable! Second speaker in removable lid—12-ft. cord allows wide placement. 4-speed automatic changer plays 16⅔, 33⅓, 45, 78 rpm records—intermixes 10- and 12-in. of same speed. Automatic shut-off. Balanced tone arm. Two 5¼-in. Alnico 5 speakers cover entire audio range. Dual-channel stereo amplifier. Front-mounted volume controls—one for each channel. Brown-and-white pyroxylin-covered wood case. 15¾ x 17¼ x 8¾ in Order 45-rpm spindle below.

32-1745 W 5264—Wt. 28 lbs.*...Retail **$69.95**
32-5847 A 225—45-rpm spindle. ½ lb....**$3.75**

Ⓓ COLUMBIA STEREO HI-FI AUTOMATIC

New! Deluxe styling, fine performance, matchless stereo hi-fi! Removable remote speaker with 12-ft. cord for flexible placement to achieve the realism of the original performance. Plays all speeds automatically—16⅔, 33⅓, 45, 78 rpm. Intermixes 10- and 12-in. records of same speed. Automatic shut-off. Balanced tone arm. Two full-range coaxial 5-in. speakers for panoramic sound. High-output stereo amplifier for more power, less distortion. Individual volume controls assure balanced listening. Twin-channel tone control allows endless tonal shadings. Blue-and-white pyroxylin-coated wood case measures 16 x 19½ x 9 in. Order 45-rpm spindle below.

32-1766 W 5597—Wt. 25 lbs.*...Retail **$79.95**
32-4293 A 199—45-rpm spindle. 1 lb.....**$2.95**

Monaural Portables for On-the-Go Music!

Fine-quality phonographs crafted by famous manufacturers for excellent sound reproduction of standard monaural records. All have twin sapphire needles and play four speeds—16⅔, 33⅓, 45, and 78 rpm records. You can enjoy your favorite music everywhere—they're designed for easy carrying!

Ⓔ NEW ADMIRAL AUTOMATIC PORTABLE

Full-size cabinet, front-mounted controls let you adjust the sound and play a full load of records—with the lid closed! Automatic changer intermixes 10- and 12-in. records of same speed, shuts off automatically. Lightweight tone arm, flip-over cartridge. Round 5¼-in. Alnico 5 speaker. Powerful amplifier. Tone, volume controls. Green-and-gray pyroxylin-covered wood case—16 x 17 x 8¾ in. Order 45-rpm spindle below.

32-1711 W 3820—Wt. 23 lbs.*...Retail **$49.95**
32-5847 A 225—45-rpm spindle. ½ lb....**$3.75**

Ⓖ NEW ADMIRAL PHONO-RADIO PORTABLE

Now—fully automatic phonograph PLUS a powerful radio—side by side in one portable! Automatic changer intermixes 10- and 12-in. records of same speed. Automatic shut-off. Balanced tone arm, flip-over cartridge. Radio has built-in Aeroscope antenna with terrific signal-pulling power. AM band 540-1600 kc. 5 tubes plus rectifier. 5¼-in. Alnico 5 round speaker for rich full tonal reproduction of records and broadcasts. Powerful amplifier. Phono-radio selector switch, tuning, and volume controls. Brown-and-tan pyroxylin-covered wood case. 15⅝ x 17⅞ x 8⅞ in. Order 45-rpm record spindle below.

32-1728 W 5495—Wt. 28 lbs.* ..Retail **$69.95**
32-5847 A 225—45-rpm spindle. ½ lb....**$3.75**

Ⓗ NEW G-E AUTOMATIC PORTABLE

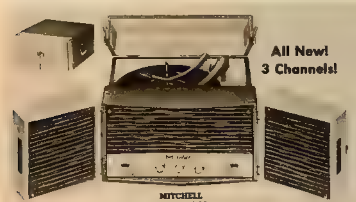
Top-notch performance in a compact portable! Plays all four speeds—changes records automatically. Intermixes 10- and 12-in. records of the same speed, shuts off automatically after the last record. Balanced tone arm with ceramic cartridge. Rubber turntable cushions records, reduces skidding Front-mounted 5¼-in. G-E speaker with Alnico 5 magnet. Precision-built amplifier provides quality sound reproduction with minimum distortion. Continuous tone control for accenting bass or treble. Volume control. Luggage tan pyroxylin-covered wood case. 15¾ x 17⅞ x 8¾ in. Order 45-rpm spindle below.

32-1679 W 4720—Wt. 23 lbs.*...Retail **$59.95**
32-6355 A 150—45-rpm spindle. 1 lb.....**$2.95**

Ⓙ NEW SYMPHONIC MANUAL PORTABLE

A handsome travel-mate designed for full portability, lasting beauty; You'll be delighted with its terrific sound! Manual changer plays all four speeds—has a built-in 45-rpm adapter. Lightweight tone arm with flip-over cartridge—plays stereo records without damage. Front-mounted 4-in. Alnico V PM speaker for rich full tone. Tone control for variable bass and treble tuning, on-off volume control. Brown-and-white pyroxylin-covered wood case. 13 x 10¾ x 7 in.

32-2552 W 1987—Wt. 10 lbs.*...Retail **$26.95**



All New!
3 Channels!

MITCHELL
Retail $79.95

MITCHELL 3-CHANNEL STEREO HI-FI PORTABLE PHONO

High-fidelity performance, streamlined styling, compact portability—Mitchell has combined them all in this handsome phonograph! Features new 3-channel sound system. Sound emerges not only from left and right, but also from the center—produces a truly deep-dimensional effect never before achieved in a portable phono! Two auxiliary speakers swing out from master unit—or detach completely, each speaker has a 9-ft. cord permitting separation up to 18 ft. You enjoy music that's spread out in direction and depth.

Automatic 4-speed changer plays 16⅔, 33⅓, 45, 78 rpm records—monaural or stereo. Intermixes 10- and 12-in. records of the same speed, automatically shuts off after the last record. Dual sapphire needles with turn-over stereo cartridge. Three speakers in all—a 4-in. medium-range tweeter in each auxiliary cabinet, and a 6-in. woofer in master unit. 8-watt dual-channel amplifier—range from 30 to 16,000 cps. Loudness, balance, and full-range tone control. Wood case with ivory-and-green pyroxylin-coated cover. 16 x 20 x 8¼ in. high Order 45-rpm spindle below.

32-1653 W 5897—Shipping weight 26 lbs.*......Retail **$79.95**
32-6355 A 150—45-rpm spindle. Shpg. wt. 1 lb.....Retail **$2.95**

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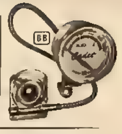
* Not mailable—pay shipping on delivery. All operate on 110-120 volts, 60 cycles, AC—UL approved

Wheel Your Way to Healthy Fun!

STREAMLINED BIKES PROVIDE THRILLS FOR YOUNGSTERS AND ADULTS!



[AA] Combination Horn and Light. Fine quality, budget-priced! Streamlined gleaming chromed headlight case and horn mount easily on handlebar. Horn button is within fingertip reach. Uses two "D" batteries (not incl.)—batteries operate both horn and light Installation hardware. 7 in. long light.

80-0243 A 200—Shpg. wt. 1 lb.......Retail **$3.00**

[BB] Cadet Speedometer. It measures speeds to 50 mph—records distances to 10,000 miles. Handsome hammerloid finish. Easy-to-read metallic dial with red pointer Curved shatterproof lens. Instructions are included for 24- and 26-in bikes.

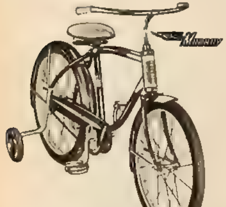
80-1258 A 465—Shpg. wt. 1½ lbs....Retail **$6.98**

[CC] Bicycle Light and Generator Set. Powerful light without batteries! Chromed headlight with high and low beam—for nighttime safety. Bright taillight. Includes generator to provide power, and all necessary installation hardware. Instructions

80-3460 A 465—Shpg. wt. 2 lbs......Retail **$6.98**

[DD] Bike Saddle Bag. Twin 11x9 in. pockets of heavy black canvas—waterproof, scuffproof. White screened design Leather straps, plated buckles on each pocket. Leather straps secure bag to bicycle

80-3486 A 465—Shpg. wt. 2 lbs......Retail **$6.98**



MURRAY 20-IN. PARK CYCLE
Retail $33.95

MURRAY FINE-QUALITY PARK CYCLE

- **Coaster brake for dependable stopping action!**
- **Removable crossbar—it's a boys' or girls' bike!**

20-in. junior-size park cycle for hard use, smooth riding Strong safety-trainer wheels teach beginners to ride at once—detach when no longer needed. Removable crossbar converts frame to boys' or girls' bike. Coaster brake for safe stopping. Comfortable spring saddle of durable vinyl. Gleaming chrome-plated adjustable handlebar, plastic hand grips. 20 x 1¾ in. semi-pneumatic tires. Tubular frame of heavy-gauge steel. Stunning baked enamel flamboyant red finish with white trim. For boys or girls.

80-0276 W 2495—Shpg. wt. 48 lbs.*...... **$33.95**

HOW TO ORDER PROPER SIZE BICYCLE

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

WHEELS	LEG REACH
16-in	17 to 22 in
20-in	20 to 25 in.
24-in	23 to 28 in.
26-in	28 in. or more

[A] MURRAY SPEED FLITE MIDWEIGHT

- **Strong "Twin-Tube" hydrogen-brazed frame!**
- **Bendix 2-speed gearing—deluxe accessories!**

26-in Speed-Flite design pedals easily when climbing hills, handles smoothly and swiftly on the straightaway! Power coaster brake assures safe, dependable stops. Brightly chrome-plated fenders, rims, and handlebar Spotlight-type headlight. Deluxe chain guard, plated kickstand. Bow-formed pedals with jeweled reflectors. Deluxe hand grips. Wire-spring chrome-plated luggage carrier on front, carrier with dual guard rails, twin reflectors on rear. Waterproof vinyl saddle has chromed rear spring, and crash rail. Equipped with 26 x 1¾ in. white sidewall tires, tubes. High style in every detail—baked enamel flamboyant finish with white trim.

80-0540 W 5485—Boys'. 58 lbs.*.....**$74.95**

[B] MURRAY STRATO-FLITE MIDWEIGHT

- **"Speed Weight" hydrogen-brazed frame!**
- **Exclusive tank-mounted twin headlights!**

26-in. luxury model—easy-riding for speed and thrills! Twin tank-mounted headlights. Chrome-plated fenders, rims, and handlebar. Deluxe coaster brake, full chain guard, chromed kickstand. Wire spring-type front luggage carrier, rear luggage carrier with chromed crash rail supports, and custom-built fullview taillight. Deluxe bow-formed jeweled pedals, plastic grips. Waterproof vinyl saddle has chromed springs Equipped with 26 x 1¾ in. white sidewall tires, tubes Handsome baked enamel flamboyant finish—boys' black cherry, girls' deep red. White and gold-color trim.

80-1332 W 5450—Boys'. 58 lbs.*......**$72.95**
80-1340 W 5450—Girls'. 58 lbs.*......**$72.95**

[C] MURRAY METEOR-FLITE MIDWEIGHT

- **"Speed Weight" design maneuvers so easily!**
- **Hydrogen-brazed frame for added strength!**

Popular 26-in. model for easy handling—anywhere! Deluxe coaster brake. Chromed rims and handlebar. Streamlined headlight with chromed trim. Deluxe chain guard, kick-stand. Deluxe ball-bearing pedals. Newly designed rear luggage carrier with dual chrome-plated guard rails. Rear reflector. Waterproof vinyl saddle Black 26 x 1¾ in. tires with tubes Baked enamel flamboyant finish—boys' red, girls' blue. With white and golden-colored trim.

80-1233 W 4325—Boys'. 56 lbs.* . **$57.95**
80-1266 W 4325—Girls'. 56 lbs.*.... **$57.95**

Same features as above, but 24-in. model

80-1274 W 4175—Boys'. 52 lbs.*......**$55.95**
80-1316 W 4175—Girls'. 52 lbs.*......**$55.95**

[D] MURRAY DELUXE PARK CYCLE

- **Coaster brakes—for safe, smooth stops!**
- **Removable crossbar—for boys or girls!**

16-in. junior-size park cycle with strong safety-trainer wheels—can be removed when child gains balance and riding confidence. Full-length chain guard—chrome-plated adjustable handlebar with plastic hand grips. Two-tone vinyl saddle. 16 x 1¾ in. semi-pneumatic puncture-proof tires. Deluxe bow-formed pedals. Full ball-bearing wheels. Bicycle coaster brake. Heavy-gauge tubular steel frame. Baked enamel flamboyant red finish, white trim. For boys or girls.

80-0268 W 2125—Wt. 40 lbs.*....... **$28.50**

[E] MURRAY SUPER-DELUXE PARK CYCLE

- **Detachable trainer wheels for beginners!**
- **Removable crossbar—boys' or girls' cycle!**

16-in. junior-size park cycle with strong safety-trainer wheels to teach balance. Wheels detach easily when no longer needed. Removable crossbar converts frame to boys' or girls' bike. Bicycle coaster brake for safe stops. Has full-length chain guard. Comfortable spring vinyl saddle. Chromed fenders and adjustable handlebar with plastic grips, knuckle guards, streamers. Front and rear luggage carriers. 16 x 1¾ in. white sidewall semi-pneumatic puncture-proof tires Full ball-bearing wheels. Heavy-gauge tubular steel frame Baked enamel flamboyant red finish with white trim. For boys or girls

80-0250 W 2375—Wt. 41 lbs.*....... **$31.95**

[G] MURRAY METEOR-FLITE MIDWEIGHT

- **Hydrogen-brazed "Speed Weight" frame!**
- **Deluxe coaster brakes for dependable stops!**

20-in. junior-sized model is a favorite with the youngsters! Equipped with deluxe coaster brake for safe sure-stopping action without forward pitch Gleaming chromed handlebar and rims. Streamlined headlight with chrome-plated top. Full chain guard, plated kick-stand. Deluxe ball-bearing pedals. Convenient rear luggage carrier with chrome dual guard rails, reflectors. Durable white vinyl saddle—completely waterproof. Equipped with black 20 x 1¾ in tires and tubes. Eye-catching baked enamel flamboyant finish—boys' red, girls' blue. With white and golden-colored trim.

80-1381 W 3775—Boys' 42 lbs.* **$50.50**
80-1407 W 3775—Girls' 42 lbs * . .**$50.50**

[H] EUROPEAN MIDWEIGHT TRAINER

- **Removable stabilizer wheels for novices!**
- **Coaster brake for safe, smooth stopping!**

20-in junior-sized bike quality-made for extra-hard use, smooth safe riding. Easy-to-install stabilizer wheels enable beginners to ride at once—they teach proper balance and inspire confidence—easily removed later. Sure-stopping coaster brake. Protective full-length chain guard. Comfortable spring saddle with molded rubber top. Shiny chromed handlebar with non-slip rubber grips. Fully equipped with first-line 20 x 1¾ in midweight tires with butyl tubes and American valves Strong brazed frame Beautiful enamel finish—boys' maroon, girls' blue. White trim.

80-1027 W 2950—Boys'. 33 lbs.*......**$37.50**
80-1035 W 2950—Girls'. 33 lbs.*......**$37.50**

[J] EUROPEAN DELUXE LIGHTWEIGHT

- **Top-quality cantilever frame construction!**
- **3-speed gearing—front, rear caliper brakes!**

26-in. model with lightweight tubular steel frame for easy maneuverability and balance! Full brazed sleeve-joint construction. Famous Sturmey-Archer 3-speed gearing and front and rear caliper hand brakes—assure safe operation at all times. The adjustable handlebar and rims are heavily chrome-plated for lasting beauty. Full chain guard and adjustable kick-stand. Chrome-plated front and rear luggage carriers. Chrome-plated generator set with headlight and taillight provide night-time safety. Tire pump. Two-tone vinyl saddle. Equipped with deluxe 26 x 1⅜ in. white sidewall tires, butyl tubes. Stunning baked enamel flamboyant finish—boys' red, girls' blue.

80-1100 W 4795—Boys' 48 lbs.*... . **$59.95**
80-1134 W 4795—Girls'. 48 lbs.*.... **$59.95**

[K] EUROPEAN DELUXE LIGHTWEIGHT

- **Has three speeds with easy shift control!**
- **Safe front and rear caliper hand brakes!**

Here's a 26-in. streamlined lightweight for cyclists on the go! A real champion on the open road for strength, endurance, and easy-pumping speed! 3-speed Sturmey-Archer gearing with handlebar fingertip controls. Different speeds for acceleration, hill-climbing, and touring make cycling easy. Front and rear caliper hand brakes assure safe, dependable stops. Enameled fenders, chromed rims, hardware, kickstand. Full-length protective chain guard. Strong lightweight steel frame. 26 x 1⅜ in. first-line white sidewall tires and butyl tubes, American valves Baked enamel finish—boys' maroon, girls' blue.

80-2751 W 3750—Boys'. 45 lbs.*. . . **$48.95**
80-2769 W 3750—Girls'. 45 lbs.*. . **$48.95**

[L] EUROPEAN DELUXE MIDWEIGHT

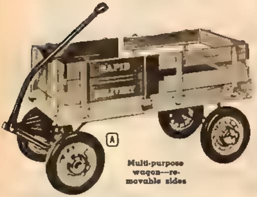
- **New sturdy cantilever frame construction!**
- **Coaster brake for safe, dependable stops!**

26-in. model with midweight cantilever-style frame—handles easily, pedals smoothly. A deluxe model that's sure to suit cyclists of all ages! Fully brazed sleeve-joint construction. Equipped with deluxe coaster brake for sure-stopping action. Adjustable chrome-plated handlebar. Enameled rims and fenders with two-tone trim. Full-length chain guard, adjustable kick-stand Gleaming chrome-plated spring-type front luggage carrier and battery-operated headlight Comfortable two-tone vinyl saddle. Equipped with 26 x 1¾ in. black tires with butyl tubes, valves. Ball-bearing pedals. Deluxe in every detail! Handsome baked enamel finish—boys' red, girls' blue.

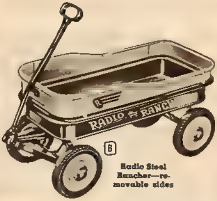
80-0144 W 3950—Boys'. 48 lbs.*......**$59.95**
80-0151 W 3950—Girls'. 48 lbs *... ..**$59.95**

*** Bicycles are not mailable—shipped by freight or truck—pay shipping on delivery**

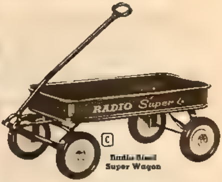
SIDEWALK TOYS for "Round-the-Block" Neighborhood Fun!



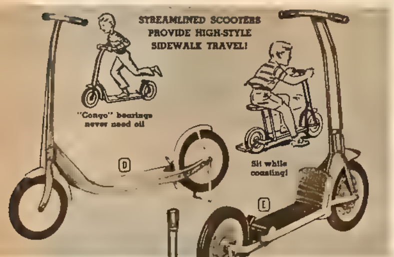
Multi-purpose wagon—removable sides



Radio Steel Rancher—removable sides



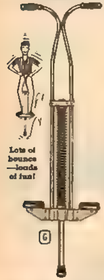
Radio Steel Super Wagon



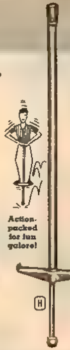
STREAMLINED SCOOTERS PROVIDE HIGH-STYLE SIDEWALK TRAVEL!

"Congo" bearings never need oil

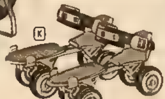
Sit while coasting!

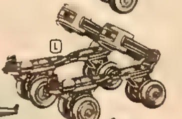


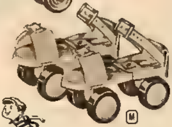
Lots of bounce—loads of fun!



Action-packed for fun galore!







A to C COASTER WAGONS

[A] Rapid-Delivery Wagon. Bed and removable stakes of kiln-dried lumber—cleat reinforcement. Heavy-gauge stamped steel undergear. 10-in. artillery wheels—nylon bearings. Semi-pneumatic 1¾-in. tires. Tubular steel handle. Natural varnish finish, red trim. Body is 36 x 19 x 9 in. deep with stake sides. 40 lbs.*

80-1076 W 1595........$23.95

[B] Radio Steel Rancher. An ideal wagon for household chores as well as play. Removable side panels. Long-lasting "Congo" oil impregnated bearings never need oil. 10-in. wheels—1¾-in semi-pneumatic tires. Steel body rolled edges. Gray panels, red body Body—36 x 17 x 9 in. deep with panels. Shpg. wt. 39 lbs.

80-3239 W 1250........$17.98

[C] Radio Steel Super Wagon. 7-in. disc wheels—steel tube bearing support. "Congo" oil-impregnated bearings never need oil. 1¼-in. semi-pneumatic tires. Steel body—smooth rolled underflange—red baked enamel finish, white trim. 28x13x3¾ in. body Shipping weight 17 lbs.

80-1779 W 555.... ...$8.95

D E STURDY SCOOTERS

[D] Radio Chief Scooter. Big footrest, wide fender—parking stand, foot brake. Tubular steel handle, plastic grip. Double-disc 10-in. wheels, "Congo" oil-impregnated bearings never need oiling. 1½-in. semi-pneumatic tires Heavy-gauge steel, turquoise and white enamel finish 38 in. long, 34 in. high. 16 lbs.

80-1753 W 555.........$8.95

[E] Garton Sit-N-Ride Scooter. Child can sit while coasting! Wide fender, reliable brake, parking stand. Seat folds down for stand-up scooting! Non-slip footboard. Tubular steel handle, plastic grips: 10-in. artillery-type wheels—nylon bearings 1¾-in. semi-pneumatic punctureproof tires. Metal frame—maroon and blue enamel finish 39 in. long, 33 in. high. 18 lbs.

80-1068 W 795 . $10.95

G H POGO STICKS

[G] Deluxe Pogo Stick. Adjustable spring tension—holds 200 lbs.! Chromed tubular steel frame – rubber foot pads, tip, handles. 40½ in. high.

87-9387 W 825—8 lbs...$9.00

[H] Rocket Pogo Stick. Tubular steel, tempered steel spring. Aircraft aluminum plunger, footrest. Rubber tip. Holds 150 lbs. 45 in. high

87-7373 W 465—6 lbs...$6.95

J to N FUN FOOTWEAR

[J] Zips Ball-Bearing Racers. 1-in. rubber-tired wheels. Fit any shoe—no clamps needed. Norolon frame. Adjustable frame, leather ankle and toe straps, rubber ankle pads.

87-3851 A 369—3½ lbs..$5.50

[K] Roll-King Skates. Axles mounted on rubber blocks. Ball-bearing rubber-tired wheels. Adjustable steel frames—rubber toe, heel plates. Toe clamps adjust. Leather straps, rubber pads.

81-2834 A 530—4½ lbs..$7.98

[L] Globe Union Skates. Steel frames, ball-bearing wheels, rubber shock-absorbers. Adjustable frame, straps, rubber ankle pads, and clamps.

81-2842 A 326—4 lbs....$4.89

[M] Zipees Skates. Made of nylon-plastic. Nylon wheels never need oil. Rustproof For beginners aged 4 to 7 yrs.

87-6045 A 200—1½ lbs..$3.00

[N] Jumping Shoes. Rocket caps protect shoes. Steel springs. Adjustable straps, frames—ground-grip rubber knobs.

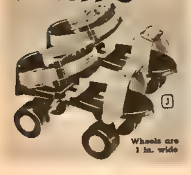
87-6052 A 399—3½ lbs .$5.95

P MARK IV FUN CART

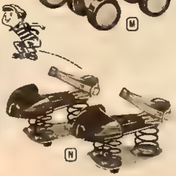
Fully assembled gas racer! Automatic clutch, 2½-HP 2-cycle gas engine—speeds to 20 mph Foot brake, gas pedal, recoil starter, V-belt drive. Center point steering. 8 x 1.75-in. semi-pneumatic tires Heavy-gauge steel body, seat back, fire wall. Black baked enamel finish. 40-in. wheel base, 57 in. long. **Shipped from Rhode Island.** 60 lbs.*

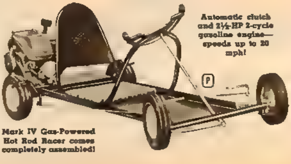
87-0449 F 8650.......$139.95

THEY'RE NEW! ZIPS' RUBBER TIRED!



Wheels are 1 in. wide





Automatic clutch and 2½-HP 2-cycle gasoline engine—speeds up to 20 mph!

Mark IV Gas-Powered Hot Rod Racer comes completely assembled!

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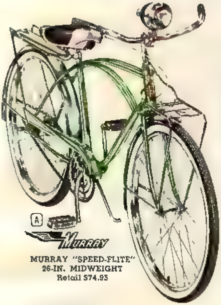
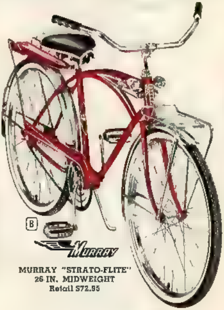
* Not mailable—pay shipping charges at time of delivery


A

MURRAY "SPEED-FLITE"
26-IN. MIDWEIGHT
Retail $74.95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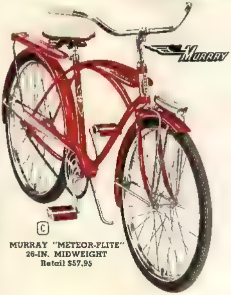
MURRAY "STRATO-FLITE"
26-IN. MIDWEIGHT
Retail $72.95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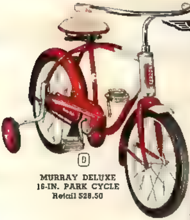
MURRAY "METEOR-FLITE"
26-IN. MIDWEIGHT
Retail $57.95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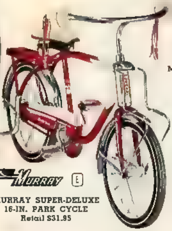
MURRAY DELUXE
16-IN. PARK CYCLE
Retail $28.50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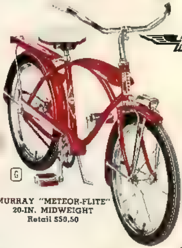
MURRAY SUPER-DELUXE
16-IN. PARK CYCLE
Retail $31.95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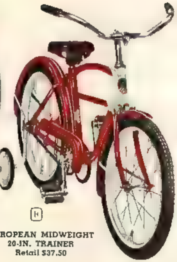
MURRAY "METEOR-FLITE"
20-IN. MIDWEIGHT
Retail $50.50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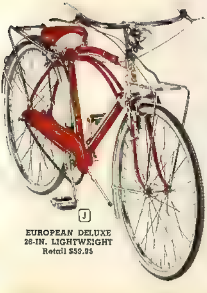
EUROPEAN MIDWEIGHT
20-IN. TRAINER
Retail $37.50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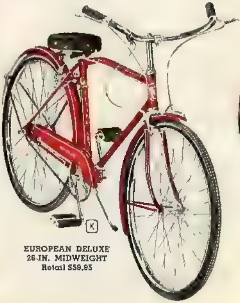
EUROPEAN DELUXE
26-IN. LIGHTWEIGHT
Retail $59.95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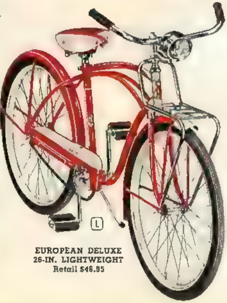
EUROPEAN DELUXE
26-IN. MIDWEIGHT
Retail $59.95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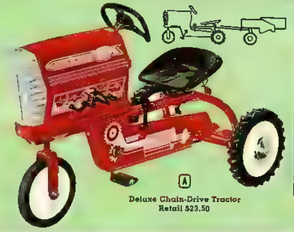
EUROPEAN DELUXE
26-IN. LIGHTWEIGHT
Retail $46.95

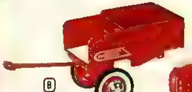
MURRAY

America's favorite line of juvenile wheel goods



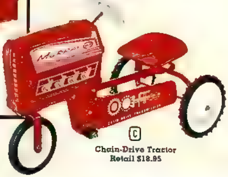
(A)

Deluxe Chain-Drive Tractor
Retail $23.50



(B)

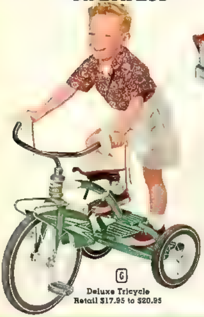
Dump-Trac Trailer
Retail $10.95



(C)

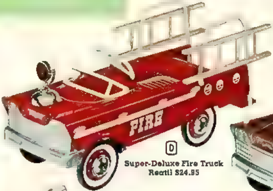
Chain-Drive Tractor
Retail $18.95

MURRAY



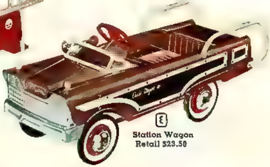
(G)

Deluxe Tricycle
Retail $17.95 to $20.95



(D)

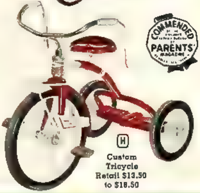
Super-Deluxe Fire Truck
Reatil $24.95



(E)

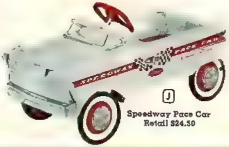
Station Wagon
Retail $23.50

COMMENDED
PARENTS'



(H)

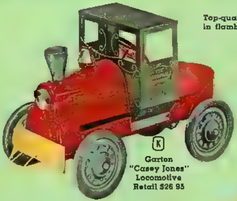
Custom
Tricycle
Retail $13.50
to $18.50



(J)

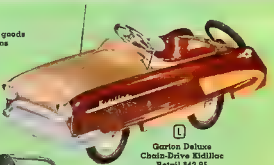
Speedway Pace Car
Retail $24.50

Top-quality tricycles and wheel goods
in flamboyant colors, new designs



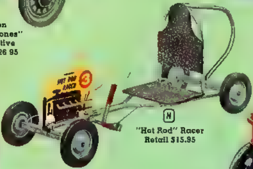
(K)

Garton
"Casey Jones"
Locomotive
Retail $26 95



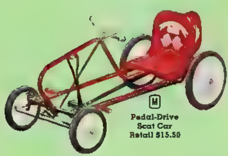
(L)

Garton Deluxe
Chain-Drive Kidillac
Retail $43.95



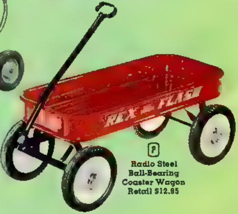
(N)

"Hot Rod" Racer
Retail $15.95



(M)

Pedal-Drive
Scat Car
Retail $15.50



(P)

Radio Steel
Ball-Bearing
Coaster Wagon
Retail $12.95

ACTION-PACKED WHEEL TOYS

[A] MURRAY SUPER-DELUXE TRACTOR

- **Ball-bearing wheels, realistic spark plugs!**
- **Chain drive with motor-tone "gear shift!"**

Rides smoothly, turns easily! 8-in. front wheel has 1⅝-in. tire, 10-in. rear wheels have 1⅝-in. tractor-tread tires. Adjustable spring-type steel seat. Universal joint 360° turn steering mechanism. Heavy gauge steel body, tubular steel frame. Red enamel finish. 37 x 22 x 25 in. long

80-0979 W 1695—Wt. 35 lbs.*...Retail **$23.50**

[B] MURRAY DUMP-TRAC TRAILER

- **Attaches to either [A] or [C]—carries loads!**
- **Tractor is twice the fun with Dump-Trac!**

Carries passenger plus load—dump box operates from seat. Attaches easily to tractors [A] or [C]. 8-in. double-disc ball-bearing wheel—⅝-in. rubber tires. Heavy-gauge steel with red-and-white enamel finish. 33 x 15½ in.

80-2124 W 750—Wt. 17 lbs... ..Retail **$10.95**

[C] MURRAY CHAIN-DRIVE TRACTOR

- **Rugged design—looks like a real tractor!**
- **Ball-bearing chain drive for longer wear!**

Features tractor-tread rear tires. Double-disc wheels—8-in. front, 10-in. rear. 1¼-in. semi-pneumatic tires. Adjustable seat. Steering mechanism has universal joint 360° turn. Heavy-gauge steel body, tubular steel frame with red enamel finish. 37 x 20 x 25 in. high.

80-0987 W 1295—Wt. 27 lbs.*...Retail **$18.95**

[D] MURRAY SUPER-DELUXE FIRE TRUCK

- **Flicker-type spotlight, adjustable pedals!**
- **Heavy-gauge steel—bright red enamel finish!**

Two wooden ladders, gong bell, rear step plate for extra rider! Spotlight uses two "C" batteries (not incl.). Ball-bearing pedal drive. 5-position pedals adjust for 2 to 6 year olds. 8-in. double-disc ball-bearing wheels, ⅞-in. molded tires. 45 x 17 in.

80-0995 W 1650—Wt. 35 lbs.*...Retail **$24.95**

[E] MURRAY DELUXE STATION WAGON

- **Sleek body design—full ball-bearing drive!**
- **Rear storage compartment plus tail gate!**

Equipped with gun-sight fender ornaments, "Jeweled" bulb horn, hand rails. Ball-bearing pedal drive. 5-position pedals adjust for 2 to 6 year olds. 8-in. double-disc ball-bearing wheels, ⅞-in. molded tires. Heavy-gauge steel, beige metallic finish 45 in. long, 17 in. wide.

80-1001 W 1595—Wt. 34 lbs.*...Retail **$23.50**

[G] MURRAY DELUXE TRICYCLE

- **New step-up frame—new whitewall tires!**
- **Heavy-gauge step platform is extra wide!**

New step-plate for safe, easy mounting! Ball-bearing wheels 1⅝-in. semi-pneumatic tires, Chromed truss rods, adjustable handlebar, saddle springs. Vinyl pedals and saddle. Plastic knuckle guards and grips. Heavy-gauge steel frame, turquoise enamel finish. 21, 22, 27 lbs.

80-0060 W 1195—10" front, 8" rear.....**$17.95**
80-0078 W 1295—12" front, 8" rear.....**$18.95**
80-0086 W 1450—16" front, 10" rear....**$20.95**

[H] MURRAY CUSTOM TRICYCLE

- **Wishbone frame of heavy-gauge tubular steel!**
- **Gay flamboyant red finish with white trim!**

Full ball-bearing front wheel, 1⅝-in. semi-pneumatic punctureproof tires. Vinyl pedals, chromed handlebar. Adjustable metal saddle. Streamlined plastic grips, white enamel truss rods. Heavy-gauge steel frame, baked enamel finish. Shpg. wts. 20, 21, 24, 30 lbs

80-0870 W 895—10" front, 8" rear......**$13.50**
80-0888 W 995—12" front, 8" rear......**$14.95**
80-0896 W 1150—16" front, 10" rear....**$16.50**
80-0904 W 1295—20" front, 12" rear* ..**$18.50**

HOW TO ORDER TRICYCLES

Measure from crotch to ball of foot for leg reach. Order by wheel size from chart at right.

Front Wheel	Leg Reach
10 inch	14½ to 17 in.
12 inch	17½ to 19 in
16 inch	19½ to 21 in.
20 inch	21½ to 23 in.

[J] NEW! MURRAY SPEEDWAY PACE CAR

- **Replica of first-lap pace car used at races!**
- **Chain drive with motor-tone "gear shift!"**

Captures all the excitement of the speedway! Gun-sight fender ornaments with reflectors. Ball-bearing chain drive, 5-position pedals adjust for 2 to 6 year olds. 8-in. ball-bearing wheels with ⅞-in. molded tires. Heavy-gauge steel, white enamel finish. 36 in. long, 17 in. wide.

80-0110 W 1650—Wt. 29 lbs.*...Retail **$24.50**

[K] GARTON "CASEY JONES" LOCOMOTIVE

- **New design—realistic "Cannonball Express!"**
- **Cow-catcher, real gong bell, pedal drive!**

Clang, clang—it's "Casey Jones" and the No. 9! Adjustable pedals, ball-bearing rear axle supports. Smooth riding and easy to steer. 9-in. wheels, 1-in. molded rubber tires. Heavy-gauge steel, red enamel finish 37 in. long, 25 in. high.

80-0003 W 1795—Wt. 33 lbs.*...Retail **$26.95**

[L] GARTON CHAIN-DRIVE KIDILLAC

- **The Cadillac of kiddie autos—chain drive!**
- **Electric headlights, horn—dashboard controls!**

Full ball-bearing pedal cranks. 8-in. disc wheels, nylon bearings. 1¼-in. semi-pneumatic tires. Plated aerial, rear view mirror, hub caps. Removable spare wheel. Order battery for horn, lights below. One-piece heavy-gauge steel, gold-and-white finish. 45 in. long, 20 in. wide.

80-1761 W 2895—Wt. 47 lbs.*...Retail **$43.95**
35-1221 A 79—6-volt battery. 1½ lbs....**$1.19**

[M] NEW! PEDAL-DRIVE SCAT CAR

- **Ball-bearing drive—footrests for coasting!**
- **5-position pedals adjust for 3 to 7 yr. olds!**

Provides lots of thrills for pint-sized drivers! Smooth riding, easy to steer. 1¼-in. punctureproof semi-pneumatic tires—7½-in. front, 9¾-in. rear. Sturdy ¾-in. steel tubing frame, red enamel finish. 39 x 19 x 19 in. high.

80-0136 W 1050—Wt. 23 lbs.*...Retail **$15.50**

[N] EASY TO BUILD "HOT ROD" RACER

- **Authentic "hot rod" styling—rugged and racy!**
- **Ready to assemble—step-by-step instructions!**

Child can build it himself! Safe—positive linkage foot brake, emergency lever hand brake. Low center of gravity—wide tread, center-point steering. 8-in. wheels, 1½-in. semi-pneumatic tires. Heavy-gauge steel. 55 in. long

80-1746 W 1090—Wt. 20 lbs.....Retail **$15.95**

[P] DELUXE BALL-BEARING COASTER WAGON

- **Heavy-gauge one-piece auto steel body!**
- **Handy size—so many uses for work or play!**

Smooth, rolled edges for complete safety. Ball-bearing double-disc 10-in. wheels. 1½-in. semi-pneumatic molded tires. U-bar braces Red enamel finish. 34 x 15½ x 4½ in. deep.

80-0847 W 895—Wt. 33 lbs.*....Retail **$12.95**

[R] MURRAY "ATOMIC MISSILE"

- **"Gear shift," dual guided-missile controls!**
- **Perfect drive toy for the space-age child!**

Ball-bearing chain drive. 8-in. double-disc ball-bearing wheels, semi-pneumatic 1⅝-in. front tire, molded ⅞-in. rear tires. Universal joint 360° turn steering. Heavy-gauge steel, metallic gold finish. 45 in. long, 25 in. wing spread.

80-0912 W 2095—Wt. 40 lbs.*...Retail **$30.50**

[S] MURRAY DELUXE "FIRE CHIEF" AUTO

- **Real gong bell, full ball-bearing pedal drive!**
- **Heavy-gauge steel—bright red enamel finish!**

Pedals adjust to five positions for youngsters 2 to 6 years old 8-in. double-disc wheels, ⅞-in. solid rubber tires. Simulated headlights, grill Measures 36 in. long, 17 in. wide.

80-1696 W 1250—Wt. 31 lbs.*...Retail **$17.50**

[T] MURRAY AIRPORT JET SERVICE TRUCK

- **Features real gong bell, hinged rear door!**
- **Heavy-gauge steel, full ball-bearing drive!**

Embossed, realistic grill, gas tank. 8-in. ball-bearing wheels 1⅝-in. semi-pneumatic front tire, ⅞-in. molded rear tires. Ball-bearing chain drive. Plastic grips. Metallic blue with red-and-white trim. 35 x 22 x 20 in. high.

80-0102 W 1895—Wt. 36 lbs.*...Retail **$27.50**

[V] GARTON CHAIN-DRIVE SPEEDSTER

- **Pull handle back and forth to operate!**
- **Fully enclosed ball-bearing chain drive!**

Builds muscles, aids good coordination! 8-in ball bearing front wheels, 12-in. rear. 1¼-in. semi-pneumatic tires. Adjustable seat Fifth wheel for easy turning. Heavy-gauge steel with yellow enamel finish. 35 x 21 x 23 in. high

80-1787 W 1495—Wt. 34 lbs.*...Retail **$22.95**

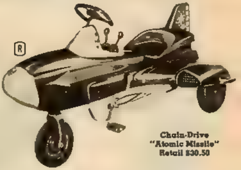
[W] HAMILTON AIR FORCE JEEP

- **Realistic replica with authentic markings!**
- **Two seat levels—for one or two passengers!**

Steel-linked bicycle-type chain drive, easy to steer. 8-in. wheels, 1¼-in. semi-pneumatic tires. Sturdy hand rails. Extra-strong auto-steel body, blue enamel finish. 41 in. long, 15 in. wide.

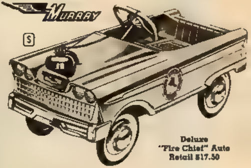
80-0029 W 1660—Wt. 40 lbs.*.. Retail **$24.95**

MURRAY



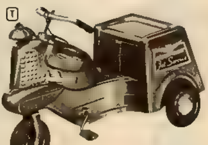
Chain-Drive "Atomic Missile" Retail $30.50

MURRAY

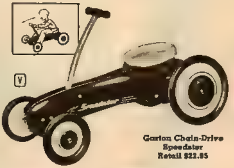


Deluxe "Fire Chief" Auto Retail $17.50

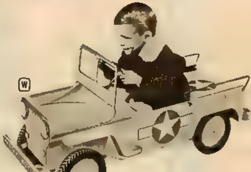
MURRAY



Chain-Drive Airport Jet Service Truck Retail $27.50



Garton Chain-Drive Speedster Retail $22.95



Chain-Drive Air Force Jeep Retail $24.95

*** Not mailable—pay shipping on delivery**

Shiny Steel Trucks

POWERHOUSES OF ACTION

NY-LINT TOYS

(8) Ford Speedway Special
4.99

(9) Street Sprinkler
7.99

Really Sprays Water

(10) Coca Cola Truck
1.99

(13) Cattle Hauler
2.98 Value 2.59

(11) Car Ferry Unbreakable Polyethylene
3.00 Value
2.69

(12) Auto Transport
3.49
Value 2.89

(14) Timber Company Set of 2 Logging Trucks
Reg ~~9.95~~ 8.69

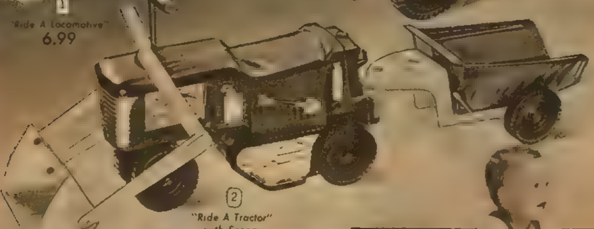
Power Boom Loader

Timber Truck

With warning bell!

1 "Ride A Locomotive" 6.99

3 "Ride A Jeep" 4.99


2 "Ride A Tractor" with Scoop, Dump 8.99

Locomotive! Jeep! Tractor Fire-Engine! Motorcycle!

Ride-a-Toy

① "RIDE-A-LOCOMOTIVE" with warning bell. Authentic detailing. Really goes and steers too! Cab top is comfortable seat. Hand crank plus pull cord rings bell. Unbreakable polyethylene—no sharp edges. Safe for children and furniture. Mailable

35 Y 5476E—Size: 24x8¼x10-in. high. Wt. 6 lb....6.99

② SCOOP 'N DUMP TRACTOR—Built of "steel-strong" Irvilon 777! Carries 30 times its own weight and is light enough to be picked up by a child Easy-to-steer handle, lever-action dump trailer. Yellow, Red and Black with bright Silver color trim. 9.95 value!

35 Y 5428E—Size: 42½x15x8-in. Ship. wt. 8 lb.....8.99

③ "RIDE EM JEEP"—Unbreakable polyethylene body with heavy-duty steel frame! Fool-proof steering design. Big jeep tires, molded seat. Colorful Blue body with Yellow trim. Size: 24-inches long, 12-inches high and 9½-inches wide. Regular 5.99 value!

35 Y 5433E—Shipping weight 7 lb..............4.99

④ "RIDE-A-FIRE TRUCK" with siren! Worth 9.95! Loud siren operated by hand crank Two 20-in interlocking steel ladders, side slot mounting. Steel construction, lithographed cab shows details. In bright Red and Yellow. Size: 32x7½x11½-in.

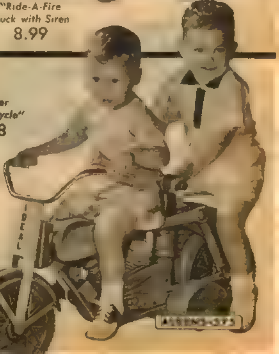
35 Y 5473E—Mailable. Ship. wt. 15 lb.............8.99

⑤ RIDE-A-CYCLE—Handsome 2-seater styled like a motorcycle! Unbreakable polyethylene, safe, enclosed tubular steel frame. Plated handlebars, balanced trainer wheels, beep-horn. Bright, attractive colors. Size: 21⅝-inches high, 34⅝-inches long. Terrific gift item for family with two children—order now!

E35 Y 5427E—Shipping weight 13 lb............12.98

4 "Ride-A-Fire Truck with Siren 8.99

5 2-Seater "Ride-a-Cycle" 12.98



Polyethylene STURDY, SAFE, RUSTPROOF

⑧ *Stake Truck with Automatic Tailgate* **3.69**

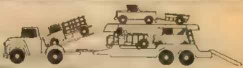
9 *Aircraft Carrier with Helicopter that Flies!* **2.79**

⑧ ELDON ACTION TRUCK is 18½-in. long, of unbreakable Fortiflex. Removable stake sides! Tailgate geared to crank up, down. It opens, closes automatically. Tailgate can be used to lift a load! Over-engine type cab; windshield; wiper! Heavy-duty tires
35 Y 5436—Ship. wt. 2 lb. 8 oz.......... **3.69**

⑨ AIRCRAFT CARRIER, HELICOPTER that really flies! Deck catapult launches four fighter planes! Wings of planes fold; deck opens to store. Guns on swivel turrets. Of unbreakable polyethylene, it rolls and floats!
35 Y 5437—Ship. wt. 2 lb. 2 oz.......... **2.79**

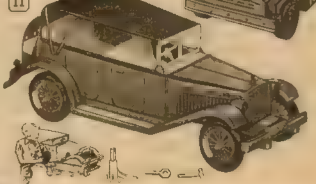
⑩ 7-PC. TRUCK TRANSPORT—a lifelike replica of "the bulldog of the highway" it is 26½-in. long, is made of unbreakable Fortiflex, and works most realistically! The top level shifts down for loading and unloading; and loading ramps really slide out from the rear of truck! Cab hitches, unhitches from trailer. Carries 4 trucks.
35 Y 5434E—Shipping wt. 4 lb.......... **4.69**

⑪ TOURING SEDAN like the one Grandpa drove! Colorful symbol of the roaring 20's, it's of unbreakable polyethylene, beautifully and authentically detailed. It has a folding fabric roof, removable tires and wheels, and a trunk full of handy, much-needed tools! 19½-in. long, 9-in. high, 8-in. wide.
35 Y 5438—Ship. wt. 2 lb. 2 oz.......... **2.99**



7-Pc. Truck Transport **4.69** ⑩

Touring Sedan with Trunk of Tools ~~3.60~~ value **2.99** ⑪



⑫ *Giant Service Station* 3.94

⑫ SERVICE MINIATURE CARS in this brightly lithographed steel station! Incl elevator-to-roof parking, exit ramp, grease, wash racks, show windows, gas, air pumps grease machine plus many more accessories Mounted on 26x14½-in base
35 Y 5444E—Mail. Ship wt 7 lb.. **3.94**

TWO PAGES OF TRUCKS THAT LAST *Unbreakable*

ELDON

1 Dump Truck 3.49

2 Cement Mixer 4.49

3 Power Shovel 4.49

Eldon Construction Trucks of "Fortiflex." Buy all 3

1-2-3 Big Eldon 3-pc. truck set—includes dump truck, cement mixer and power shovel—completely detailed. All made of unbreakable Fortiflex—strong as steel!

E35 Y 5453E—Wt. 10 lb..... Set of 3 **11.99**

1 DUMP TRUCK. So realistic! Truck bed raises and lowers by hand lever. Tailgate swings open to unload. 4 polyethylene tires. 18¼x7¾x8¾-in.

35 Y 5450—Wt. 2 lb. 13 oz. Mail..... **3.49**

2 CEMENT MIXER. Really works! Mixer drum turns; lever raises drum platform! Dump trough swings from side to side; its movable spout "pours" concrete. 4 poly tires. 16¾x7⅝x10½-in.

35 Y 5452 .... **4.49**

Mail. Wt. 3 lb. 2 oz.

3 POWER SHOVEL. Little "engineers" ideal! Cab swings from side to side; just turn crank to move shovel arm, boom. Trap opens—locks. Powerful Caterpillar treads: Size: 14x8x9-in. Mail

35 Y 5451 .. **4.49**

Ship. wt. 2 lb. 10 oz.

Andy Gard

4-5-6 Andy Gard Giant truck set. Pumper fire engine, dump truck—wrecker too! All made of strong, unbreakable plastic. Safe, rustproof.

35Y5485E—7 lb Mail Set **6.99**

4 PUMPER FIRE ENGINE. Fun for "Jr. firemen!" Sprays jets of water; ladders, extinguishers detach. 6 tires. 20x7x6¾-in.

35Y5487—2 lb. 4 oz. Mail **2.79**

5 DUMP TRUCK. Bigger action dump body . . . large enough for a real "load!" 6 tires. 18½x7½x7½-in. Mail.

35 Y 5486—Wt. 2 lb. 3 oz **2.79**

6 WRECKER TOW TRUCK Action-packed design; adjustable boom; 6 sturdy wheels. Incl. complete set of tools too! Size: 18x7½x7½-in. Mail.

35 Y 5488—Wt. 2 lb. 3 oz **2.79**

7 POM POM Jeep. Fun! Action! Big 18-in. removable pom pom action makes realistic gun noises! Removable spare tire and folding windshield. Mailable Size. 18x9x4½-in.

35 Y 5455......**1.99**

Ship. wt. 2 lb.

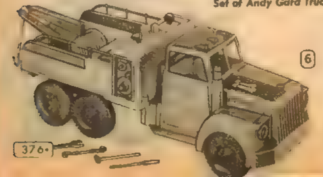
4 Fire Engine 2.79

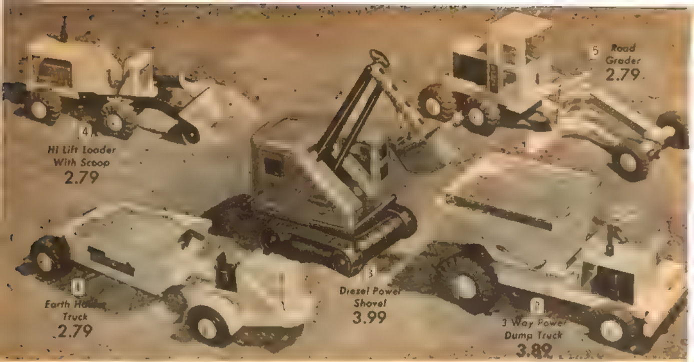
5 Dump Truck 2.79

Save 1.38 on 3-pc. Set of Andy Gard Trucks

"Pom Pom Jeep"

7 1.99


6 Wrecker Tow Truck 2.79



ABOVE: *"Power Giant" Trucks Preferred by Jr. Engineers—Save on 5-Pc. Set!*

① EARTH HAULER TRUCK Moves dirt! Swivel dump body and lever action unloading doors. Oversize tread tires. All steel; bright enamel finish.
35 Y 5439E—18½x5¼x4½-in. high. Wt. 5 lb......2.79

② 3-WAY POWER CONSTRUCTION TRUCK. Hand crank rotates cargo section to 3 positions; lever operates tilt dump. Rugged steel construction. Detailed engine. Unbreakable plastic wheels. Enamel finish.
35 Y 5440E—12x6x6½-in. high. Wt. 5 lb..........3.89

③ DIESEL POWER SHOVEL. Newly designed with automatic scooping and bucket release action. Single crank controls automatic loading, raising, lowering of boom, unloading shovel. All steel, enamel finish.
35 Y 5443E—18x6¼x13¼-in. high. Wt. 6 lb.......3.99

④ HI-LIFT LOADER WITH SCOOP. Easy to operate—lever raises heavy-duty scoop bucket; locks in position until released by trip lever for dumping. Use also for digging, scraping, grading. Oversize rubberized wheels. Heavy gauge steel construction, enamel finish
35 Y 5441E—15½x5x6⅝-in. high. Wt. 4 lb...........2.79

⑤ ROAD GRADER. Rugged steel construction. Scraper adjusts to push dirt to right or left. Realistically enclosed driver cab, motor block under hood, exhaust pipe on top of hood. Bright enamel finish.
35 Y 5442E—17x5¼x5¾-in. high. Wt. 5 lb..........2.79

SAVE ON 5-PC. SET. All "Power Giant" toys described above and at left—a gift to thrill any youngster.
35 Y 5445E—Shipping weight 19 lb.........5-pc. set 15.69

AT RIGHT: *"Let's Pretend Toys" with details and action of real models!*

⑧ FORD SPEEDWAY SPECIAL. 5.98 value! Pickup with detachable tilting platform trailer carries big-track racer. White wall tires. Steel, enamel finish.
35 Y 5422—24¾x6x5-in. high. Wt. 3 lb. 10 oz......4.99

⑨ STREET SPRINKLER. 8.98 value! 2 aerated nozzles really spray! Easy-fill tank. Ford model tilt truck with windshield, simulated motor. White steel.
35 Y 5423—17⅞x6⅛x7-in. high. Wt. 5 lb. 3 oz....7.99

⑩ COCA COLA BEVERAGE Truck. Exact replica with shelves, 6 Coca Cola cases, 24 bottles, hand truck. Rubberized wheels. Yellow enameled steel.
35 Y 5405—12⅝x4¾x5½-in. high. Wt. 2 lb. 9 oz .1.99

⑪ CAR FERRY. Action-packed ferry in unbreakable, colorful polyethylene. Floats in water, rolls on wheels. Incl. 18 cars, trucks—on wheels; 4 lifeboats.
35 Y 5454—Abt. 17x5x4-in. high. Wt. 1 lb. 8 oz...2.69

⑫ AUTO TRANSPORT. Giant truck 3.49 value! Lithographed cab has wide windshield, bumper, fenders, headlights. Detachable van with ramp hauls 2 cars on upper or 2 on lower deck. 9 heavy-duty tires. Steel constr.
35 Y 5408—5⅛x4½x23-in. Wt. 3 lb. 14 oz...........2.89

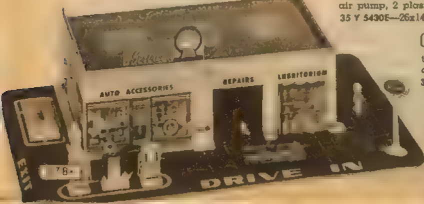
⑬ CATTLE HAULER 2.98 value! Detailed scale replica Trailer has drop tailgate which acts as loading ramp for 14-pc. livestock set. All steel construction.
35 Y 5406—17¾x4x5⅜-in. high. Wt. 2 lb. 12 oz.....2.59

⑭ TONKA TIMBER TRUCKS. Timber truck loads 8 logs, beams; holds with chains. Power Boom Loader with winch, loads both sides. Enameled steel, 14 rubber tires.
35 Y 5424E—9.95 value. Wt. 13 lb.........2-pc. set 8.69

TIMBER TRUCK only. 4.98 value! Red enamel finish
35 Y 5425—23½x6x5½-in. high. Wt. 6 lb. 12 oz.......4.69

POWER BOOM LOADER only. Reg. 4.98. Blue finish.
35 Y 5426—18½x6x8¼-in. high. Wt. 5 lb...............4.89

⑥ Modern Service Station
2.99



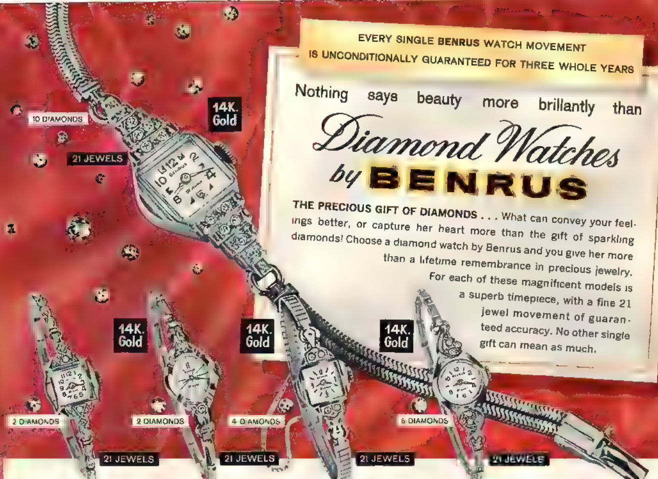
⑥ MODERN SERVICE station. Realistic 2-story with upper level parking. Repair division, lubritorium, 2 gas pumps, air pump, 2 plastic cars, signs, etc. Lithograhed steel.
35 Y 5430E—26x14½-in. base. Wt. 6 lb. Mailable . 2.99

⑦ CAR FLEET by Tootsietoy. 15 authentic models from Thunderbird to service trucks, 6 signs. Rugged metal enameled in car colors. Sizes: 3⅞x1½-in. to 5⅞x1⅞-in.
35 Y 5403—Wt. 3 lb. 3 oz. Mail....Set 2.99

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Nothing says beauty more brillantly than *Diamond Watches* by BENRUS

THE PRECIOUS GIFT OF DIAMONDS . . . What can convey your feelings better, or capture her heart more than the gift of sparkling diamonds! Choose a diamond watch by Benrus and you give her more than a lifetime remembrance in precious jewelry. For each of these magnificent models is a superb timepiece, with a fine 21 jewel movement of guaranteed accuracy. No other single gift can mean as much.



Diamond Stardust "21" . . . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring. A lovely gift for all time.
8M-33780 X4345 . . **$75.00**
Diamond Stardust "T" "21" . . .
As above in yellow.
8M-33800 X4345 . . . **$75 00**

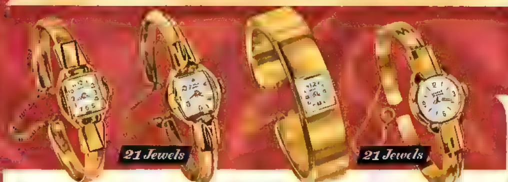
Diamond Valerie "21" . . . 21-jewel movement plus the breathtaking brilliance of two genuine diamonds. Stunning 14K white gold case. Unbreakable mainspring. Expansion bracelet of tastefully simple design.
8M-33721 X5245 . . . . **$92.50**
Diamond Valerie "G" "21" . . .
In 14K yellow gold.
8M-33722 X5245 . . . **$92.50**

Diamond Regal "21" . . . 21 jewels, 4 genuine diamonds set in a splendid 14K white gold case. Unbreakable mainspring. Beautiful, unique flexible mesh bracelet with safety clasp sets off the charm of this model.
8M-33723 X6190 . . **$110.00**
Diamond Regal "G" "21" . . .
In 14K yellow gold.
8M-33724 X6190 . . . **$110.00**

Diamond Dawn "21" . . . 21 jewels. 6 genuine diamonds dance with fire in a quality case of 14K white gold Faceted crystal, unbreakable mainspring. Matching expansion band enhances this twinkling beauty.
8M-33725 X6600 . . **$115.00**
Diamond Dawn "G" "21" . . .
As above in yellow.
8M-33726 X6600 . . . **$115.00**

Diamond Glamour "21" . . . 21 jewels, 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring.
8M-33778 X8555 . . . **$160.00**
Diamond Glamour "W" "21"
In 10K white rolled gold plate top, stainless steel back.
8M-33779 X6190 . . . **$110.00**

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS



© 1959 Benrus Watch Company, Inc.

Embraceable Kit . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate. A really charming gift to grace any woman's beauty.
8M-33727 X3190 . **$57.50**
Embraceable Kit "W" . . . *As above in white.*
8M-33728 X3190 . . **$57.50**

Embraceable Marsha "21" . . . 21-jewel movement heightens the value of this entrancing bracelet-watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. A rounded feminine style that makes the most of a lovely wrist
8M-33729 X3885 **$69.50**
Embraceable Marsha "W" "21" . . . *In white.*
8M-33730 X3885 . **$69.50**

Embraceable Vickie . . . 17 jewels. Circles the wrist with glamour in the most fitting way. A stunning bracelet and watch in one! Stylish 10K yellow gold filled case. Unbreakable mainspring to guarantee years of accuracy. Sleek grace gives this modern watch equal appeal for a woman of 15 or of 50.
8M-33750 X4413 . . **$82.50**
Embraceable Vickie "B" . . .
Same as above in white.
8M-33751 X4413 **$82.50**

Embraceable Jean "21" . . . 21 jewels. A glamorous and exciting bracelet/watch combination. Magnificent all yellow case contains the world-famous Benrus precision movement. Unbreakable mainspring. Complete with safety chain. This luxurious watch is beautifully packaged for gift giving
8M-33752 X4700 . **$87.50**
Embraceable Jean "B" "21"
. . . *Same as above in white.*
8M-33753 X4700 **$87 50**

SMARTEST WAY TO A WOMAN'S HEART

BENRUS *Embraceable*®

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined

BELFORTE

Subsidiary of the BENRUS Watch Company

The heart of the Belforte watch is a jewelled lever escapement. It is your assurance of long, dependable, accurate service

Ultra deluxe in every respect, the Belforte is a beautiful jewelled lever watch with an unbreakable mainspring to assure accuracy and long service Precision workmanship, electronic timing and testing guarantee the value and dependability of Belforte. Gift packaged for presentation.

Marianne...Excitingly styled yellow-top case, stainless steel back. Jewelled lever escapement, unbreakable mainspring. Heart motif design appears on bracelet also. 7 jewels. Gift boxed.

8M-33823 X1495 . . . $31.95

Marianne "W". . . *In white.*

8M-33824 X1495 . . . $31.95

Water Princess "A" . . . Guaranteed waterproof*, dustproof case. Brilliant chrome top, stainless steel back. Accurate jewelled lever movement. Luminous dial, sweep second hand, unbreakable mainspring. Matching expansion bracelet. Shock absorbing movement. 7 jewels.

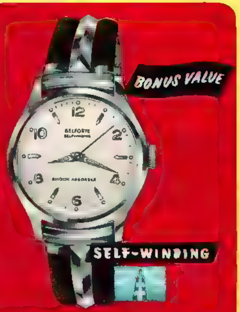
8M-33825 X1488 . . . $29.95

Princess Petite . . . So feminine yet sturdy, in a glistening yellow top case with stainless steel back. Full figure dial. Unbreakable mainspring. Matching expansion bracelet. 7 jewels. Gift box.

8M-33826 X1435 . . . $29.95

Princess Petite "W". . . *Same as above in white.*

8M-33827 X1435 . . . $29.95



Sky Mariner . . . Superbly accurate self-winding watch has shock-absorbing jewelled lever movement. Guaranteed waterproof* case is dustproof, has chrome top, stainless steel back. Luminous dial, sweep second hand. Unbreakable mainspring. Genuine inlaid expansion band. 7 jewels. Beautifully gift packaged for presentation.

8M-33822 X1698 . . . .$39.95

Prices do not include Federal Excise Tax.
**When case, crystal and crown remain intact.*

© 1959 Belforte Watch Company, Inc.

Hawthorne . . . Handsome yellow top with durable stainless steel back. Unbreakable mainspring. Matching expansion band. 7 jewels. Gift-boxed.

8M-33828 X1195 . . . .$24.95

Creighton . . . *Like Dad's above, but with "Junior" band for boys.*

8M-33829 X1195 . . . .$24.95

Water Prince . . . Guaranteed waterproof*, dustproof. Luminous glow-in-dark dial, sweep second hand, jewelled lever, shock absorbing movement. Chrome top, stainless steel back. Unbreakable mainspring. Expansion band. 7 jewels.

8M-33830 X1297 . . . . . . $27.50

Water Prince "Z" . . . *Black dial.*

8M-33850 X1297 . . . . . . $27.50

Sir George "A" "Z" . . . Executive model watch has striking black dial. Stylized yellow top, stainless steel back. Unbreakable mainspring. Inlaid expansion band. 7 jewels. Guaranteed accurate! Gift packaged.

8M-33851 X1249 . . . . . . $27.50

Sir George "A" . . . *As above, white dial.*

8M-33852 X1249 . . . . . . $27.50

CAMPUS-TIMERS

Sea Cliff...Boy's waterproof* watch has "junior" expansion band, luminous full-figure dial, sweep second hand. Chrome top, stainless steel back. Dustproof. Unbreakable mainspring. Shock absorbing movement. 7 jewels.

8M-33855 X1249 . . . .$24.95

Miss Debutante . . . Exquisite girl's watch has rich, yellow-top, stainless steel back, "junior" expansion bracelet. Unbreakable mainspring. 7 jewels Guaranteed accurate!

8M-33853 X1347 . . . . $27.95

Miss Debutante "W" . . . *White top.*

8M-33854 X1347 . . . . . . $27.95

EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

BENRUS
WATERPROOF*

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

The Benrus Waterproof was "TOWED 'ROUND THE WORLD UNDERWATER—kept perfect time. Historic underwater tests prove that the Benrus Waterproof is the finest waterproof watch you can buy!"

SEAL OF WATERPROOF* PROTECTION!

This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus . . finest waterproof watch you can wear

Sea Ace "Z" . . . 17 jewels. Guaranteed waterproof*. Yellow top, stainless steel back. Luminous black dial, sweep second hand. Shock-absorbing movement. Leather inlaid expansion band. Unbreakable mainspring. Guaranteed accurate, the Sea Ace "Z" represents a truly unusual value in a fine waterproof watch.
8M-33708 X3250 . . . **$57.50**
Sea Ace . . . *In white dial.*
8M-33709 X3250 . . . **$57.50**

STAINLESS STEEL CASE

21 Jewels
STAINLESS STEEL CASE

21 Jewels
14K. Gold
HIDDEN CROWN

Ocean Baron . . . 17 jewel guaranteed waterproof* watch lives up to its name. Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, anti-magnetic, has unbreakable mainspring. Luminous, full figure dial. Sweep second hand. Inlaid expansion band. A perfect gift for men of every age. Truly a winner in styling. Truly a winner in value.
8M-33710 X2680 . . . . **$47.50**

Waterwheel "21" . . . 21 jewels give peak precision. Modern stainless steel case is guaranteed waterproof*. Anti-magnetic. Luminous hands, sweep second hand. Inlaid expansion band. Shock absorbing. Unbreakable mainspring. Versatile styling that goes anywhere.
8M-33711 X3275 . . . . **$57.50**
Waterwheel "Z" "21" . . . *Same as above in black dial.*
8M-33712 X3275 . . . . **$57.50**

Ocean Cruiser . . . 17 jewels, guaranteed waterproof*, with magnificent ultra-flat yellow top case. Shock-absorbing movement. Unbreakable mainspring. Sweep second hand. Stainless steel back. Luminous hands. Leather inlaid expansion band. Smartly gift packaged.
8M-33713 X3440 . . . . **$62.50**
Ocean Cruiser "Z" . . . *Same as above with striking black dial.*
8M-33714 X3440 . . . . . **$62.50**

Golden Ensign "21" . . . 21 jewels, guaranteed waterproof*. Luminous hands, sweep second hand. 14K gold case with hidden crown feature. Shock absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. Smartly gift packaged.
8M-33715 X7825 . . . **$145.00**
Golden Ensign "Y" "21" . . . *As above in 10K yellow gold filled case.*
8M-33716 X4790 . . . . **$87.50**

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

© 1959 Benrus Watch Company, Inc.

Prices do not include 10% Federal Excise Tax

MEMORABLE
GIFTS

LUXURY WATCHES BY BENRUS

Lovely 17-jewel watches of gleaming perfection. Perfect to give . . . perfect to receive.

IDEAL FOR ALL OCCASIONS

Edie . . . 17 jewels. Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion band. Unbreakable mainspring. Gift box.
8M-33717 X2690 . **$47.50**
Edie "W" . . . *Same as above in white.*
8M-33718 X2690 . . **$47.50**

Kim . . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case. Unbreakable mainspring. Gift packaged for presentation.
8M-33719 X3195 . **$57.50**
Kim "W" . . . *In white.*
8M-33720 X3195 **$57.50**

Sportmate "S" . . . 17 jewel ideal watch for every occasion. Glittering yellow top case, stainless steel back. Sweep second hand! Full figure dial. Black suede strap. Unbreakable mainspring. Gift boxed.
8M-33761 X3195 . **$57.50**
Sportmate . . . *With matching expansion bracelet.*
8M-33762 X3480 **$65.00**

Jane . . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring. Beautifully packaged for gift giving.
8M-33763 X3415 . **$62.50**
Jane "W" . . . *In white.*
8M-33764 X3415 . . **$62.50**

Citation Corsair "Z" . . . 17-jewel movement. Sculptured detailing adds elegance to this new extra slim all yellow case. Striking black dial, anti-magnetic, unbreakable mainspring. Modern tapered expansion bracelet is leather-inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate. Fine watch styling and fine watch performance that you can depend upon in watches that bear the Benrus citation ribbon Special presentation case for gift giving.
8M-33754 X4190 . . . . **$75.00**
Citation Corsair . . . *Same as above with white dial.*
8M-33755 X4190 . . . . **$75.00**

BENRUS

UNCONDITIONAL
THREE YEAR GUARANTEE

This is to certify that the fine jeweled movement in this Benrus watch is unconditionally guaranteed for a period of three years. In the event that your watch stops functioning, the movement will be repaired or replaced at no charge by the Benrus Watch Company, during the period of the guarantee.

(signed)
President
Benrus Watch Company, Inc

(This written guarantee accompanies every Benrus watch. It is your assurance that you won't have to spend one cent for repairs for three whole years. It does not apply to watch bands or straps.)

14K. Gold
EXTRA SLIM
21 Jewels

Citation Corbett . . . 17-jewel ultra-precise movement in magnificent ultra-flat, all-yellow case. Anti-magnetic, unbreakable mainspring Mesh inlaid expansion band. The ultimate in simplicity and good taste. Presentation box.
8M-33756 X4190 . . . . . . **$75.00**
Citation Corbett "Z" . . . *Same as above with black dial.*
8M-33757 X4190 . . . . **$75.00**

Citation Clay . . . 17 jewels. A magnificently styled timepiece in an extra-slim, all yellow case. Beautiful sculptured modern dial. Unbreakable mainspring. A truly distinctive watch that you can give with supreme confidence, because of world recognized quality. New, flexible inlaid expansion band.
8M-33758 X4190 . . . . **$75.00**

Citation Comet "21" . . . 21 jewels. Perfection in an ultra-slim luxury case of precious 14K yellow gold. Unbreakable mainspring, genuine leather strap. Simplicity of design that represents the ultimate in fine craftsmanship. A perfect gift.
8M-33759 X5700 . . . . **$110.00**
Citation Comet "Y" "21" . . . *As above in 10K yellow rolled gold plate.*
8M-33760 X3890 . . . . . . **$69.50**

The Most Beautiful Watch In The World!

BENRUS
Citation

Citation , the ultimate in a fine watch, the ultimate in a fine gift Elegant hand-polished cases of precious metal, custom crafted dials of harmonious beauty. Citation means unsurpassed Benrus quality in a collection of superb models for men and women Choose Citation for the most memorable gift of all

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

14K. Gold
21 Jewels

14K. Gold
21 Jewels

GUARANTEED 3
GUARANTEED
3 YEARS!
14K. Gold
21 Jewels

Every BENRUS watch in this beautiful **GIFT JEWEL CASE**

Citation Coral "21" . . . 21 jewels. So trim and petite it slips through the daintiest ring. The classic beauty of its all yellow case matching expansion bracelet gives it a truly luxurious appearance. Unbreakable mainspring. An elegant watch that goes everywhere with assurance.
8M-33801 X3635 . . **$65.00**
Citation Coral "W" "21" . . . *Same as above in white.*
8M-33802 X3635 . . **$65.00**

Citation Golden Cathy "21" 21 jewels, luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet. Traditional styling that adapts with ease to every phase of living. Truly a gift to win her heart.
8M-33803 X4170 . **$75.00**
Cit. Gold. Cathy "A" "21" . . . *In 14K white gold case.*
8M-33804 X4170 . . **$75.00**

Citation Golden Carmen "21" 21 jewels, exquisite 14K yellow gold case. Guaranteed accurate movement has unbreakable mainspring. Matching expansion bracelet completes the picture of a feminine watch any fashion-conscious woman would be glad to receive as a gift.
8M-33805 X4560 . **$82.50**
Cit. Gold. Carmen "A" "21" . . . *In 14K white gold case*
8M-33806 X4560 . . **$82.50**

Citation Golden Camille "21" . . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring. Gleaming perfection in a watch that will convey your good wishes on a special occasion. Smart gift box. Guaranteed accurate.
8M-33807 X5175 . . . . **$95.00**
Citation Golden Camille "A" "21" . *As above in 14K white gold.*
8M-33808 X5175 . . . . **$95.00**

The most extraordinary guarantee in the history of watchmaking

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Regardless of how you treat it, every BENRUS watch movement *must* run perfectly—or BENRUS will repair it or replace it free. That means you won't pay one cent for repairs for three whole years.

The fact is—a BENRUS watch can be counted on for a *lifetime* of faultless service . . . every BENRUS is just that fine a watch!

Company, Inc.

For the first half of this year, Benrus brought to the homes of all America the great Jack Benny comedy hours and spectaculars like the fabulous Emmy TV Awards program. This Fall and at the Christmas season, Benrus will bring you many other outstanding programs. Already scheduled is another special Jack Benny Hour on Saturday, November 7th, on the CBS network, and a great two hour showing in full color of the Wizard of Oz starring Judy Garland, Bert Lahr and Ray Bolger on CBS, Sunday, December 13th.

Lord Allan . . . 17 jewels. Distinctive, simple lines distinguish its modern yellow top, stainless steel back. Unbreakable mainspring. Matching expansion band. A handsome, masculine watch that combines contemporary styling with real watch value. Smartly gift boxed.

8M-33700 X2300 . . . . $30.00

Lord Bruce . . . *Same as above with genuine leather strap.*

8M-33701 X2000 . . . . $25.00

Lady Harriet . . . 17 jewels. Strikingly new with a charming 10K yellow rolled gold plate top and a stainless steel back. Unbreakable mainspring. Beautiful, matching expansion bracelet of slim, sleek links to grace a lovely wrist. No finer gift for a woman who enjoys wearing fine fashion first. Gift boxed.

8M-33702 X2300 . . . . $30.00

Lady Janice . . . *Same as above with black nylon cord attachment.*

8M-33703 X2000 . . . . $25.00

Lady Harriet "W" . . . 17 jewels. Youthful, exquisite styling at its finest. Attractive 10K white rolled gold plate top, with stainless steel back. Unbreakable mainspring. Perfectly matched expansion bracelet. A gift of gleaming loveliness that will be appreciated for years to come. Beautifully gift boxed.

8M-33704 X2300 . . . . $30.00

Lady Janice "W" . . . *Same as above with black nylon cord attachment.*

8M-33705 X2000 . . . . $25.00

STAINLESS STEEL

Water Master . . . 17 jewels. Guaranteed Waterproof*, luminous hands, stainless steel case. Unbreakable mainspring. Matching inlaid expansion band. A perfect gift, the rugged dependability of Water Master will meet the most exacting standards that can be set by an active sportsman. Gift boxed.

8M-33706 X2300 . . . . . $30.00

Sea Serpent . . . *Same as above with genuine leather strap.*

8M-33707 X2000 . . . . $25.00

**Guaranteed Waterproof when case, crown and crystal remain intact, and still . . . unconditionally guaranteed for three whole years.*

EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

BENRUS

SELFWINDING
WATERPROOF*

RUNS WITHOUT WINDING . . . NEEDS NO BATTERIES! Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

Golden Planet "39". . . 39 jewels, Self-Winding, Guaranteed Waterproof*, Calendar Feature (tells the date). Luminous hands, sweep second band. Ultra Slim 14K Gold case. Hidden Crown Feature. Shock-absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. This is one of the finest Benrus watches you can give. Ideal for the man who appreciates true quality and usefulness in a watch he will be proud to wear.
8M-33765 X10790 . . $200.00
Golden Planet "Y" "39" . . . *Same as above in 10K yellow gold filled case.*
8M-33766 X7615 . $145.00

39 Jewels
14K. Gold
HIDDEN CROWN
15
CALENDAR

STAINLESS STEEL

25 Jewels
25 Jewels

HIDDEN CROWN
14K. Gold
EXTRA SLIM

Sportsman . . . 17 jewels, self-winding—slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Tested and retested for guaranteed accuracy. Smartly packaged for giving.
8M-33767 X3540 . . . . $62.50

Space Pilot . . . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock-absorbing movement, unbreakable mainspring. Luminous hands, sweep second hand. Leather inlaid expansion band. Gift packaged.
8M-33768 X4190 . . . . $75.00
Space Pilot "Z" . . . *In black dial.*
8M-33769 X4190 . . . . $75.00

Air Travel "25" . . . Ultimate in automatic time-keeping—25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back. Sweep second hand, shock-absorbing movement, unbreakable mainspring. Luminous full-figure dial. Leather inlaid expansion band harmonizes with over-all design.
8M-33770 X4945 . . . . $87.50
Air Travel "Z" "25" . . . *In black dial.*
8M-33771 X4945 . . . . . . $87.50

Star Fire "25". . . 25 jewel automatic movement. Magnificent 14K gold case is guaranteed waterproof*! New ultra-flat shape, new hidden crown! Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Luminous hands, sweep second hand. Tapered leather inlaid expansion band.
8M-33772 X8700 . . . . $160 00
Star Fire "Y" "25" . . . *Same as above in 10K yellow gold filled.*
8M-33773 X5860 . . . . . . $110 00

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

© [illegible] Benrus Watch Company, Inc
[illegible]

MAGNIFICENT
GIFTS

BENRUS
LUXURY
WATCHES

Classically beautiful 17-jewel Benrus watches of lasting dependability

Winthrop . . . 17 jewels. A truly executive watch in a glittering yellow top, stainless steel back, for dress-up elegance. Guaranteed accurate for rugged, everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. The classic styling of this fine man's watch makes it a suitable gift for any occasion. Beautifully gift boxed.
8M-33774 X2690 . . . . $47.50

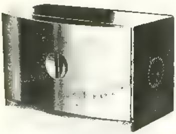
Chairman . . . 17 jewels. A regal-looking watch you'll wear or give proudly. Modern masculine case has a deluxe yellow top, with stainless steel back to withstand years of rugged wear. Unbreakable mainspring. Expansion band inlaid with genuine leather for extra luxury, for dress-up elegance. Newly styled dial is a masterpiece of contemporary design. Beautifully gift boxed.
8M-33775 X3050 . . . . $55 00

Edward "Z". . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Matching leather inlaid expansion band. Unbreakable mainspring. By day and by night, this unusual watch is in perfect taste, and can be worn with pride. Smartly gift boxed.
8M-33776 X3285 . . . . $59.50
Edward . . . *With white dial.*
8M-33777 X3285 . . . . $59 50

KROMEX "ELEGANCE" MATCHED HOUSEWARES

Brilliant chrome finish on steel, combining gracefully curved front with clean, space-saving lines. Ebony plastic handles, recessed to permit stocking White letter identification

BREAD CABINETS 5



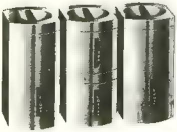
Many new features. Wood cutting board inside door, with recessed handle to permit firmer cutting base. Patented spring closes door automatically. Dimensions: 9¾ in. x 17 1/8 in. x 11¼ in.

No.
699..**Each $11.95**

(A)	IBM	31874	1 or 2	(19)	tnn
(A)	IBM	31874	3 or More	(27)	shn

One in a Shipping Container—10 Lbs.

CANISTER SETS



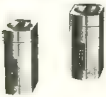
Four gleaming pieces, Flour, sugar and nesting coffee and tea. Dimensions· Flour and sugar 8¾ in. x 5 in x 6½ in. Capacity: Flour, 5 lbs., sugar 6 lbs. Coffee and tea 4 3/8 in. x 5 in x 6½ in Capacity· Coffee 1 lb., tea 1½ lbs.

No.
690..**Per set $9.95**

(A)	IBM	31875	1 or 2	(16)	sea
(A)	IBM	31875	3 or More	(24)	los

One Set in a Shipping Container—4½ Lbs

SALT AND PEPPER SHAKERS 54-5



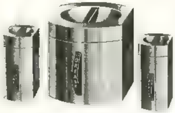
Generous capacity, chrome shakers for cooking and table. Dimensions: 5 3/8 in. x 2 1/8 in. x 2¾ in.

No.
696..**Per set $2.95**

(L)	IBM	31876	1 to 5	(14)	hnn
(A)	IBM	31876	6 or More	(22)	css

Twelve Sets in a Shipping Container—8 Lbs.

RANGE SETS 5



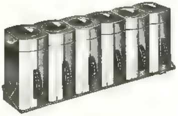
The royalty of range sets! Salt, pepper and grease container with aluminum strainer Dimensions Salt and pepper 4 3/8 in. x 2 1/8 in. x 2¾ in. Grease, 4 3/8 in. x 5 in. x 6½ in. deep.

No.
692..**Per set $5.95**

(L)	IBM	31877	1 or 2	(12)	rnn
(A)	IBM	31877	3 or More	(20)	als

One Set in a Shipping Container—2 Lbs.

SPICE SETS



Seven piece set includes 6 shakers plus matching rack. Snug-fit cover. Special non-clog sifter inserts. Dimensions Shakers, 4 3/8 in. x 2 1/8 in x 2¾ in.

No.
694..**Per set $8.95**

(A)	IBM	31878	1 or 2	(10)	enn
(A)	IBM	31878	3 or More	(28)	lrn

One Set in a Shipping Container—2½ Lbs.

CAKE COVERS

Accommodates high, round or square cakes Sparkling glass tray. Dimensions· 6½ in. x 10 in. x 12 in.

No.
620..**Each $6.95**

(L)	IBM	31879	1 or 2	(18)	rea
(A)	IBM	31879	3 or More	(26)	rcs

One in a Shipping Container—7¼ Lbs.

COOKIE CANS 5

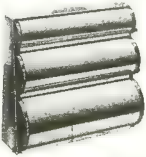
New glamour for an old pantry standby Snug fit cover preserves freshness. Dimensions 8¾ in. x 5 in x 6½ in.

No.
695..**Each $2.95**

(L)	IBM	31880	1 or 2	(16)	hnn
(A)	IBM	31880	3 or More	(24)	css

One in a Shipping Container 2 Lbs.

TRIPLE PAPER DISPENSERS



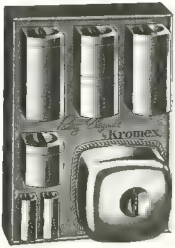
For aluminum foil, paper towels, wax paper. Dimensions: 11½ in. x 12½ in. x 4 5/16 in

No.
689..**Each $8.95**

(A)	IBM	31881	1 or 2	(14)	enn
(A)	IBM	31881	3 or More	(22)	lrn

One in a Shipping Container—7 Lbs.

STARTER SETS



Set consists of the following items:

1 Only No. 690 Canister Set......Each $9 95
1 Only No. 692 Range Set.........Each 5.95
1 Only No. 620 Cake Cover......Each 6 95

No.
600..**Per set $22.85**

(A)	IBM	31882	(12)	casc

One in a Shipping Container—12 Lbs.

KROMEX "MODE" GIFT WARES

Distinctive giftwares and serving accessories in chrome and aluminum with brass trim. Completely new and modern designs with flaring handles and accents

ICE CADDIES 54-5

Anodized in brass with chrome cover New insulation development protects ice cubes, hot or cold beverages or food for longer. Holds 2½ trays of cubes. Dimensions 11 in. high, 6½ in. diam.

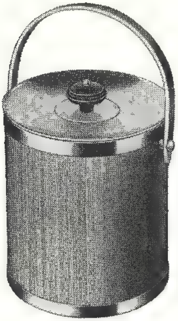
No

350........ . ...Each $6.95

(A)	IBM	31884	One	(18)	rea
(A)	IBM	31884	2 or More	(26)	rcs

Six in a Shipping Container—13 Lbs.

ICE BUCKETS 5



5 Qt. Capacity

A permanent finish of new light color wood grain vinyl bonded to quality tempered steel. Will not scratch, mar or stain. Trimmed with brass bottom, handle and cover with wood knob. Insulated bucket.

No

779N—Natural....................................Each $9.98

(A)	IBM	34841	One	(15)	eel
(A)	IBM	34841	2 or More	(23)	lol

One in a Shipping Container — 5 Lbs.

Same as above except alligator vinyl finish.

No.

779A—Alligator....................................Each $9.98

(A)	IBM	34845	One	(16)	eel
(A)	IBM	34845	2 or More	(24)	lol

One in a Shipping Container — 5 Lbs.

ICE BUCKETS 5

Deluxe style, gleaming Tu tone aluminum. Contrasting black plastic knob and grip handle. Fiberglas insulation makes it adaptable to cold or heat. Capacity: 3 quarts or 4 trays of ice cubes Dimensions: 16 in. high, 10 in. overall Individually boxed.

No.

777....................................Each $14.95

(A)	IBM	31872		(13)	tos

One in a Shipping Container— 6 Lbs.

BUN WARMERS 5

In sun ray aluminum with heat-resistant black plastic knob and handles. Vented cover. Ideal for warming rolls, buns and other foods! Dimensions: 9 3/8 in. diam., 6¼ in. high.

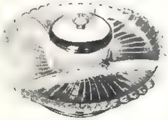
No.

682....................................Each $3.95

(L)	IBM	31869	1 to 5	(19)	hea
(A)	IBM	31869	6 or More	(27)	has

One in a Shipping Container · 2 Lbs.

LAZY SUSANS 5



Sparkling glass tray and chrome-covered casserole with flared brass handle Revolving base. Dimensions: 12 in. diam. glass plate.

No

298.....................................Each $4.95

(L)	IBM	31885	One	(15)	aan
(A)	IBM	31885	3 or More	(23)	hos

One in a Shipping Container—6½ Lbs.

LAZY SUSANS 5

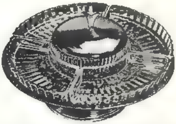
Graceful design in dazzling chrome-plated steel and shimmering cut glass. Ball bearing chrome base. Mirror-finish, chrome tray holds four exquisitely cut glass sections and glass casseroles center with chrome cover Dimensions 14 in. diam. chrome tray.

No

200....................................Each $7.95

(A)	IBM	31870	One	(17)	lan
(A)	IBM	31870	2 or More	(25)	rss

One in a Shipping Container — 8 Lbs.



Exclusively patterned cut-glass sections and casserole. 14 in. chrome tray revolves on ball bearings. Flared brass handle

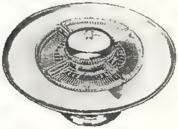
No.

205....................................Each $8.95

(A)	IBM	31886	One	(13)	los
(A)	IBM	31886	2 or More	(21)	las

One in a Shipping Container—8 Lbs.

GOURMET SUSANS 5



Royal setting for table delicacies featuring a wide outer shelf for canapes and sandwiches. Gleaming 19 in. chrome tray with cut glass sections and casserole. Chrome cover with flared brass handle Ball bearing base

No.

201 . ... Each $14.95

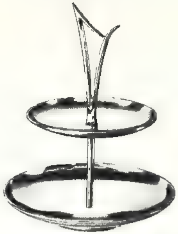
(A)	IBM	31887	One	(11)	osl
(A)	IBM	31887	2 or More	(29)	tos

One in a Shipping Container—12 Lbs.

KROMEX "MODE" GIFTWARES 54-5

Distinctive giftwares and serving accessories in chrome and aluminum with brass trim. Completely new and modern designs with flaring handles and accents.

TIDBIT TU TIERS



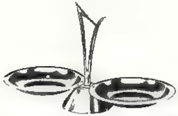
Larger 8½ and 12¾ in. trays, base and handle in triple-plated chrome with smart brass finish trim. Dimensions: 12¾ in. diam.

No.
263..Each **$6.95**

(A)	IBM	31898	One	(18)	r e a
(A)	IBM	31898	2 or More	(26)	r c s

Six in a Shipping Container — 18½ Lbs.

TWIN TIDBITS



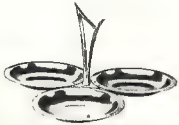
Two 6¾ in. chrome trays with brass finished stem and handle. Dimensions: 6¾ in. x 14½ in.

No.
265..Each **$5.95**

(L)	IBM	31899	1 or 2	(16)	r n n
(A)	IBM	31899	3 or More	(24)	a l s

Six in a Shipping Container — 10 Lbs.

TRI-TIDBITS



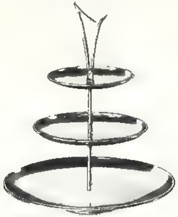
Attractive service for candy, nuts, hors d'oeuvres. Three 6¾ in. chrome trays and base with rich brass trim. Dimensions: 14¾ in. diam.

No.
266..Each **$6.95**

(A)	IBM	31900	One	(12)	r e a
(A)	IBM	31900	2 or More	(20)	r c s

Six in a Shipping Container — 14½ Lbs.

TRIPLE TREATS



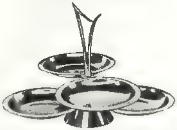
Chrome trays 6¾ in., 8½ in., and 12¾ in. and base with brass finish trim. Dimensions: 12¾ in. diam.

No.
264..Each **$7.95**

(A)	IBM	31901	One	(10)	l a n
(A)	IBM	31901	2 or More	(28)	r s s

Six in a Shipping Container — 21 Lbs.

MERRY-GO-ROUND SERVERS



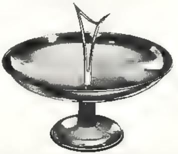
Four 6¾ in. chrome trays and base with rich brass finish trim. Dimensions: 6¾ in. x 14½ in.

No.
267..Each **$7.95**

(A)	IBM	31902	One	(18)	l a n
(A)	IBM	31902	2 or More	(26)	r s s

Six in a Shipping Container — 16 Lbs.

PEDESTAL SERVICE BOWLS



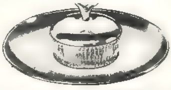
The cool beauty of chrome combined with the rich warmth of fine wood. Stunning chrome bowl, brass handle and base, polished walnut foot. Dimensions: 12 7/8 in. x 10¼ in. high

No.
276..Each **$7.95**

(A)	IBM	31903	One	(16)	l a n
(A)	IBM	31903	2 or More	(24)	r s s

Six in a Shipping Container — 20 Lbs.

CHEESE-N-CRACKER SERVICE



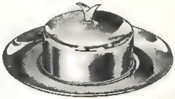
Generous size glass center casserole on mirrored chrome tray and base; brass trim. Dimensions: 12¾ in. diam.

No.
269..Each **$5.95**

(L)	IBM	31904	1 or 2	(14)	r n n
(A)	IBM	31904	3 or More	(22)	a l s

Six in a Shipping Container — 22 Lbs.

CHEESE BLOCK AND TRAYS



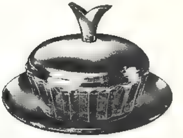
Wooden cheese block with gleaming .3 in. diameter chrome tray and cover. Flared brass handle.

No.
278..Each **$7.95**

(A)	IBM	31905	One	(11)	l a n
(A)	IBM	31905	2 or More	(29)	r s s

Six in a Shipping Container — 24 Lbs

BUTTER DISHES



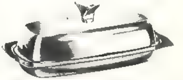
Sparkling chrome tray and cover with brass finish trim. Round glass dish and nappy. Generous capacity. Dimensions: 6½ in. diam.

No.
259..Each **$3.95**

(L)	IBM	31906	1 to 3	(19)	h e a
(A)	IBM	31906	4 or More	(27)	h a s

Six in a Shipping Container — 9½ Lbs.

BUTTER DISHES



Chrome tapered butter dish, glass insert, motif brass accent. Size: 8 3/8 x 3¾ x 5 in. high.

No.
281..Each **$4.95**

(L)	IBM	33302	1 or 2	(19)	a a n
(A)	IBM	33302	3 or More	(27)	h o s

Six in a Shipping Container 11 Lbs.

KROMEX "MODE" GIFTWARES 54-5

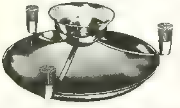
JAM OR CONDIMENT JARS

Service for jams, jellies, sauces. Chrome tray and cover with chic brass trim and glass jar. Dimensions: 6½ in. diam.

No.
258 ....Each $3.95
(L) IBM 31907 1 to 3 (17) hea
(A) IBM 31907 4 or More (25) has

Six in a Shipping Container — 11 Lbs.

SHRIMP BOWLS



Sparkling glass sauce bowl in lovely brass-finish spider with three shrimp-pick holders. 12¾ in. diameter chrome bowl

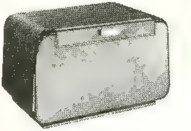
No.
275 ....Each $7.95
(A) IBM 25563 One (16) lan
(A) IBM 25563 2 or More (24) rss

Six in a Shipping Container — 21 Lbs.

(D) MASTERWARE WOOD-GRAINED VINYL HOUSEWARES 5

For the very first time in any pantryware line, Vinyl has been fused to steel in three beautiful wood-grained finishes. The trend toward natural finished wood cabinets in today's kitchens, makes these new items wanted pantryware accessories. Their beauty will last a lifetime. Guaranteed not to stain, mar, scratch, peel, rust or corrode. All exposed metal parts in brilliant chrome finish.

BREAD BOXES

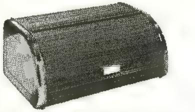


Square: Built-in wood slicing board. Removable shelf for pastries, pies, rolls. Rounded, easy-to-clean bottom.

Size: 17½ x 10¼ x 10¼ In. High

Nos
620—Briarwood.............................Each $11.98
IBM 35940 (14) sen
1620—All Spice ....Each $11.98
IBM 35942 (10) sen
2620—Walnut.................................Each $11.98
IBM 35943 (18) sen

One in a Shipping Container — 9½ Lbs.



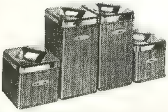
Roll top: An apartment size roll top bread box, smooth, easy acting cover, space saving design.

Size: 17 x 10½ x 7 In. High

Nos.
625—Briarwood..............................Each $8.98
IBM 35944 (16) let
1625—All Spice.............................Each $8.98
IBM 35945 (13) let
2625—Walnut.................................Each $8.98
IBM 35946 (11) let

One in a Shipping Container — 6 Lbs.

CANISTER SETS

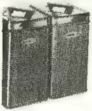


This space saving stackable 4-piece canister set is equipped with easy-grip removable covers. Holds 5 lbs. sugar, flour; 1½ lbs. coffee, tea.

Nos.
630—Briarwood..........................Per Set $8.98
IBM 35947 (19) let
1630—All Spice.........................Per Set $8.98
IBM 35948 (17) let
2630—Walnut.............................Per Set $8.98
IBM 35949 (15) let

One Set in a Shipping Container — 5½ Lbs.

SNACK SETS

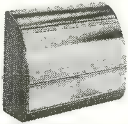


A two-piece canister for cookies and snacks Holds 2½ lbs. of cookies and 1 lb. of pretzels, snack sticks, crackers, tid-bits, etc.

Nos.
635—Briarwood..........................Per Set $6.98
IBM 35950 (13) rrh
1635—All Spice.........................Per Set $6.98
IBM 35957 (18) rrh
2635—Walnut.............................Per Set $6.98
IBM 35958 (16) rrh

One Set in a Shipping Container — 3 Lbs

PAPER DISPENSERS



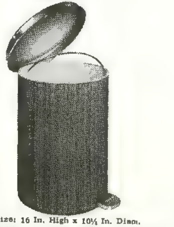
Size: 12½ x 5 3/8 x 10½ In. High

A 3-way dispenser for waxpaper, foil and paper towels. Automatic feed. Can be used on shelf or attached to wall.

Nos.
640—Briarwood..............................Each $6.98
IBM 35968 (15) rrh
1640—All Spice.............................Each $6.98
IBM 35969 (13) rrh
2640—Walnut.................................Each $6.98
IBM 35970 (11) rrh

One in a Shipping Container — 5½ Lbs.

STEP-ON CANS



Size: 16 In. High x 10¼ In. Diam.

A deluxe step-on can with a removable, chip-proof, rust-proof, easy-to-clean 14 qt. polyethylene pail. Rubber-cushioned cover and completely enclosed trouble-free mechanism.

Nos.
610—Briarwood..............................Each $9.98
IBM 35971 (19) eah
1610—All Spice.............................Each $9.98
IBM 35972 (17) eah
2610—Walnut.................................Each $9.98
IBM 35993 (13) eah

One in a Shipping Container — 7 Lbs.

KROMEX "MODE" GIFT WARES

Distinctive giftwares and serving accessories in chrome and aluminum with brass trim. Completely new and modern designs with flaring handles and accents.

BUFFETERIA SUSANS 5

Exquisite serving companion Unique swirl-effect glass sections and casserole. Mirror-polished 19 in. chrome tray and casserole cover with brass accent. Perfectly-balanced ball-bearing base.

No.
202. ....Each **$17.95**

(A)	IBM	31888	(19)	cnss

One in a Shipping Container—19 Lbs.

DEEP DISH CASSEROLES 54-5

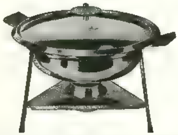
Royal service for piping hot foods! 2 qt. Pyrex insert, sparkling chrome cover. Smart flared brass handle. Dimensions: 7½ in. x 11½ in. high.

No.
280. ....Each **$8.95**

(A)	IBM	31890	One	(15)	los
(A)	IBM	31890	2 or More	(23)	las

Six in a Shipping Container—34 Lbs.

CASSEROLES 5



Aluminum with brass trim and heat resisting plastic side handles; sturdy matching brass finish platform and burner. Two qt Pyrex glass insert. Dimensions: 11½ in. diam., w/1½ in. side handles, 9½ in high

No
701. ....Each **$14.95**

(A)	IBM	31891	One	(13)	osl
(A)	IBM	31891	2 or More	(21)	tos

One in a Shipping Container—8 Lbs.

CHAFING DISHES 5

Sleek design in aluminum with brass finish trim, contrasting black handle, brass finish service, platform and burner. Dimensions: 11½ in. diam., 10 3/8 in. ht. w/5¾ in handle.

No.
703........................Each **$14.95**

(A)	IBM	31892	One	(11)	osl
(A)	IBM	31892	2 or More	(29)	tos

One in a Shipping Container—5 Lbs.

SERVING TRAYS 54-5

Brilliant chrome; accented with brass finish trim. Round tray has elegant bow-knot handles. Dimensions: 13¼ in diam.

No.
270........................Each **$4.95**

(L)	IBM	31894	1 or 2	(17)	aan
(A)	IBM	31894	3 or More	(25)	hos

Six in a Shipping Container — 15 Lbs.

BREAD AND ROLL TRAYS

Tapered modern styling, gleaming chrome and brass accents. Size: 15¼ x 6 in.

No.
277........................Each **$4.95**

(L)	IBM	33303	1 or 2	(17)	aan
(A)	IBM	33303	3 or More	(25)	hos

Six in a Shipping Container — 17 Lbs.

CREAMER AND SUGAR SETS

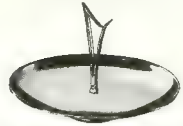
Modern motif set includes distinctive creamer, sugar and tray. Gleaming chrome, smart brass accents. Tray 10x6 in., sugar and creamer 3 in. diam., 3 in. high.

No.
287........................Each **$7.95**

(A)	IBM	33301	One	(11)	lan
(A)	IBM	33301	2 or More	(29)	rss

Six in a Shipping Container — 13 Lbs.

TIDBIT SINGLE TIERS 54-5



Glowing chrome tray, handle and base; brass finish trim. Dimension: 8¼ in. diam.

No.
260........................Each **$3.95**

(L)	IBM	31895	1 to 3	(14)	hea
(A)	IBM	31895	4 or More	(22)	has

Six in a Shipping Container — 8 Lbs.

TIDBIT SINGLE TIERS

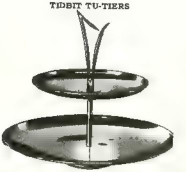
Has large 12¾ in. tray and base in glowing chrome; brass finish trim. Dimensions. 12¾ in. diam.

No.
262........................Each **$4.95**

(L)	IBM	31896	1 or 2	(12)	aan
(A)	IBM	31896	3 or More	(20)	hos

Six in a Shipping Container — 14 Lbs.

TIDBIT TU-TIERS



Provides smart service for candy, canapes. Trays and base in gleaming chrome with brass finish trim. Dimensions: 6¾ and 8¼ in diam.

No.
261........................Each **$4.95**

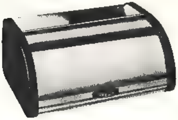
(L)	IBM	31897	1 or 2	(10)	aan
(A)	IBM	31897	3 or More	(28)	hos

Six in a Shipping Container — 11 Lbs.

KROMEX TRU-COPPER AND TRU-BRASS MATCHED HOUSEWARES

Dazzling Tru-Copper or Gleaming Tru-Brass finish, combining gracefully curved front with clean, space-saving lines. Ebony plastic handles recessed to permit stocking. White letter identification.

ROLL TOP BREAD BOX 5



New styling with black plastic trim. Dimensions: 15½ in. x 7 in. x 11½ in.

Nos.

602C—Copper Each $9.98

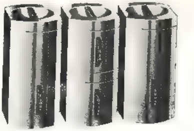
(A)	IBM	34831	1 or 2	(16)	e e l
(A)	IBM	34831	3 or More	(24)	l o o

602B—Brass Each $9.98

(A)	IBM	34832	1 or 2	(14)	e e l
(A)	IBM	34832	3 or More	(22)	l o o

One in a Shipping Container — 4¼ Lbs.

CANISTER SETS 5



Four gleaming pieces, Flour, sugar and nesting coffee and tea. Dimensions: Flour and sugar 8¾ in. x 5 in. x 6½ in. Capacity, Flour, 5 lbs., sugar 6 lbs. Coffee and tea 4 3/8 in. x 5 in. x 6½ in Capacity: Coffee 1 lb., tea 1½ lbs.

Nos.

690C—Copper Per Set $11.98

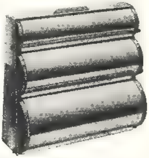
(A)	IBM	34617	One	(19)	t n n
(A)	IBM	34617	2 or More	(27)	s h n

690B—Brass Per Set $11.98

(A)	IBM	34823	One	(13)	t n n
(A)	IBM	34823	2 or More	(21)	s h n

One Set in a Shipping Container—10 Lbs.

TRIPLE PAPER DISPENSERS 5



For aluminum foil, paper towels, wax paper. Dimensions: 11½ in. x 12½ in. x 4 5/16 in

Nos.

689C—Copper Each $9.98

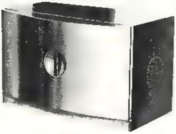
(A)	IBM	34655	1 or 2	(19)	e e l
(A)	IBM	34655	3 or More	(27)	l o o

689B—Brass Each $9.98

(A)	IBM	34822	1 or 2	(15)	e e l
(A)	IBM	34822	3 or More	(23)	l o o

One in a Shipping Container — 4 Lbs.

BREAD CABINETS



Many new features Wood cutting board inside door, with recessed handle to permit firmer cutting base. Two-compartment shelf included. Patented spring closes door automatically. Dimensions. 9¾ in. x 17 1/8 in. x 11¼ in.

Nos.

699C—Copper Each $12.98

(A)	IBM	34593	One	(12)	t e e
(A)	IBM	34593	2 or More	(20)	s t n

699B—Brass Each $12.98

(A)	IBM	34594	One	(10)	t e e
(A)	IBM	34594	2 or More	(28)	s t n

One in a Shipping Container — 10 Lbs.

COOKIE CANS

New glamour for an old pantry standby. Snug fit cover preserves freshness. Dimensions: 8¾ in. x5 in. x6½ in.

Nos.

695C—Copper Each $3.49

(L)	IBM	34619	1 to 5	(15)	h a a
(A)	IBM	34619	6 or More	(23)	h c n

695B—Brass Each $3.49

(L)	IBM	34625	1 to 5	(12)	h a a
(A)	IBM	34625	6 or More	(20)	h c n

One in a Shipping Container — 2 Lbs.

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

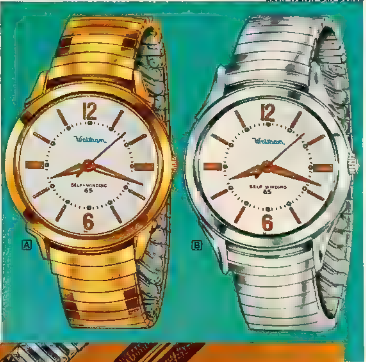
INCABLOC *Shock Protected*

More Accurate *More Efficient*

65 Functional JEWELS

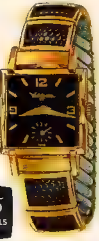
Waterproof*

Self-Winding



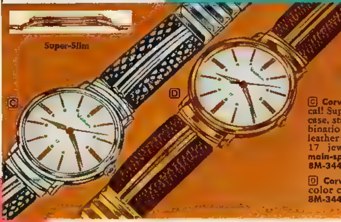
Ⓐ **Presentation Rotolron 65:** New, different. Finest self-winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold-filled case with stainless back. Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
8M-34425 X5995 Ret. **175.00**

Ⓑ **Ship'N Shore Rotolron 65:** as above. All steel case, band.
8M-34426 X5310 Ret **150.00**



25
JEWELS

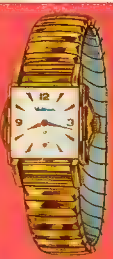
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold-filled expansion band with leather insets. **Unbreakable mainspring, shock-protected** Waltham movement.
8M-34427 X2830 Retail **79.50**



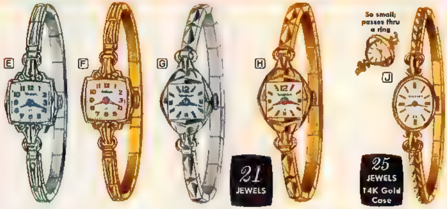
Waterproof*

Ⓒ **Corvette "A":** Dressy and practical! Super-slim waterproof* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement. **Unbreakable main-spring, shock-protected.**
8M-34428 X2495 . . . Retail **65.00**

Ⓓ **Corvette "B":** As above. Yellow color case, gold-filled bracelet.
8M-34429 X2885 . . Retail **75.00**



Moultrie: Dignified presentation watch 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion bracelet. 17 jewels. **Unbreakable mainspring, shock-protected with Incabloc.**
8M-34430 X2395 . . . . . Retail **65.00**



Ⓔ **Adams:** Easy to read dress watch. White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels **Non-break mainspring. Incabloc.**
8M-34450 X2395 Retail **65.00**

Ⓕ **Washington:** As above. Yellow RGP case, G.F. bracelet.
8M-34451 X2395 Retail **65.00**

Ⓖ **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc protected.**
8M-34452 X2675 Retail **72.50**

Ⓗ **Katherine:** As above. Yellow RGP case Gold-filled bracelet
8M-34453 X2675 Retail **72.50**

Ⓙ **Marigold: 25 Jewels; 14K yellow gold case** so dainty it will fit through a ring. Matching gold-filled expansion bracelet Easy to read dial. Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
8M-34454 X4185 Retail **115.00**

Retail prices include Federal Excise Tax; dealer's cost do not.

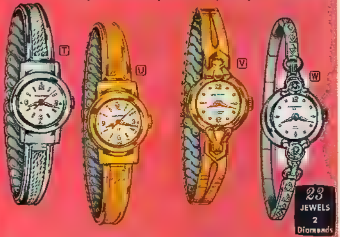
***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

Watches illustrated are ⅞ actual size. on all movement parts against breakage Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



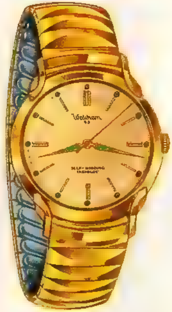
Ⓣ **Salome: Lady's self-winding waterproof* watch** for sports women, home-makers. Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
8M-34466 X3895 Retail **100.00**

Ⓤ **Pavlova:** As above. Yellow color case, gold-filled bracelet.
8M-34467 X4075 Retail **110.00**

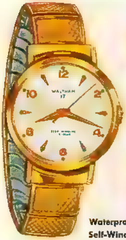
Ⓥ **Magnolia: Lady's waterproof* self-winding** dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
8M-34468 X3995 Retail **100.00**

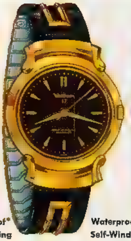
Ⓦ **Sylvia: 23 Jewel self-winding waterproof*** watch with 2 diamonds. White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet **Unbreakable mainspring, Incabloc.**
8M-34469 X4950 Retail **135.00**

53
Functional JEWELS
Self Winding Waterproof*

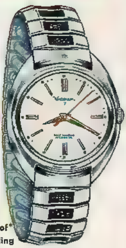


Rotoiron 53: More efficient, more accurate self-winding waterproof* watch. Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 Jewel movement.**
8M-34470 X4865 ....Retail **135.00**





Waterproof*
Self-Winding



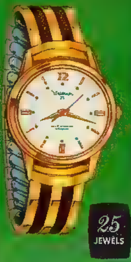
Waterproof*
Self-Winding

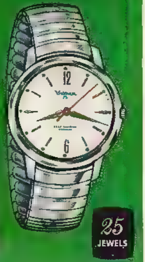
Albany. Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.**
8M-34471 X3695 95.00

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected.**
8M-34472 X3795 95.00

Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection.**
8M-34473 X3485 90.00

*Self-Winding Waterproof**





Northampton: 25 Jewels. Self-winding waterproof*. Yellow gold-filled case, non-corrosive back. Matching combination expansion bracelet with leather trim. Sweep second hand; luminous hands, hour dots. **Unbreakable mainspring. Incabloc shock protection.**
8M-34474 X4575 120.00

Southland: 25 Jewels. Self-winding waterproof*. Military style chrome case, stainless steel back and matching all-steel expansion bracelet. Luminous hands, hour dots; red sweep second hand. With **Incabloc shock protection, unbreakable mainspring.**
8M-34475 X3725 .92.50

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

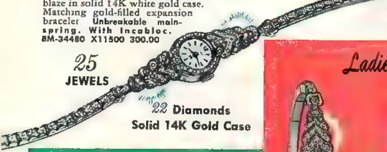
ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

Royal Crest 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet **Unbreakable mainspring. With Incabloc.**
8M-34480 X11500 300.00



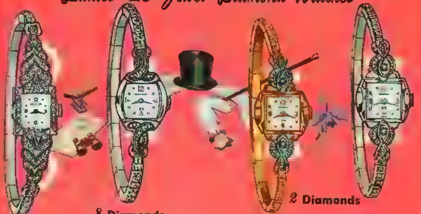
25 JEWELS

22 Diamonds

Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



50 Diamonds

8 Diamonds

2 Diamonds

Heritage Royal. 25 Jewels. 50 diamonds, 14K white gold case Gold-filled expansion bracelet. **Incabloc. Non-break mainspring.**
8M-34476 X17265 450.00

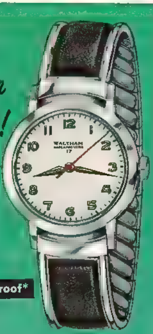
Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold-filled expansion bracelet **Incabloc shock-protection and unbreakable mainspring.**
8M-34477 X5925 150.00

Patrician Y: 25 Jewels. 2 diamonds in yellow RGP case, stainless back Gold-filled expansion bracelet **Unbreakable mainspring. Incabloc.**
8M-34478 X3325 Retail **85.00**

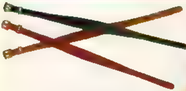
Patrician W: As above. White RGP case, gold-filled bracelet.
8M-34479 X3325 Retail **85.00**

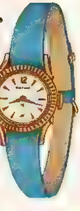
Watches illustrated are ⅞ actual size.

Super Value!



Sea Escort: Waterproof* military or naval style watch the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All-arabic numeral dial has luminous hands and numbers that can be read in the dark Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement.
8M-34500 X1990 .Retail **49.50**

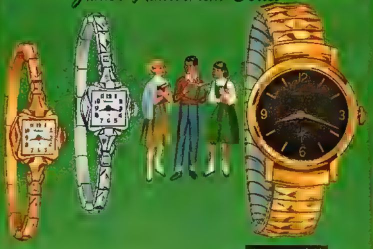




Four Colorful
Costume-Matching Straps
Included FREE

Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.**
8M-34504 X2125 Ret. **39.95**

Junior Achievement Series



Debutante Sue: Budget priced fashion flair for Miss Teen! Dainty yellow rolled gold plate case, steel back. Matching gold-filled expansion bracelet. 15 Jewel movement with **Incabloc protection and unbreakable mainspring.**
8M-34501 X2095 Retail **39.95**

Debutante Anne. Same as above. White rolled gold plate case, gold-filled bracelet.
8M-34502 X2095 Retail **39.95**

Space Major: Super value for men and young men! Debonair black dial, accurate, dependable 15 jewel movement. Smart case is color of gleaming yellow gold, has non-corrosive stainless steel back. Matching 10K yellow gold-filled expansion bracelet Movement has **unbreakable mainspring, shock-protected with Incabloc.**
8M-34503 X1995 Retail **39.95**

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

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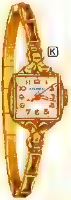
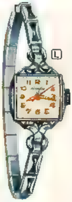
WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

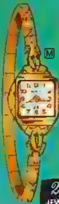
For Women at Work

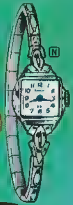




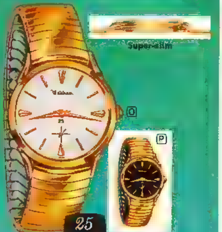
K Lady Elizabeth: For nurses, career women, homemakers. Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected.**
8M-34459 X2685 Retail 71.50

L Lady Theresa: As above. White rolled gold plate case, gold filled bracelet.
8M-34460 X2685 .... Retail 71.50





25 JEWELS 14K Gold Case



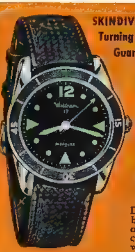
25 JEWELS 14K Gold Case

M Madeline: 25 Jewels. Breath-taking magnificence of an artfully carved case of solid 14K yellow gold Matching gold filled "Queen" expansion bracelet Very legible all-Arabic numeral dial with raised crystal. Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability.
8M-34455 X3625 Retail 100.00

N Julia: As above. 14K white gold case, matching gold-filled bracelet.
8M-34456 X3625 . Retail 100.00

O Boone: 25 Jewels. Man's presentation watch with a super-slim case of solid 14k yellow gold. Ideal for giving on never-to-be-forgotten occasions Very dressy, very modern with stick-figure dial Matching gold-filled expansion bracelet. Movement has **unbreakable mainspring and famous Incabloc shock-protection.**
8M-34457 X4950 Retail 135.00

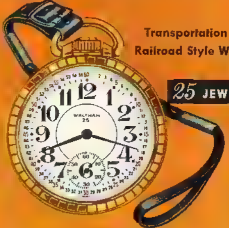
P Bowie: Same as above, but with black dial and gilt raised stick-figures.
8M-34458 X4950 Retail 135.00



SKINDIVER .... sportsmen's watch. Turning bezel shows elapsed time. Guaranteed 100% waterproof.*

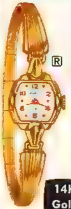
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc. Unbreakable mainspring.**
8M-34461 X2995 .... Retail 85.00

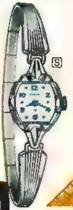
Transportation and Railroad Style Watch



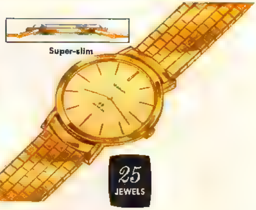
25 JEWELS

For drivers, farmers, mechanics, sportsmen. 25 Jewels. Milled case of 10K yellow rolled gold plate. Legible black enameled dial, completely numbered minute track. 25 Jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.
8M 34465 X2995.. ....Retail 85.00





14K Gold Case



25 JEWELS

R Jasmine: Solid 14K yellow gold case is thrillingly sculptured in a subtle design Matching gold-filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet. Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
8M-34462 X3195 .... .. Retail 85.00

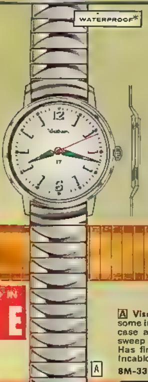
S Daffodil: As above. Solid 14K white gold case with gold-filled bracelet.
8M-34463 X3195 . ... . Retail 85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist Case is color of yellow gold and has a non-corrosive back. Matching gold-filled combination expansion bracelet looks like expansive solid gold band. Elegant champagne colored dial with modern stick-figures. Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
8M-34464 X3340 . ... Retail 95.00

Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

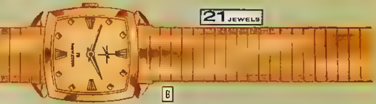


Waltham Premier

unconditional Lifetime Guarantee on movement parts against breakage

Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

Ultra-Thin **Retail Prices Include Federal Excise Tax; dealer's prices do not.**



ADVERTISED IN LIFE

A Viscount: Waterproof* thin-as-a-coin watch, handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock-protected with Incabloc and with unbreakable mainspring.
8M-33917 X3060 Retail 95.00

B Diplomat: 21 jewels. Truly an elegant watch for the man of sophistication. Thin-as-a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.
8M-33918 X4065 . . . . Retail 125.00

WATERPROOF*
SELF-WINDING
25 JEWELS
WATERPROOF*
25 JEWELS
25 JEWELS
Ultra-Thin
SELF-WINDING
C
D
E
F
G

C Continental: 25 Jewels. Debonair, dashing, thin-as-a-coin and a wonderful time-keeper. 10K yellow gold-filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock-protected with Incabloc. Unbreakable mainspring.
8M-33919 X4010 . . . . Retail 125.00

D Imperial: 25 Jewels. Solid 14K yellow gold case. Thin-as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity. Movement is shock protected with Incabloc. Unbreakable mainspring.
8M-33920 X5725 . . . . Retail 175.00

E Hanover: Self-winding waterproof* watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold-filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock-protected by Incabloc, has unbreakable mainspring.
8M-33921 X4090 . . . . Retail 125.00

F Sea Clipper Self-winding waterproof* watch suitable for military or naval use! All-stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip-figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring.
8M-33922 X4620 . . . . Retail 135.00

G Pace-Setter: 25 Jewels. Waterproof* dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold-filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.
8M-33923 X5055 . . . . Retail 150.00

65 Jewel self-winding

H Rototron VII: 65 Jewel self-winding waterproof* watch. New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into time-keeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.
8M-33924 X5830 . . . . Retail 175.00

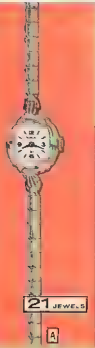
J Rototron V: 65 Jewel self-winding waterproof* dress watch. Solid 14K yellow gold case. Gold-filled combination expansion bracelet.
8M-33925 X9260 . . . . Retail 275.00
As above Waterproof* 10K yellow gold filled case, combination expansion bracelet.
8M-33926 X6320 . . . . Retail 195.00

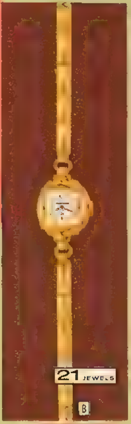
***Guaranteed waterproof as long as case, crown and crystal are intact.**

Waltham Premier

Lifetime Guarantee

on movement parts against breakage





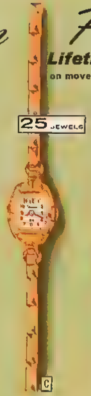
ADVERTISED IN LIFE

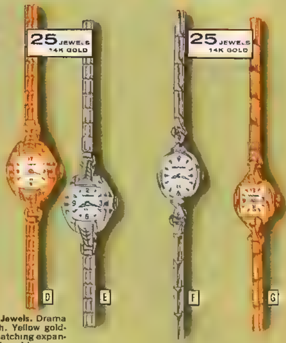
A **Gigi: 21 Jewels.** A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

8M-33927 X2890. . . Retail 87.50

B **Concerto: 21 Jewels.** 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

8M-33928 X2890 Retail 87.50





C **Serenade: 25 Jewels.** Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet. Incabloc protected Non-break mainspring

8M-33929 X3360. Ret. 100.00

D **Sonata: 25 Jewels.** Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring.

8M-33930 X4030. Ret. 125.00

E **Etude: 25 Jewels.** Bewitching case of solid 14K white gold. Matching gold-filled expansion bracelet. Skip figure dial. Incabloc. Non-break mainspring.

8M-33950 X4030. Ret. 125.00

F **Jubilee: 25 Jewels.** 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet. Incabloc, unbreakable mainspring.

8M-33951 X4535 Ret. 135.00

G **Jubilee Y: 25 Jewels.** Solid 14k yellow gold case, petite but sturdy. Gold-filled expansion bracelet. Incabloc shock-protected. Non-break mainspring.

8M-33952 X4380 Ret. 130.00

H **Balmoral: 25 Jewels. 2 genuine radiant diamonds** in a sculptured case of white rolled gold plate. Stainless steel back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.

8M-33955 X3780 . . . . Retail 115.00

J **Windsor: 25 Jewels. 4 blazing diamonds** in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet. Modern skip-figure dial. Incabloc protected. Unbreakable mainspring.

8M-33964 X5585. . . . . . Retail 165.00

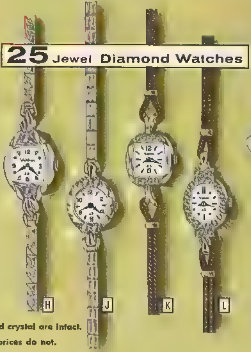
K **Buckingham: 25 Jewels. 8 fiery diamonds** in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold-filled safety chain attached. Incabloc protected. Unbreakable mainspring.

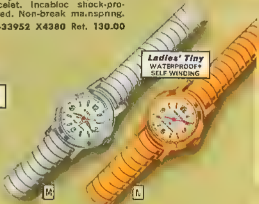
8M-33956 X6925 . . . . Retail 210.00

L **Crown: 25 Jewels. 22 blazing diamonds** in a luxurious case of solid 14K white gold. The peak of gracious beauty. Black silk cord bracelet with gold-filled safety chain. Incabloc. Unbreakable mainspring

8M-33957 X10850 . Retail 325.00

25 Jewel Diamond Watches





M **Giselle: Self-winding waterproof*** watch for ladies. Ideal for nurses, career women, sportswomen, homemakers. Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable mainspring, many other quality features.

8M-33953 X4275 Retail 130.00

N **Jeannine:** Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet

8M-33954 X4600 Retail 140.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

(L) CHAMPION SPARK PLUGS-------C

PRICES FOR FLEET ACCOUNTS

(Freight Excepted)

				"B" Fleet 50-199 Vehicles	"C" Fleet 200 or More Vehicles	List Price
IBM	37730	C4	Only	(17) 11	(25) r t	$0.95
IBM	27277	L5	Only	(11) 11	(29) r t	.95
IBM	27281	N5	Only	(13) 11	(21) r t	.95
IBM	37731	J6	Only	(15) 11	(23) r t	.95
IBM	37732	Y6	Only	(13) 11	(21) r t	.95
IBM	37733	6MJ	Only	(11) 11	(29) r t	.95
IBM	37735	J7	Only	(16) 11	(24) r t	.95
IBM	27278	L7	Only	(19) 11	(27) r t	.95
IBM	37738	H8	Only	(10) 11	(28) r t	.95
IBM	37736	J8	Only	(14) 11	(22) r t	.95
IBM	27282	N8	Only	(11) 11	(29) r t	.95
IBM	37734	D9	Only	(19) 11	(27) r t	.95
IBM	27284	J9Y	Only	(17) 11	(25) r t	.95
IBM	35403	D10	Only	(13) 11	(21) r t	.95
IBM	27285	F10	Only	(14) 11	(22) r t	.95
IBM	37739	H10	Only	(18) 11	(26) r t	.95
IBM	27279	L10	Only	(17) 11	(25) r t	.95
IBM	37740	F11Y	Only	(16) 11	(24) r t	.95
IBM	37741	H11	Only	(14) 11	(22) r t	.95
IBM	37742	J11	Only	(12) 11	(20) r t	.95
IBM	37743	H12	Only	(10) 11	(28) r t	.95
IBM	37745	J12Y	Only	(15) 11	(23) r t	.95
IBM	27283	N12Y	Only	(19) 11	(27) r t	.95
IBM	37744	UJ12	Only	(18) 11	(26) r t	.95
IBM	27287	XJ12Y	Only	(10) s c	(28) e h	1.15
IBM	37469	D14	Only	(12) 11	(20) r t	.95
IBM	37746	F14Y	Only	(13) 11	(21) r t	.95
IBM	37747	J14	Only	(11) 11	(29) r t	.95
IBM	37748	D16	Only	(19) 11	(27) r t	.95
IBM	35404	UD16	Only	(11) 11	(29) r t	.95
IBM	35405	UY6	Only	(18) 11	(26) r t	.95
IBM	37755	XN16Y	Only	(14) s c	(22) e h	1.15
IBM	37750	N18	Only	(15) 11	(23) r t	.95
IBM	37756	XJ18Y	Only	(12) s c	(20) e h	1.15
IBM	27286	H18Y	Only	(12) 11	(20) r t	.95
IBM	37749	J18Y	Only	(17) 11	(25) r t	.95
IBM	37751	D21	Only	(13) 11	(21) r t	.95
IBM	37752	A25	Only	(11) 11	(29) r t	.95
IBM	37753	860	Only	(19) 11	(27) r t	.95
IBM	37754	870	Only	(17) 11	(25) r t	.95
IBM	27280	L85	Only	(15) 11	(23) r t	.95

NOTICE: COPY OF INVOICE TO BUYING DEPARTMENT ON ALL "r t" ORDERS.

NOTE: FLEET ACCOUNTS WITH LESS THAN 50 VEHICLES USE REGULAR PLUG PRICES, PAGE 252-D

NEW 2-23-61

253-D-1

(L)

CHAMPION SPARK PLUGS-----C
PRICES FOR FLEET ACCOUNTS

(Freight Excepted)

				"B" Fleet 50-199 Vehicles	"C" Fleet 200 or More Vehicles	List Price
IBM	37757	0 Com	Only	(10) 1 1	(28) r t	$1.08
IBM	37758	1 Com	Only	(18) 1 1	(26) r t	1.08
IBM	37759	2 Com	Only	(16) 1 1	(24) r t	1.08
IBM	37760	3 Com	Only	(14) 1 1	(22) r t	1.08
IBM	37891	10 Com	Only	(17) 1 1	(25) r t	1.08
IBM	36819	W18	Only	(19) 1 1	(27) r t	1.08
IBM	37151	J4J	Only	(16) 1 1	(24) r t	1.08
IBM	37761	J6J	Only	(12) 1 1	(20) r t	1.08
IBM	37763	J7J	Only	(18) 1 1	(26) r t	1.08
IBM	37764	J8J	Only	(16) 1 1	(24) r t	1.08
IBM	37892	H10J	Only	(15) 1 1	(23) r t	1.08
IBM	37893	J11J	Only	(13) 1 1	(21) r t	1.08

NOTICE: COPY OF INVOICE TO BUYING DEPARTMENT ON ALL "rt" ORDERS.

NOTE: FLEET ACCOUNTS WITH LESS THAN 50 VEHICLES USE REGULAR PLUG PRICES, PAGE 252-D.

CHAMPION HEAT RANGE CHARTS

AUTOMOTIVE TYPE SPARK PLUGS

THREAD & HEX SIZE	HEAT RANGE	TYPE DESIGNATION	AUXILIARY GAP TYPE
⅞"-18 15/16" Hex	HOT	3 Com.	
		2 Com. L.	
		20.	
		C-4 (1⅛" Hex).	
		1 Com.	
	COLD	0 Com.	
18mm ⅞" Hex	HOT	10 Com.	
		D-21.	
		D-16.	UD-16
		8 Com.	
		7.	
		6 Com.	
		D-10	
		5 Com.	
	COLD	4 Com.	
18mm Turbo-Action 13/16" Hex	HOT	F-14Y*† or 870*.	
		F-11Y*† or 860*.	
	COLD	F-10.	
14mm ⅜" Reach 13/16" Hex	HOT	J-14.	
		J-12.	UJ-12
		J-11.	
		J-8.	
		J-7.	
		J-6.	
	COLD	J-5.	
14mm 13/16" Hex	NORM.	J-18Y†.	
	COLD	J-12Y†.	

THREAD & HEX SIZE	HEAT RANGE	TYPE DESIGNATION	AUXILIARY GAP TYPE
14mm 7/16" Reach 13/16" Hex	HOT	H-12.	
		H-11.	
		H-10. .H-18Y†.	
		H-9.	
	COLD	H-8.	
14mm ½" Reach 13/16" Hex	HOT	L-14* or L-8*	
		L-10.	
		L-7.	
	COLD	L-5* or L-115*	
14mm ¾" Reach 13/16" Hex	HOT	N-18.	
		N-8* or N-8B*.	
		N-5* or NA-8*.	
	COLD	N-3* or NA-10*.	
14mm 13/16" Hex	NORM.	N-16Y†.	
	COLD	N-12Y†	
10mm ⅝" Hex	HOT	Y-8.	
		Y-6.	UY-6
	COLD	Y-4-A.	

†Projected Core-Nose Types.

*These types are interchangeable in the same heat range.

RESISTOR PLUGS FOR REPLACEMENT OF REGULAR TYPES WHERE SUPPRESSION OF RADIO NOISE IS REQUIRED

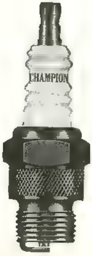
RESISTOR	REGULAR	RESISTOR	REGULAR
XJ-8	J-8	XJ-12Y	J-12Y
XJ-11	J-11	XN-8	N-8
XJ-18Y	J-18Y	XN-8B	N-8B
XF-14Y	F-14Y	XN-12Y	N-12Y
XF-11Y	F-11Y		

OUTBOARD & 2-CYCLE SPARK PLUGS

Thread & Hex Size	Heat Range	Type Designation
18mm 1" Hex		6MJ.
		5MJ.
14mm ⅜" Reach 13/16" Hex		J-14J.
	HOT	J-12J.
		J-11J
		J-8J.
		J-7J, HO-8A‡
		J-6J, JT-6°
		J-5J
		J-63T* or K-3*
		J-63R* or J-3*, HO-3‡
	COLD	J-58R* or J-2*
		J-58T* or K-2*
14mm 7/16" Reach 13/16" Hex		H-12J
	HOT	H-11J
		HT-10.
		H-10J.
	COLD	H-9J
		H-8J

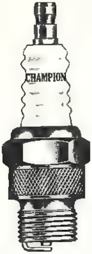
RACING TYPE SPARK PLUGS

Thread & Hex Size	Heat Range	Type Designation
18mm ½" Reach 1" Hex	HOT	R-3 or 4 Com.
		R-7.
		K-58R* or R-1*
		K-58R* or R-2-5*
		K-55R* or R-11*
		K-55R* or R 115*
	COLD	R-2.
18mm ¾" Reach 1" Hex	HOT	R-15
		R-16
	COLD	R-17
14mm ½" Reach 13/16" Hex	HOT	LA-10
		L-58R* or LA-11*
		L-55R* or LA-14*
	COLD	LA-15
14mm ¾" Reach 13/16" Hex	HOT	NA-12.
	COLD	N-55R* or NA-14*



°For Power Products Eng.
‡Auxiliary Gap Types

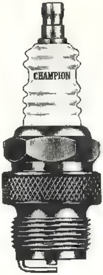
CHAMPION SPARK PLUGS C



COMMERCIAL TYPES

For Buses, Cabs, Tractors, Trucks

Nos.			Thread Size In.		Each
0 Com.			7/8		**$1.08**
(L)	IBM	37643	1 to 9	(12)	es
(A)	IBM	37643	10 or More	(20)	ea
1 Com.			7/8		**$1.08**
(L)	IBM	37644	1 to 9	(10)	es
(A)	IBM	37644	10 or More	(28)	ea
2 Com.			7/8		**$1.08**
(L)	IBM	37645	1 to 9	(17)	es
(A)	IBM	37645	10 or More	(25)	ea
3 Com.			7/8		**$1.08**
(L)	IBM	37646	1 to 9	(15)	es
(A)	IBM	37646	10 or More	(23)	ea
10 Com.			18mm		**$1.08**
(L)	IBM	37648	1 to 9	(11)	es
(A)	IBM	37648	10 or More	(29)	ea
W-18			7/8		**$1.08**
(L)	IBM	36797	1 to 9	(17)	es
(A)	IBM	36797	10 or More	(25)	ea



OUTBOARD MOTOR

Nos.			Thread Size In.		Each
J4J			14mm		**$1.08**
(L)	IBM	36689	1 to 9	(16)	es
(A)	IBM	36689	10 or More	(24)	ea
J6J			14mm		**$1.08**
(L)	IBM	37649	1 to 9	(19)	es
(A)	IBM	37649	10 or More	(27)	ea
J7J			14mm		**$1.08**
(L)	IBM	37650	1 to 9	(17)	es
(A)	IBM	37650	10 or More	(25)	ea
J8J			14mm		**$1.08**
(L)	IBM	37651	1 to 9	(15)	es
(A)	IBM	37651	10 or More	(23)	ea
H10J			14mm		**$1.08**
(L)	IBM	37652	1 to 9	(13)	es
(A)	IBM	37652	10 or More	(21)	ea
J11J			14mm		**$1.08**
(L)	IBM	37653	1 to 9	(11)	es
(A)	IBM	37653	10 or More	(29)	ea

All Above, Ten in a Box

(L) CHAMPION SPARK PLUGS - - - - - C
PRICES FOR CONTRACT ACCOUNTS
JOBBER BASIS

(Freight Excepted)

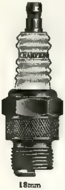
						List Price
IBM	37675	C4	Only	(14)	r t	$0.95
IBM	27236	L5	Only	(17)	r t	.95
IBM	27254	N5	Only	(10)	r t	.95
IBM	37676	J6	Only	(12)	r t	.95
IBM	27237	Y6	Only	(15)	r t	.95
IBM	37678	6MJ	Only	(18)	r t	.95
IBM	37680	J7	Only	(14)	r t	.95
IBM	37677	L7	Only	(10)	r t	.95
IBM	37681	H08A	Only	(12)	c a l	2.50
IBM	37684	H8	Only	(16)	r t	.95
IBM	37682	J8	Only	(10)	r t	.95
IBM	27255	N8	Only	(17)	r t	.95
IBM	37679	D9	Only	(16)	r t	.95
IBM	27257	J9Y	Only	(13)	r t	.95
IBM	35392	D10	Only	(18)	r t	.95
IBM	27259	F10	Only	(19)	r t	.95
IBM	37685	H10	Only	(13)	r t	.95
IBM	27238	L10	Only	(13)	r t	.95
IBM	37686	F11Y	Only	(11)	r t	.95
IBM	37687	H11	Only	(19)	r t	.95
IBM	37688	J11	Only	(17)	r t	.95
IBM	37689	H12	Only	(15)	r t	.95
IBM	37691	J12Y	Only	(11)	r t	.95
IBM	27256	N12Y	Only	(15)	r t	.95
IBM	37690	UJ12	Only	(13)	r t	.95
IBM	27276	XJ12Y	Only	(13)	r t	.95
IBM	37463	D14	Only	(15)	r t	.95
IBM	37692	F14Y	Only	(19)	r t	.95
IBM	37693	J14	Only	(17)	r t	.95
IBM	37694	D16	Only	(15)	r t	.95
IBM	35397	UD16	Only	(17)	r t	.95
IBM	35402	UY16	Only	(15)	r t	.95
IBM	37701	XN16Y	Only	(18)	e h	1.15
IBM	27275	H18Y	Only	(15)	r t	.95
IBM	37695	J18Y	Only	(12)	r t	.95
IBM	37696	N18	Only	(10)	r t	.95
IBM	37702	XJ18Y	Only	(16)	e h	1.15
IBM	37697	D21	Only	(18)	r t	.95
IBM	37698	A25	Only	(16)	r t	.95
IBM	37699	860	Only	(14)	r t	.95
IBM	37700	870	Only	(10)	r t	.95
IBM	27239	L85	Only	(11)	r t	.95

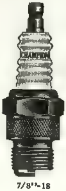
NOTE· COPY OF JOBBER BASIS CONTRACT INVOICE TO BUYING DEPARTMENT.

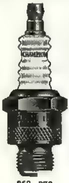
CITY, COUNTY, STATE, FEDERAL AGENCIES SERVICING 100 OR MORE VEHICLES AT ONE LOCATION – – P O A.

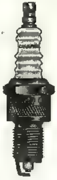
(B) CHAMPION SPARK PLUGS C

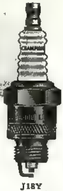
Champion's "Heat Range" Chart should be followed in cases where slower driving and lower octane gasoline make it necessary to use hotter type Champion spark Plugs. See Champion's Heat Range Chart.

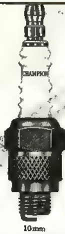

18mm

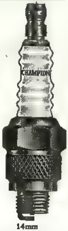

7/8''-18


860, 870


N16Y


J18Y


10mm


14mm
3/8'' Reach

PASSENGER CARS

Nos.			Thread Size		Each
C4			7/8 in.		$1.08
	IBM	37615	1 to 9	(10)	es
	IBM	37615	10 or More	(28)	ea
L5			14mm		$1.08
	IBM	27225	1 to 9	(10)	es
	IBM	27225	10 or More	(28)	ea
N5			14mm		$1.08
	IBM	27229	1 to 9	(12)	es
	IBM	27229	10 or More	(20)	ea
J6			14mm		$1.08
	IBM	37616	1 to 9	(18)	es
	IBM	37616	10 or More	(26)	ea
[illegible]			18mm		$1.08
	IBM	37618	1 to 9	(14)	es
	IBM	37618	10 or More	(22)	ea
UY6			10mm		$1.06
	IBM	35391	1 to 9	(10)	es
	IBM	35391	10 or More	(28)	ea
Y6			10mm		$1.08
	IBM	37617	1 to 9	(16)	es
	IBM	37617	10 or More	(24)	ea
J7			14mm		$1.08
	IBM	37619	1 to 9	(12)	es
	IBM	37619	10 or More	(20)	ea
L7			14mm		$1.08
	IBM	27226	1 to 9	(18)	es
	IBM	27226	10 or More	(26)	ea
HO8A			14mm		$2.70
	IBM	37623	1 to 9	(14)	col
	IBM	37623	10 or More	(22)	ctn
H8			14mm		$1.08
	IBM	37624	1 to 9	(12)	es
	IBM	37624	10 or More	(20)	ea
J8			14mm		$1.08
	IBM	37621	1 to 9	(18)	es
	IBM	37621	10 or More	(26)	ea
N8			14mm		$1.08
	IBM	27230	1 to 9	(10)	es
	IBM	27230	10 or More	(28)	ea
D9			18mm		$1.08
	IBM	37620	1 to 9	(10)	es
	IBM	37620	10 or More	(28)	ea
J9Y			14mm		$1.08
	IBM	27232	1 to 9	(16)	es
	IBM	27232	10 or More	(24)	ea

All Above, Ten in a Box

PASSENGER CARS

Nos.			Thread Size		Each
D10			18mm		$1.08
	IBM	35385	1 to 9	(12)	es
	IBM	35385	10 or More	(20)	ea
F10			18mm		$1.08
	IBM	27233	1 to 9	(14)	es
	IBM	27233	10 or More	(22)	ea
H10			14mm		$1.08
	IBM	37625	1 to 9	(19)	es
	IBM	37625	10 or More	(27)	ea
L10			14mm		$1.08
	IBM	27227	1 to 9	(16)	es
	IBM	27227	10 or More	(24)	ea
H11			14mm		$1.08
	IBM	37626	1 to 9	(17)	es
	IBM	37626	10 or More	(25)	ea
J11			14mm		$1.08
	IBM	37627	1 to 9	(15)	es
	IBM	37627	10 or More	(23)	ea
F11Y			18mm		$1.08
	IBM	37628	1 to 9	(13)	es
	IBM	37628	10 or More	(21)	ea
H12			14mm		$1.08
	IBM	37629	1 to 9	(11)	es
	IBM	37629	10 or More	(29)	ea
J12Y			14mm		$1.08
	IBM	37631	1 to 9	(17)	es
	IBM	37631	10 or More	(25)	ea
UJ12			14mm		$1.08
	IBM	37630	1 to 9	(19)	es
	IBM	37630	10 or More	(27)	ea
UN12Y			14mm		$1.08
	IBM	36745	1 to 9	(16)	es
	IBM	36745	10 or More	(24)	ea
XJ12Y			14mm		$1.40
	IBM	27235	1 to 9	(19)	ts
	IBM	27235	10 or More	(27)	th
D14			18mm		$1.08
	IBM	37462	1 to 9	(17)	es
	IBM	37462	10 or More	(25)	ea
F14Y			18mm		$1.08
	IBM	37633	1 to 9	(13)	es
	IBM	37633	10 or More	(21)	ea

All Above, Ten in a Box

PASSENGER CARS

Nos.			Thread Size		Each
H14Y			14mm		$1.08
	IBM	36746	1 to 9	(14)	es
	IBM	36746	10 or More	(22)	ea
UL15Y			14mm		$1.08
	IBM	36747	1 to 9	(12)	es
	IBM	36747	10 or More	(20)	ea
D16			18mm		$1.08
	IBM	37634	1 to 9	(11)	es
	IBM	37634	10 or More	(29)	ea
UD16			18mm		$1.08
	IBM	35390	1 to 9	(12)	es
	IBM	35390	10 or More	(20)	ea
XN16Y			14mm		$1.40
	IBM	37635	1 to 9	(18)	ts
	IBM	36535	10 or More	(26)	th
H18Y			14mm		$1.08
	IBM	27234	1 to 9	(12)	es
	IBM	27234	10 or More	(20)	ea
J18Y			14mm		$1.08
	IBM	37636	1 to 9	(16)	es
	IBM	37636	10 or More	(24)	ea
N18			14mm		$1.08
	IBM	37637	1 to 9	(14)	es
	IBM	37637	10 or More	(22)	ea
XJ18Y			14mm		$1.40
	IBM	37638	1 to 9	(12)	ts
	IBM	37638	10 or More	(20)	th
D21			18mm		$1.08
	IBM	37639	1 to 9	(10)	es
	IBM	37639	10 or More	(28)	ea
A25			1/2 in.		$1.08
	IBM	37640	1 to 9	(18)	es
	IBM	37640	10 or More	(26)	ea
860			18mm		$1.08
	IBM	37641	1 to 9	(16)	es
	IBM	37641	10 or More	(24)	ea
870			18mm		$1.08
	IBM	37642	1 to 9	(14)	es
	IBM	37642	10 or More	(22)	ea
L85			14mm		$1.08
	IBM	27228	1 to 9	(14)	es
	IBM	27228	10 or More	(22)	ea

All Above, Ten in a Box

(L) CHAMPION SPARK PLUGS- - - C
PRICES FOR CONTRACT ACCOUNTS
JOBBER BASIS

(Freight Excepted)

						List Price
IBM	37703	0 Com	Only	(14)	r t	$1.08
IBM	37704	1 Com	Only	(12)	r t	1.08
IBM	37705	2 Com	Only	(19)	r t	1.08
IBM	37706	3 Com	Only	(17)	r t	1.08
IBM	37711	10 Com	Only	(17)	r t	1.08
IBM	36816	W18	Only	(15)	r t	1.08
IBM	36780	J4J	Only	(13)	r t	1.08
IBM	37707	J6J	Only	(15)	r t	1.08
IBM	37709	J7J	Only	(11)	r t	1.08
IBM	37710	J8J	Only	(19)	r t	1.08
IBM	37712	H10J	Only	(15)	r t	1.08
IBM	37713	J11J	Only	(13)	r t	1.08

NOTE. COPY OF JOBBER BASIS CONTRACT INVOICE TO BUYING DEPARTMENT

CITY, COUNTY, STATE, FEDERAL AGENCIES SERVICING 100 OR MORE VEHICLES AT ONE LOCATION - - P O.A

(L) CHAMPION SPARK PLUGS - - - - - C
PRICES FOR CONTRACT ACCOUNTS

JOBBER BASIS

(Freight Excepted)

						List Price
IBM	37675	C4	Only	(14)	r t	$0.95
IBM	27236	L5	Only	(17)	r t	.95
IBM	27254	N5	Only	(10)	r t	.95
IBM	37676	J6	Only	(12)	r t	.95
IBM	27237	Y6	Only	(15)	r t	.95
IBM	37678	6MJ	Only	(18)	r t	.95
IBM	37680	J7	Only	(14)	r t	.95
IBM	37677	L7	Only	(10)	r t	.95
IBM	37681	H08A	Only	(12)	cal	2.50
IBM	37684	H8	Only	(16)	r t	.95
IBM	37682	J8	Only	(10)	r t	.95
IBM	27255	N8	Only	(17)	r t	.95
IBM	37679	D9	Only	(16)	r t	.95
IBM	27257	J9Y	Only	(13)	r t	.95
IBM	35392	D10	Only	(18)	r t	.95
IBM	27259	F10	Only	(19)	r t	.95
IBM	37685	H10	Only	(13)	r t	.95
IBM	27238	L10	Only	(13)	r t	.95
IBM	37686	F11Y	Only	(11)	r t	.95
IBM	37687	H11	Only	(19)	r t	.95
IBM	37688	J11	Only	(17)	r t	.95
IBM	37689	H12	Only	(15)	r t	.95
IBM	37691	J12Y	Only	(11)	r t	.95
IBM	27256	N12Y	Only	(15)	r t	.95
IBM	37690	UJ12	Only	(13)	r t	.95
IBM	27276	XJ12Y	Only	(13)	eh	1.15
IBM	37463	D14	Only	(15)	r t	.95
IBM	37692	F14Y	Only	(19)	r t	.95
IBM	37693	J14	Only	(17)	r t	.95
IBM	37694	D16	Only	(15)	r t	.95
IBM	35397	UD16	Only	(17)	r t	.95
IBM	35402	UY6	Only	(15)	r t	.95
IBM	37701	XN16Y	Only	(18)	eh	1.15
IBM	27275	H18Y	Only	(15)	r t	.95
IBM	37695	J18Y	Only	(12)	r t	.95
IBM	37696	N18	Only	(10)	r t	.95
IBM	37702	XJ18Y	Only	(16)	eh	1.15
IBM	37697	D21	Only	(18)	r t	.95
IBM	37698	A25	Only	(16)	r t	.95
IBM	37699	860	Only	(14)	r t	.95
IBM	37700	870	Only	(10)	r t	.95
IBM	27239	L85	Only	(11)	r t	.95

NOTE: COPY OF JOBBER BASIS CONTRACT INVOICE TO BUYING DEPARTMENT

CITY, COUNTY, STATE, FEDERAL AGENCIES SERVICING 100 OR MORE VEHICLES AT ONE LOCATION — — P O.A.

(L) CHAMPION SPARK PLUGS- - - - - - -C

PRICES FOR FLEET ACCOUNTS

(Freight Excepted)

				"B" Fleet 50-199 Vehicles	"C" Fleet 200 or More Vehicles	List Price
IBM	37730	C4	Only	(17) 1 1	(25) r t	$0.95
IBM	27277	L5	Only	(11) 1 1	(29) r t	.95
IBM	27281	N5	Only	(13) 1 1	(21) r t	.95
IBM	37731	J6	Only	(15) 1 1	(23) r t	.95
IBM	37732	Y6	Only	(13) 1 1	(21) r t	.95
IBM	37733	6MJ	Only	(11) 1 1	(29) r t	.95
IBM	37735	J7	Only	(16) 1 1	(24) r t	.95
IBM	27278	L7	Only	(19) 1 1	(27) r t	.95
IBM	37738	H8	Only	(10) 1 1	(28) r t	.95
IBM	37736	J8	Only	(14) 1 1	(22) r t	.95
IBM	27282	N8	Only	(11) 1 1	(29) r t	.95
IBM	37734	D9	Only	(19) 1 1	(27) r t	.95
IBM	27284	J9Y	Only	(17) 1 1	(25) r t	.95
IBM	35403	D10	Only	(13) 1 1	(21) r t	.95
IBM	27285	F10	Only	(14) 1 1	(22) r t	.95
IBM	37739	H10	Only	(18) 1 1	(26) r t	.95
IBM	27279	L10	Only	(17) 1 1	(25) r t	.95
IBM	37740	F11Y	Only	(16) 1 1	(24) r t	.95
IBM	37741	H11	Only	(14) 1 1	(22) r t	.95
IBM	37742	J11	Only	(12) 1 1	(20) r t	.95
IBM	37743	H12	Only	(10) 1 1	(28) r t	.95
IBM	37745	J12Y	Only	(15) 1 1	(23) r t	.95
IBM	27283	N12Y	Only	(19) 1 1	(27) r t	.95
IBM	37744	UJ12	Only	(18) 1 1	(26) r t	.95
IBM	27287	XJ12Y	Only	(10) 1 1	(28) r t	.95
IBM	37469	D14	Only	(12) 1 1	(20) r t	.95
IBM	37746	F14Y	Only	(13) 1 1	(21) r t	.95
IBM	37747	J14	Only	(11) 1 1	(29) r t	.95
IBM	37748	D16	Only	(19) 1 1	(27) r t	.95
IBM	35404	UD16	Only	(11) 1 1	(29) r t	.95
IBM	35405	UY16	Only	(18) 1 1	(26) r t	.95
IBM	37755	XN16Y	Only	(14) s o	(22) e h	1.15
IBM	37750	N18	Only	(15) 1 1	(23) r t	.95
IBM	37756	XJ18Y	Only	(12) s c	(20) e h	1.15
IBM	27286	H18Y	Only	(12) 1 1	(20) r t	.95
IBM	37749	J18Y	Only	(17) 1 1	(25) r t	.95
IBM	37751	D21	Only	(13) 1 1	(21) r t	.95
IBM	37752	A25	Only	(11) 1 1	(29) r t	.95
IBM	37753	860	Only	(19) 1 1	(27) r t	.95
IBM	37754	870	Only	(17) 1 1	(25) r t	.95
IBM	27280	L85	Only	(15) 1 1	(23) r t	.95

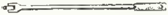
NOTICE: COPY OF INVOICE TO BUYING DEPARTMENT ON ALL "r t" ORDERS.

NOTE: FLEET ACCOUNTS WITH LESS THAN 50 VEHICLES USE REGULAR PLUG PRICES, PAGE 252-D.

CRESCENT SOCKETWRENCH ATTACHMENTS 22

Forged steel accurately made for heavy duty service. Spring ball in each drive square fits hole in sockets so they will "stay put" until removed.

3/8 INCH SQUARE DRIVE



Flexible Handle

Nos

CT17 .... Each **$3.00**

(L)	IBM	39941	1 to 5	(18)	coo
(A)	IBM	39941	6 or More	(26)	col

Three in a Box

Cross Bar

CT21 .... Each **$0.46**

(L)	IBM	39942	(16)	ac

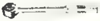
Six in a Box

3 Inch Extension

CT22 .... Each **$1.22**

(L)	IBM	39943	(14)	tc

Six in a Box



Reversible Ratchet

CT70 .... Each **$6.00**

(L)	IBM	39944	1 or 2	(12)	rnn
(A)	IBM	39944	3 or More	(20)	atl

One in a Box

1/2 INCH SQUARE DRIVE

Universal Joint

Nos

CS11 .... Each **$2.80**

(L)	IBM	39949	1 to 5	(11)	ctl
(A)	IBM	39949	6 or More	(29)	cth

Six in a Box

5 Inch Extension

CS12 .... Each **$1.46**

(L)	IBM	39950	(19)	os

Six in a Box

1/2 INCH SQUARE DRIVE

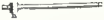
10 Inch Extension

Nos.

CS13 .... Each **$1.90**

(L)	IBM	39951	(17)	chs

Six in a Box

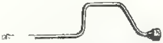


Sliding T Handle

CS14 .... Each **$2.10**

(L)	IBM	39952	(15)	crn

Six in a Box

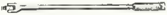


18 Inch Speeder Handle

CS16 .... Each **$2.63**

(L)	IBM	39953	1 to 5	(13)	csl
(A)	IBM	39953	6 or More	(21)	csn

One in a Box



18 Inch Flexible Handle

CS18 .... Each **$4.68**

(L)	IBM	39954	1 or 2	(11)	ach
(A)	IBM	39954	3 or More	(29)	ant

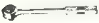
Three in a Box

11 Inch Cross Bar, 3/8 Inch Diam.

CS21 .... Each **$0.46**

(L)	IBM	39955	(18)	ac

Six in a Box



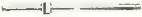
10 Inch Reversible Ratchet

CS70 .... Each **$7.10**

(L)	IBM	39956	1 or 2	(16)	rsa
(A)	IBM	39956	3 or More	(24)	rrl

One in a Box

3/4 INCH SQUARE DRIVE



20 Inch Slide Tee Handle

Nos

CH11 .... Each **$4.73**

(L)	IBM	39957	1 or 2	(14)	acl
(A)	IBM	39957	3 or More	(22)	acn

8 Inch Extension

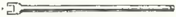
CH12 .... Each **$3.40**

(L)	IBM	39958	1 to 5	(12)	hhs
(A)	IBM	39958	6 or More	(20)	hcs

16 Inch Extension

CH13 .... Each **$3.74**

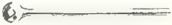
(L)	IBM	39959	1 to 5	(10)	hro
(A)	IBM	39959	6 or More	(28)	hrn



21 Inch Flexible Handle

CH18 .... Each **$8.20**

(A)	IBM	39960	(18)	lrs



21 Inch Reversible Ratchet

CH70 .... Each **$16.98**

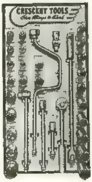
(A)	IBM	39961	(16)	ccah

All Above, One in a Box

(A) SOCKET WRENCH DISPLAY 5

CRESCENT

12x24x¾ in. plywood boards finished in bright yellow with maroon trim. All tools mounted on board. Each board marked with tool number and has space for selling price. No charge for boards.



½ inch square drive sockets and attachments. 12x24 inch panel finished in yellow with maroon trim.

1/2 INCH SQUARE DRIVE

Contents

12 POINT REGULAR SOCKETS

2 Only No. CS1212— 3/8"
2 Only No. CS1214— 7/16"
2 Only No. CS1216— 1/2"
2 Only No. CS1218— 9/16"
2 Only No. CS1219— 19/32"
2 Only No. CS1220— 5/8"
2 Only No. CS1222— 11/16"
2 Only No. CS1224— 3/4"
2 Only No CS1226— 13/16"
2 Only No. CS1228— 7/8"
2 Only No. CS1230— 15/16"
2 Only No. CS1232—1"
2 Only No. CS1234—1-1/16"
2 Only No. CS1236—1-1/8"
2 Only No. CS1240—1-1/4"

12 POINT DEEP SOCKETS

1 Only No. CSD1216— 1/2"
1 Only No. CSD1218— 9/16"
1 Only No. CSD1220— 5/8"
1 Only No. CSD1222— 11/16"
1 Only No. CSD1224— 3/4"
1 Only No. CSD1226— 13/16"
1 Only No. CSD1228— 7/8"
1 Only No. CSD.230— 15/16"
1 Only No. CSD1232—1"
1 Only No. CSD1236—1-1/8"

ATTACHMENTS

1 Only No CS11 Universal
1 Only No. CS12— 5" Extension
1 Only No. CS13—10" Extension
1 Only No. CS14 Slide Tee
1 Only No. CS16 Speeder
1 Only No. CS18 Flex Handle
1 Only No. CS70 Ratchet

No.
DB1223 ....Each **$66.00**
IBM 41049 (16) raol

One in a Shipping Container — 24 Lbs.

(Z) MOUNTING FIXTURES 5

CRESCENT

A COMPLETE TOOL DEPARTMENT

Plywood fixture designed to hold any four Crescent tool boards. Base 12 in. square. Fixture revolves on base. Ideal silent salesman.

No.
CD1..Each **$3.00**
IBM 41102 (13) ann

One in a Shipping Container—15 Lbs.

COUNTER MODEL

Exactly like No. FS2 except mounted on a small base.

No.
***CD2**..Each **$6.00**
enn

In Two Shipping Containers—19 Lbs.
***Direct Shipment, F.O.B. Jamestown, N.Y.**

MOUNTING FIXTURES

CRESCENT

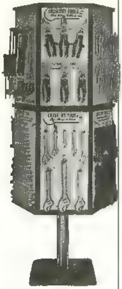
A floor standard with revolving top which will take any six 12x24 inch displays. Ball bearing base turns easily. 56 inches high. Requires 26 inch square space.

No.
FS2..Each **$9.00**
IBM 41105 (16) onn

In Two Shipping Containers—90 Lbs.

(Z) MOUNTING FIXTURES 5

CRESCENT



Holds twelve different 12x24 in. Crescent Displays. Display revolves on a ball bearing and turns easily and freely so a customer may see all sides of the display. Base is a solid casting which holds the whole unit steady wherever it is placed. Top of the display is exactly 68 inches from the floor and thebottom 18 inches so that all the tools are within easy reach of the customer who can examine them. The complete unit occupies only 26 square inches of space making it the best method of showing a large selection of tools in a very confined space.

No.
FS3..Each **$12.00**
IBM 41106 (14) chnn

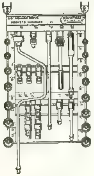
In Two Shipping Containers—79 Lbs.

(A) CRESCENT PEG BOARD DISPLAYS 5

Heavy wire welded steel rack, bright finish. Made special for peg-board display. Each rack marked with tool number, size and space for pricing.

WRENCH SOCKETS AND ACCESSORIES

3/8 INCH SQUARE DRIVE



Contents

12 Pt. Regular—12 Pt. Flex

2 Only CT1212—3/8"	1 Only CTF1212—3/8"
2 Only CT1214—7/16"	1 Only CTF1214—7/16"
2 Only CT1216—1/2"	1 Only CTF1216—1/2"
2 Only CT1218—9/16"	1 Only CTF1218—9/16"
2 Only CT1220—5/8"	1 Only CTF1220—5/8"
2 Only CT1222—11/16"	1 Only CTF1222—11/16"
2 Only CT1224—3/4"	1 Only CTF1224—3/4"

12 Point Deep Sockets

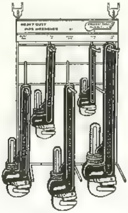
1 Only CTD1212—3/8"
1 Only CTD1214—7/16"
1 Only CTD1216—1/2"
1 Only CTD1218—9/16"
1 Only CTD1220—5/8"
1 Only CTD1222—11/16"
1 Only CTD1224—3/4"
1 Only CTD1226—13/16"

Handles, Attachments

1 Only CT11 Universal Joint
1 Only CT12 5" Extension
1 Only CT13 12" Extension
1 Only CT15 Speeder
1 Only CT17 T Flex Handle
1 Only CT22 3" Extension
1 Only CT70 Reversible Ratchet

No.
PB1217. ....Each **$51.65**
IBM 49690 (19) arrn
One in a Shipping Container—13 Lbs.

HEAVY DUTY PIPE WRENCHES

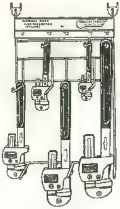


Contents

2 Only WH48
2 Only WH410
2 Only WH412
2 Only WH414
1 Only WH418

No.
PB1221..Each **$45.30**
IBM 49691 (17) anco
One in a Shipping Container—29 Lbs.

NORMAL DUTY PIPE WRENCHES



Stillson

Contents

2 Only WS16
2 Only WS18
2 Only WS110
2 Only WS114
1 Only WS118

No.
PB1222..Each **$29.40**
IBM 49692 (15) coec
One in a Shipping Container—21 Lbs.

(A) CRESCENT TOOL DISPLAYS 5

12x24x¾ in. plywood boards finished in bright yellow with maroon trim. All tools mounted on board. Each board marked with tool number and has space for selling price. No charge for boards.

CRESCENT WRENCHES

CRESCENT TOOLS
Give Wings to Work

Contents

3 Only No. A14
6 Only No. A16
6 Only No. A18
6 Only No. A110
3 Only No. A112

No.
DB121 ....Each **$66.15**
IBM 41000 (19) rrcn
One Display in a Shipping Container — 27 Lbs.

CRESTOLOY WRENCHES

CRESCENT TOOLS
Give Wings to Work

Contents

3 Only No. AC14
5 Only No. AC16
6 Only No. AC18
6 Only No. AC110
3 Only No. AC112

No.
DB122..Each **$81.10**
IBM 41018 (11) lrne
One Display in a Shipping Container — 22 Lbs.

CRESCENT AND CRESTOLOY WRENCHES

CRESCENT TOOLS
Give Wings to Work

Contents

2 Only No. A14
3 Only No. A16
3 Only No. A18
3 Only No. A110
2 Only No. A112
2 Only No. AC14
3 Only No. AC16
3 Only No. AC18
3 Only No. AC110
2 Only No. AC112

No
DB123..Each **$81.05**
IBM 41020 (17) lrna
One Display in a Shipping Container 26 Lbs

SOCKET WRENCH SETS 22

CRESCENT

Chrome Plated Alloy Steel Sockets. Broached for accurate fit. Attachments forged from alloy steel.

SPINNER "MIDGET"

CRESCENT TOOLS

Ten piece set is for light, fast work. Spinner handle fits the hand nicely. Box size 7x2 1/8x 1 inch. Has space for additional sockets if needed.

Contents

1 CM25 6" Spinner, Tenite Handle

6 Point Sockets

1 CM608 1/4"
1 CM609 9/32"
1 CM610 5/16"
1 CM611 11/32"
1 CM612 3/8"
1 CM614 7/16"

8 Point Sockets

1 CM808 1/4"
1 CM810 5/16"
1 CM812 3/8"

No.
CMB10 .... Per Set **$5.88**
(L) IBM 34332 1 or 2 (15) aoh
(A) IBM 34332 3 or More (23) aso
One Set in a Box

CRESCENT TOOLS

¼ In. Square Drive

Eleven piece set contains essential items for the average occasional user of socket wrenches. Packed in metal box 6½x3 x 1¼ in. with hinged cover. Room for additional items which may be purchased later

Contents

CM4-17 Flex Handle	
CM4-21 Cross Bar	
CM6-08 1/4"	6 Point Socket
CM6-09 9/32"	6 Point Socket
CM6-10 5/16"	6 Point Socket
CM6-11 11/32"	6 Point Socket
CM6-12 3/8"	6 Point Socket
CM6-14 7/16"	6 Point Socekt
CM8-08 1/4"	8 Point Socket
CM8-10 5/16"	8 Point Socket
CM8-12 3/8"	7 Point Socket

No
CMB11 .... Per Set **$7.20**
(L) IBM 39962 1 or 2 (14) rso
(A) IBM 39962 3 or More (22) rla
One Set in a Box—1¼ Lbs.

CRESCENT TOOLS

¼ IN SQUARE DRIVE

Complete set for those who work on small machines and equipment and require strength and long life in the tools they use. Set packed in a sturdy metal box 6½x3 x 1¼ in. with hinged cover.

Contents

CM4-70 Reversible Ratchet	
CM4-17 Flex Handle	
CM4-21 Cross Bar	
CM4-4 2" Extension	
CM4-12 6" Extension	
CM6-06 3/16"	6 Point Socket
CM6-07 7/32"	6 Point Socket
CM6-08 1/4"	6 Point Socket
CM6-09 9/32"	6 Point Socket
CM6-10 5/16"	6 Point Socket
CM6-11 11/32"	6 Point Socket
CM6-12 3/8"	6 Point Socket
CM6-14 7/16"	6 Point Socket
CM8-08 1/4"	8 Point Socket
CM8-10 5/16"	8 Point Socket
CM8-12 3/8"	8 Point Socket

No.
CMB16 .... Per Set **$14.13**
(A) IBM 39963 (12) orh
One Set in a Box—2 Lbs.

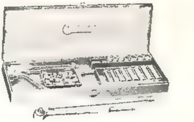
3/8 INCH SQUARE DRIVE

Box Size 18¼ x 6 x 1¾ Inches. 14 Pieces

Contents

12 Point Standard Sockets	Attachments
1CT-1212 3/8"	3CT-11 Universal Joint
1CT-1214 7/16"	3CT-12 5" Extension
1CT-1216 1/2"	3CT-13 12" Extension
1CT-1218 9/16"	3CT-15 Speeder
1CT-1220 5/8"	3CT-17 Flex. Handle
1CT-1222 11/16"	3CT-21 Cross Bar
1CT-1224 3/4"	3CT-70 Reversible Ratchet

No.
CTB14 .... Per Set **$25.13**
(A) IBM 39965 (17) cesl
One Set in a Shipping Container—8 Lbs.



3/8 INCH SQUARE DRIVE

Box Size 18¼ x 6 x 1¾ Inches. 30 Pieces

Contents

12 Pt. Standard Sockets	12 Pt. Deep Sockets
1CT-1212 3/8"	CTD-1212 3/8"
1CT-1214 7/16"	CTD-1214 7/16"
1CT-1216 1/2"	CTD-1216 1/2"
1CT-1218 9/16"	CTD-1218 9/16"
1CT-1220 5/8"	CTD-1220 5/8"
1CT-1222 11/16"	CTD-1222 11/16"
1CT-1224 3/4"	CTD-1224 3/4"
	CTD-1226 13/16"

12 Pt. Flex. Sockets

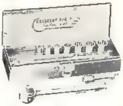
CTF-1212 3/8"
CTF-1214 7/16"
CTF-1216 1/2"
CTF-1218 9/16"
CTF-1220 5/8"
CTF-1222 11/16"
CTF-1224 3/4"

Attachments

3CT-11 Universal Joint
3CT-12 5" Extension
3CT-13 12" Extension
3CT-15 Speeder
3CT-16 Flex. Handle
3CT-21 Cross Bar
3CT-22 3" Extension
3CT-70 Reversible Ratchet

No.
CTB30 .... Per Set **$51.50**
(A) IBM 39964 (10) arns
One Set in a Shipping Container—10 Lbs.

10-PIECE SOCKET SET



3/8 INCH SQUARE DRIVE

Box Size 9¼ x 3¼ x 1 5/8 Inches

Contents

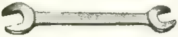
12 POINT STANDARD SOCKETS	ATTACHMENTS
1CT-1212—3/8"	3CH-17 Flex Handle
1CT-1214—7/16"	3CH-22 3" Extension
1CT-1216 1/2"	3CH-70 Reversible Ratchet
1CT-1218 9/16"	
1CT-1220 5/8"	
1CT-1222 11/16"	
1CT-1224 -3/4"	

No
CTB10 .... Per Set **$16.75**
(A) IBM 39966 (15) ccce
One Set in a Box

CRESCENT WRENCHES 22

Drop forged alloy steel. Precision machined openings. Chromium plated.

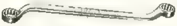
OPEN END – 15° ANGLE WRENCHES



Nos.	Openings, In.	Length, In.	Each
C1020	1/4x5/16	3½	$0.72
(L)	IBM 41114	(18)	rt
C1721	5/16x3/8	4½	$0.77
(L)	IBM 41115	(15)	lc
C1723	3/8x7/16	5	$0.80
(L)	IBM 41116	(13)	la
C1725	7/16x1/2	5¾	$0.86
(L)	IBM 41125	(14)	ls
C1725B	1/2x9/16	6¼	$0.92
(L)	IBM 41126	(12)	ec
C1727	9/16x5/8	6¾	$1.00
(L)	IBM 41127	(10)	es
C1729	5/8x3/4	7¾	$1.28
(L)	IBM 41128	(18)	tl
C1731A	3/4x7/8	9	$1.77
(L)	IBM 41129 1 to 11	(16)	ccs
(A)	IBM 41129 12 or More	(24)	ccr
C1731B	13/16x7/8	9½	$1.77
(L)	IBM 41130 1 to 11	(14)	ccs
(A)	IBM 41130 12 or More	(22)	ccr
C1033C	15/16x1	11	$2.04
(L)	IBM 41131 1 to 11	(12)	cae
(A)	IBM 41131 12 or More	(20)	can
C1034	7/8x1 1/16	11	$2.04
(L)	IBM 41132 1 to 11	(10)	cae
(A)	IBM 41132 12 or More	(28)	can
C1735	1x1 1/8	12½	$3.40
(L)	IBM 33375 1 to 5	(15)	hhs
(A)	IBM 33375 6 or More	(23)	hcs
C1737	1 1/8x1¼	12¾	$3.90
(L)	IBM 33376 1 to 5	(13)	hlo
(A)	IBM 33376 6 or More	(21)	hrl

Six in a Box

45° BOX WRENCHES

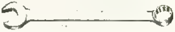


12 Point Openings

Nos.	Openings, In.	Length, In.	Each
C8723	3/8x7/16	6	$0.95
(L)	IBM 41134	(16)	ea
C8725	7/16x1/2	6 5/8	$1.02
(L)	IBM 41135	(13)	et
C8725B	1/2x9/16	7 3/4	$1.05
(L)	IBM 41136	(11)	eo
C8727	9/16x5/8	9	$1.20
(L)	IBM 41137	(19)	so
C8729	5/8x3/4	10 1/2	$1.31
(L)	IBM 41138	(17)	ts
C8731A	3/4x7/8	12 1/2	$1.65
(L)	IBM 41139 1 to 11	(15)	cno
(A)	IBM 41139 12 or More	(23)	cnh
C8731B	1 3/16x7/8	12 3/4	$1.65
(L)	IBM 41151 1 to 11	(10)	cno
(A)	IBM 41151 12 or More	(28)	cnh
C8033C	1 5/16x1	15 1/2	$2.10
(L)	IBM 41152 1 to 11	(18)	crn
(A)	IBM 41152 12 or More	(26)	cac
C8034	7/8x1 1/16	15 1/2	$2.10
(L)	IBM 41160 1 to 11	(11)	crn
(A)	IBM 41160 12 or More	(23)	cac

Six in a Box

COMBINATION WRENCHES



Nos.	Openings, In.	Length, In.	Each
C1160	3/8	5	$0.90
(L)	IBM 41161	(19)	lo
C1161	7/16	5 3/8	$0.92
(L)	IBM 41162	(17)	ec
C1162	1/2	6	$1.08
(L)	IBM 41165	(10)	sh
C1163	9/16	6 3/4	$1.14
(L)	IBM 41166	(18)	se
C1164	5/8	7 5/8	$1.26
(L)	IBM 41167	(16)	tr
C1165	11/16	8 1/2	$1.31
(L)	IBM 41168	(14)	ts
C1166	3/4	9 1/2	$1.52
(L)	IBM 41171 1 to 11	(18)	cnc
(A)	IBM 41171 12 or More	(26)	os
C1167A	13/16	11	$1.76
(L)	IBM 41172 1 to 11	(16)	ces
(A)	IBM 41172 12 or More	(24)	ccn
C1167	7/8	11	$1.97
(L)	IBM 41173 1 to 11	(14)	cac
(A)	IBM 41173 12 or More	(22)	chl
C1168	15/16	13	$2.18
(L)	IBM 41174 1 to 11	(12)	crl
(A)	IBM 41174 12 or More	(20)	cat
C1170	1	13	$2.54
(L)	IBM 41175 1 to 11	(19)	ceo
(A)	IBM 41175 12 or More	(27)	cen
C1171	1 1/16	15	$3.00
(L)	IBM 41176 1 to 5	(17)	coo
(A)	IBM 41176 6 or More	(25)	col
C1172	1 1/8	15	$3.30
(L)	IBM 33378 1 to 5	(19)	hhn
(A)	IBM 33378 6 or More	(27)	hcl
C1173	1 1/4	18	$4.02
(L)	IBM 33379 1 to 5	(17)	het
(A)	IBM 33379 6 or More	(25)	hln

Six in a Box

CRESCENT WRENCH ASSORTMENTS 22

Wrenches in these assortments are the ones most frequently used. Rolls have cloth ties that keep tools securely in place.

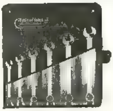
COMBINATION BOX AND OPEN END WRENCHES

5 Piece Roll

1 Only No. C1161 – 7/16 in.
1 Only No. C1162 – 1/2 in.
1 Only No C1163 – 9/16 in.
1 Only No. C1164 – 5/8 in.
1 Only No. C1165 – 11/16 in.

No.				
TR1105			Each	$6.60
(L) IBM	27007	1 or 2	(12)	rrn
(A) IBM	27007	3 or More	(20)	atl

One in a Box



6 Piece Roll

1 Only No. C1161 – 7/16 in.
1 Only No. C1162 – 1/2 in.
1 Only No. C1163 – 9/16 in.
1 Only No. C1164 – 5/8 in.
1 Only No. C1165 – 11/16 in.
1 Only No. C1166 – 3/4 in.

No.				
TR1106			Each	$8.10
(L) IBM	27008	One	(10)	lrc
(A) IBM	27008	Two	(28)	lht
(A) IBM	27008	3 or More	(36)	lnn

One in a Box

11 Piece Roll

1 Only No. C1160 – 3/8 in.
1 Only No. C1161 – 7/16 in
1 Only No. C1162 – 1/2 in.
1 Only No. C1163 – 9/16 in
1 Only No C1164 – 5/8 in
1 Only No. C1165 – 11/16 in
1 Only No. C1166 – 3/4 in.
1 Only No. C1167A–13/16 in.
1 Only No. C1167 – 7/8 in.
1 Only No C1168 – 15/16 in
1 Only No. C1170 – 1 in.

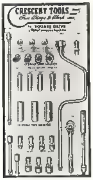
Nos.			
TR1111		Each	$18.56
(A) IBM	27009	(18)	chas

One in a Box

(A) CRESCENT TOOL DISPLAYS 5

12x24x¾ in. plywood boards finished in bright yellow with maroon trim. All tools mounted on board. Each board marked with tool number and has space for selling price. No charge for boards

WRENCH SOCKETS AND ATTACHMENTS


CRESCENT TOOLS
Give Wings to Work
3/8 SQUARE DRIVE

3/8 INCH SQUARE DRIVE

Contents

12 POINT REGULAR SOCKETS

3 Only No CT1212—3/8"
3 Only No. CT1214—7/16"
3 Only No. CT1216—1/2"
3 Only No. CT1218—9/16"
3 Only No CT1220—5/8"
3 Only No. CT1222—11/16"
3 Only No. CT1224—3/4"

12 POINT FLEX SOCKETS

1 Only No. CTF1212—3/8"
1 Only No. CTF1214—7/16"
1 Only No. CTF1216—1/2"
1 Only No. CTF1218—9/16"
1 Only No. CTF1220—5/8"
1 Only No. CTF1222—11/16"
1 Only No. CTF1224—3/4"

12 POINT DEEP SOCKETS

1 Only No. CTD1212—3/8"
1 Only No. CTD1214—7/16"
1 Only No. CTD1216—1/2"
1 Only No. CTD1218—9/16"
1 Only No CTD1220—5/8"
1 Only No CTD1222—11/16"
1 Only No. CTD1224—3/4"
1 Only No. CTD1226—13/16"

ATTACHMENTS:—FOR 3/8 INCH SQUARE DRIVE

1 Only No. CT11 Universal Joint
1 Only No. CT12 5" Extension
1 Only No. CT13 12" Extension
1 Only No. CT15 Speeder Handle
1 Only No. CT17 Flex Handle
1 Only No. CT21 Cross Bar
1 Only No. CT22 3" Extension
1 Only No. CH70 Reversible Ratchet

No
DB1217..Each **$55.90**
IBM 41177 (15) ashs
One Display in a Shipping Container — 15 Lbs.

HEAVY DUTY PLIERS

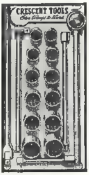
CRESCENT TOOLS
Give Wings to Work

Contents

3 Only No P210—10"
3 Only No. 1936—10"
2 Only No. 282 —10"
2 Only No. 1000—10"
2 Only No 1907 10"

No.
DB1218..Each **$41.78**
IBM 41178 (13) hstl
One Display in a Shipping Container 24 Lbs

WRENCH SOCKETS AND ATTACHMENTS


CRESCENT TOOLS
Give Wings to Work

3/4 INCH SQUARE DRIVE

Contents

ATTACHMENTS

1 Only No. CH11 Slide T-Handle
1 Only No. CH12—8 in. Extension
1 Only No CH13—16 in. Extension
1 Only No. CH16—21 in. Flex. Handle
1 Only No CH70 Reverse Ratchet

12 POINT SOCKETS

1 Only No. CH1240—1-1/4"
1 Only No. CH1242—1 5/16"
1 Only No CH1244—1 3/8"
1 Only No. CH1246 1-7/16"
1 Only No. CH1248—1-1/2"
1 Only No. CH1250—1 9/16"
1 Only No. CH1252—1 5/8"
1 Only No. CH1254—1-11/16"
1 Only No. CH1256—1 3/4"
1 Only No. CH1258—1-13/16"
1 Only No. CH1260—1-7/8"
1 Only No. CH1264 2"

No
DB1219..Each **$71.82**
IBM 41179 (11) rstt
One Display in a Shipping Container 35 Lbs.

UTILITY SLIP JOINT PLIERS

CRESCENT TOOLS
Give Wings to Work
HERE IT IS
THE CRESTOGRIP UTILITY PLIER
that GRIPS like a Pipe Wrench

Contents

3 Only No. P210
3 Only No. H25
3 Only No. H26
3 Only No H28
3 Only No. H210
3 Only No L25
3 Only No. L26

No.
DB1220..Each **$33.44**
IBM 41180 (19) hhho
One Display in a Shipping Container — 19 Lbs.

HEAVY DUTY PIPE WRENCHES

CRESCENT TOOLS
Give Wings to Work
CRESCENT
HEAVY DUTY
PIPE WRENCHES
GUARANTEED

Contents

2 Only No. WH48 — 8"
2 Only No. WH410—10"
2 Only No. WH412—12"
2 Only No. WH414—14"
1 Only No. WH418—18"

No.
DB1221..Each **$45.30**
IBM 41181 (17) anco
One Display in a Shipping Container — 34 Lbs.

STILLSON WRENCHES

CRESCENT TOOLS
Give Wings to Work
CRESCENT
NORMAL DUTY
PIPE
WRENCHES
STILLSON PATTERN

Contents

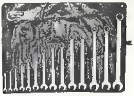
2 Only No. WS16 - 6"
2 Only No. WS18 - 8"
2 Only No WS110—10"
2 Only No. WS114—14"
1 Only No. WS118—18"

No.
DB1222..Each **$29.40**
IBM 41182 (15) coec
One Display in a Shipping Container — 24 Lbs.

CRESCENT WRENCH ASSORTMENTS 22

Wrenches in these assortments are the ones most frequently used. Rolls have cloth ties that keep tools securely in place.

COMBINATION BOX AND OPEN END WRENCHES



14 Piece Roll

1 Only No C1160 – 3/8 in
1 Only No C1161 - 7/16 in
1 Only No C1162 1/2 in
1 Only No C1163 - 9/16 in
1 Only No C1164 – 5/8 in
1 Only No C1165 – 11/16 in.
1 Only No. C1166 3/4 in.
1 Only No C1167A – 13/16 in
1 Only No C1167 – 7/8 in
1 Only No C1168 – 15/16 in
1 Only No C1170 1 in
1 Only No. C1171 – 1 1/16 in
1 Only No C1172 1 1/8 in
1 Only No C1173 1 1/4 in

No
TR1114..Each **$30.36**
(A) IBM 27010 (16) hnhr

One in a Box

OPEN END WRENCHES

5 Piece Roll

1 Only No C1020 – 1/4 x 5/16 in
1 Only No. C1723 – 3/8 x 7/16 in
1 Only No C1725B 1/2 x 9/16 in
1 Only No C1729 – 5/8 x 3/4 in
1 Only No C1731B – 13/16 x 7/8 in

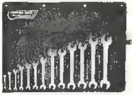
No
TR1705..Each **$6.36**
(L) IBM 27012 1 or 2 (12) rhr
(A) IBM 27012 3 or More (20) rns
One in a Box

6 Piece Roll

1 Only No C1020 – 1/4 x 5/16 in
1 Only No C1723 3/8 x 7/16 in
1 Only No. C1725B – 1/2 x 9/16 in
1 Only No. C1729 – 5/8 x 3/4 in.
1 Only No C1731B – 13/16x 7/8 in
1 Only No. C1033C - 15/16x 1 in.

No
TR1706..Each **$8.40**
(L) IBM 27013 1 or 2 (10) len
(A) IBM 27013 3 or More (28) lcl
One in a Box

OPEN END WRENCHES



13 Piece Roll

1 Only No C1020 – 1/4 x 5/16 in
1 Only No C1721 – 5/16 x 3/8 in.
1 Only No C1723 – 3/8 x 7/16 in
1 Only No C1725 – 7/16 x 1/2 in.
1 Only No C1725B 1/2 x 9/16 in
1 Only No C1727 - 9/16 x 5/8 in.
1 Only No C1729 – 5/8 x 3/4 in
1 Only No. C1731A – 3/4 x 7/8 in
1 Only No C1731B - 13/16 x 7/8 in
1 Only No C1033C 15/16 x 1 in
1 Only No C1034 – 7/8 x 1-1/16 in
1 Only No. C1735 – 1 x 1-1/8 in
1 Only No. C1739 – 1-1/8 x 1-1/4 in.

No
TR1713..Each **$24.74**
(A) IBM 27014 (18) cero
One in a Box

DOUBLE END BOX WRENCHES

5 Piece Roll

1 Only No C8723 3/8 x 7/16 in
1 Only No. C8725B – 1/2 x 9/16 in
1 Only No C8729 – 5/8 x 3/4 in
1 Only No. C8731B – 13/16 x 7/8 in
1 Only No. C8033C - 15/16 x 1 in

No.
TR8705..Each **$8.52**
(L) IBM 27015 1 or 2 (15) let
(A) IBM 27015 3 or More (23) lal
One in a Box

6 Piece Roll

1 Only No. C8723 – 3/8 x 7/16 in
1 Only No. C8725B - 1/2 x 9/16 in.
1 Only No C8729 5/8 x 3/4 in.
1 Only No C8731B – 13/16x 7/8 in.
1 Only No C8033C - 15/16x 1 in
1 Only No C8034 – 7/8 x 1-1/8 in

No.
TR8706..Each **$10.62**
(A) IBM 27026 (12) snt

One in a Box

IN TOOL POUCH

Bright red vinyl plastic back with transparent front snap button fastener

OPEN END WRENCHES

5 Piece Pouch

1 Only No C1020 1/4 x 5/16 in
1 Only No. C1723 – 3/8 x 7/16 in
1 Only No. C1725B – 1/2 x 9/16 in.
1 Only No. C1729 – 5/8 x 3/4 in
1 Only No. C1731B - 13/16 x 7/8 in.

No
TP1705..Each **$5.96**
(L) IBM 27078 1 or 2 (13) aos
(A) IBM 27078 3 or More (21) ata
One in a Box

6 Piece Pouch

1 Only No C1020 – 1/4 x 5/16 in.
1 Only No. C1723 3/8 x 7/16 in.
1 Only No. C1725B 1/2 x 9/16 in
1 Only No C1729 – 5/8 x 3/4 in
1 Only No C1731B 13/16 x 7/8 in
1 Only No C1033C – 15/16 x 1 in.

No
TP1706 . Each **$8.00**
(L) IBM 27120 1 or 2 (13) laa
(A) IBM 27120 3 or More (21) lnn
One in a Box

COMBINATION BOX AND OPEN END WRENCHES

5 Piece Pouch

1 Only No C1161 – 7/16 in
1 Only No. C1162 – 1/2 in
1 Only No C1163 – 9/16 in
1 Only No C1164 – 5/8 in
1 Only No. C1165 11/16 in

No
TP1105..Each **$6.20**
(L) IBM 27312 1 or 2 (16) rca
(A) IBM 27312 3 or More (24) aos
One in a Box

6 Piece Pouch

1 Only No C1161 – 7/16 in
1 Only No. C1162 1/2 in
1 Only No C1163 – 9/16 in
1 Only No C1164 – 5/8 in
1 Only No. C1165 – 11/16 in
1 Only No. C1166 – 3/4 in

No
TP1106..Each **$7.71**
(L) IBM 27313 1 or 2 (14) lcr
(A) IBM 27313 3 or More (22) rol
One in a Box

(A) CRESCENT TOOL DISPLAYS 5

.2x24x¾ in. plywood boards finished in bright yellow with maroon trim. All tools mounted on board. Each board marked with tool number and has space for selling price. No charge for boards.

COMPOUND ACTION SNIPS

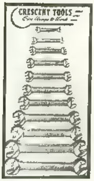
CRESCENT TOOLS
AVIATION SNIPS
COMPOUND LEVERAGE

Contents

2 Only No. V19L
2 Only No. V19R
2 Only No. V19S
1 Only No. V19L With Grips
1 Only No. V19R With Grips
1 Only No. V19S With Grips

No
DB1211 .... Each **$39.75**
IBM 41044 (17) hell
One Display in a Shipping Container — .5 Lbs

WRENCHES

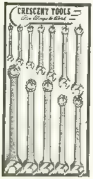


Contents

OPEN END—15° ANGLE

4 Only No. C1020
4 Only No. C1721
4 Only No. C1723
4 Only No. C1725
3 Only No. C1727
3 Only No. C1729
3 Only No. C1731A
3 Only No. C1731B
2 Only No. C1033C
2 Only No. C1034

No
DB1212 .... Each **$41.73**
IBM 41045 (14) hsth
One Display in a Shipping Container — 18 Lbs.



Contents

COMBINATION

3 Only No. C1160
3 Only No. C1161
3 Only No. C1162
3 Only No. C1163
3 Only No. C1164
3 Only No. C1165
3 Only No. C1166
3 Only No. C1167A
2 Only No. C1167
2 Only No. C1168
2 Only No. C1170
2 Only No. C1171

No.
DB1213 .... Each **$48.89**
IBM 41046 (12) ahlo
One Display in a Shipping Container — 23 Lbs.

WRENCHES

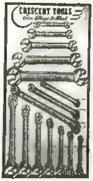
CRESCENT TOOLS

Contents

BOX

6 Only No. C8723
6 Only No. C8725
6 Only No. C8725B
3 Only No. C8727
3 Only No. C8729
2 Only No. C8731A
2 Only No. C8731B
2 Only No C8033C
2 Only No C8034

No.
DB1214 .... Each **$40.41**
IBM 41047 (10) heor
One Display in a Shipping Container — 21 Lbs.



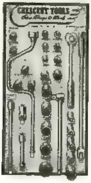
Contents

OPEN END — COMBINATION — BOX

3 Only No. C1723 —Open End
3 Only No. C1725B Open End
3 Only No. C1729 —Open End
3 Only No. C1731B—Open End
3 Only No. C1033C—Open End
3 Only No. C1161 —Combination
3 Only No. C1162 —Combination
3 Only No. C1163 —Combination
3 Only No. C1164 Combination
3 Only No. C1165 —Combination
3 Only No C1166 —Combination
3 Only No. C1167A—Combination
3 Only No C8723 —Box
3 Only No. C8725B—Box
3 Only No. C8729 —Box

No.
DB1215 .... Each **$57.10**
IBM 41048 (18) atns
One Display in a Shipping Container — 22 Lbs.

WRENCH SOCKETS AND ATTACHMENTS



1/2 INCH SQUARE DRIVE

Contents

12 POINT (DOUBLE HEX) SOCKETS:

2 CS1212—3/8"
2 CS1214—7/16"
4 CS1216—1/2"
4 CS1218—9/16"
2 CS1219—19/32"
2 CS1220—5/8"
2 CS1222—11/16"
4 CS1224—3/4"
2 CS1226—13/16"
2 CS1228—7/8"
2 CS1230—15/16"
2 CS1232—1"
2 CS1234—1 1/16"
1 CS1236—1 1/8"
1 CS1240—1 1/4"

8 POINT (DOUBLE SQUARE) SOCKETS;

2 CS814—7/16"
2 CS816—1/2"
2 CS818—9/16"
2 CS820—5/8"
2 CS824—3/4"

ATTACHMENTS:

1 CS11 — Universal Joint
1 CS12 — 5" Extension
1 CS13 — 10" Extension
1 CS14 — Slide T Handle
1 CS16 — 16" Speeder Handle
1 CS18 — Flex Head Handle
1 CS70 — 10¼" Reversible Ratchet

No.
DB1216 .... Each **$60.92**
IBM 41083 (15) rnle
One Display in a Shipping Container — 23 Lbs.

(A) CRESCENT TOOL DISPLAYS 5

12x24x¾ in. plywood boards finished in bright yellow with maroon trim. All tools mounted on board. Each board marked with tool number and has space for selling price. No charge for boards.

CRESCENT PLIERS

Contents

3 Only No. H25
6 Only No. H26
3 Only No. H28
3 Only No. H210
3 Only No. L25
6 Only No. L26

CRESCENT TOOLS

No.
DB124..**Each $31.37**
IBM 41021 (15) hnoc

One Display in a Shipping Container — 20 Lbs.

CRESCENT TOOLS

No. DB125

CRESCENT TOOLS

No. DB126

Contents

3 Only No 542-7"
1 Only No. 942-5"
2 Only No 942-6"
1 Only No. 50-6"
1 Only No. 50-7"
1 Only No. 50-8"
1 Only No. 1950-6"
1 Only No. 1950-7"
1 Only No. 1950-8"
2 Only No. 654-5"
1 Only No. 654-7"
2 Only No. 777-6"
1 Only No. 777 7"
2 Only No. 1033-6"
1 Only No. 1033 7"
1 Only No. 72-6"
2 Only No. 72-7"

No
DB125..**Each $84.06**
IBM 41031 (14) lenr

One Display in a Shipping Container 19 Lbs.

Contents

1 Only No. 50-6"
1 Only No. 50-7"
1 Only No. 50-8"
1 Only No. 622-5"
1 Only No. 942-5"
2 Only No 542-7"
1 Only No. 1033-6"
1 Only No. G25-5"
1 Only No. J26-6"
1 Only No 21-6"
1 Only No. 777-6"
1 Only No. 72-7"
1 Only No 22-5"
1 Only No D27-7"
3 Only No. G26-6"
1 Only No 20-5"
1 Only No 654-6"
1 Only No. 23-7"
2 Only No. G28-8"
1 Only No. LS26-6"

No
DB126..**Each $66.00**
IBM 41032 (12) raos

One Display in a Shipping Container 18 Lbs.

CRESCENT SNIPS

Contents

2 Only No S47
2 Only No. S410
2 Only No. S412
2 Only No. T47
2 Only No. T412

CRESCENT TOOLS

No.
DB127..**Each $34.10**
IBM 41033 (10) hhsr

One Display in a Shipping Container 20 Lbs.

SCREW DRIVERS

TENITE HANDLED

Contents

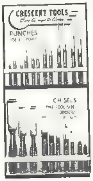
3 Only No. K1303 —3" Standard
3 Only No K1304 —4" Standard
3 Only No. K1306 —6" Standard
3 Only No. K1604 —4" Sq. Blade
3 Only No. K1701 —No. 1 Phillips
3 Only No. K1702 —No. 2 Phillips
3 Only No. K1503½—3½" Cabinet
3 Only No. K1504½—4½" Cabinet
3 Only No. K1506½—6½" Cabinet
3 Only No. K1102S —Standard Stubby
3 Only No. K1702S —Phillips Stubby

CRESCENT TOOLS
TENITE HANDLES
OF IMPROVED DESIGN
NEW HANDLE DESIGN
GIVES FIRM GRIP
WILL NOT HURT HAND

No.
DB128..**Each $36.22**
IBM 41034 (18) hrcl

One Display in a Shipping Container — 14 Lbs.

PUNCHES AND CHISELS



PUNCHES

Contents

2 Only No. 95 —3/16"
2 Only No. 95 —1/4"
2 Only No. 486-5/16"
2 Only No. 486-3/8"
2 Only No. 487-5/16"
2 Only No. 487-3/8"
2 Only No. 488-1/8"
2 Only No. 488-3/16"
2 Only No. 489-3/16"
2 Only No. 489-1/4"
2 Only No. 490-3/16"
2 Only No 490-1/4"

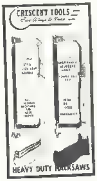
CHISELS

2 Only No 160—1/2"
2 Only No 160—5/8"
2 Only No. 160—3/4"
2 Only No. 164—1/4"
2 Only No. 164—3/8"
2 Only No. 165—1/4"
2 Only No. 165—3/8"
2 Only No. 175—3/4"
2 Only No. [illegible]
2 Only No. 175—1¼"

No
DB129..**Each $45.57**
IBM 41039 (17) anat

One Display in a Shipping Container — 28 Lbs.

HACK SAW FRAMES



Contents

3 Only No. 1047 Adjustable All Steel Hacksaws
3 Only No. 1049 Neoprene Handled Hacksaws

No
DB1210..**Each $26.10**
IBM 41040 (15) carc

One Display in a Shipping Container — 18 Lbs.

SOCKET WRENCH SETS

CRESCENT

7-PIECE FLEX-SOCKET SET

3/8 INCH SQUARE DRIVE

Contents

CTF-1212—3/8"
CTF-1214—7/16"
CTF-1216—1/2"
CTF-1218—9/16"
CTF-1220—5/8"
CTF-1222—11/16"
CTF-1224—3/4"

No
CTFB7 ....Per Set **$16.95**

IBM 39967 (13) ccan

One Set in a Box

8-PIECE DEEP SOCKET SET

3/8 INCH SQUARE DRIVE

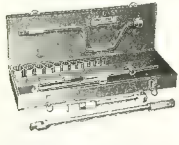
Contents

CTD-1212—3/8"
CTD-1214—7/16"
CTD-1216—1/2"
CTD-1218—9/16"
CTD-1220—5/8"
CTD-1222—11/16"
CTD-1224—3/4"
CTD-1226—13/16"

No
CTDB8 ....Per Set **$8.00**

(L) IBM 39968 1 or 2 (11) lar
(A) IBM 39968 3 or More (29) lnn

One Set in a Box



All items needed by constant users of ½ in. drive sockets. Box large enough so that additional items may be added, if needed for special purposes. Box sizes, 21x7x2-3/8 in. With piano hinged cover and sturdy hasps. Made of heavy gage steel, enameled in attractive gray color.

1/2 INCH SQUARE DRIVE

Contents

CS3-70 10½" Reversible Ratchet
CS3-16 Speeder Handle
CS3-14 Slide T Handle
CS3-18 Flex Handle
CS3-12 5" Extension
CS3-13 10" Extension

12 POINT SOCKETS

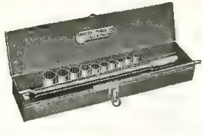
CS-1214—7/16"
CS-1216—1/2"
CS-1218—9/16"
CS-1220—5/8"
CS-1222—11/16"
CS-1224—3/4"
CS-1226— 13/16"
CS-1228— 7/8"
1CS-1230— 15/16"
1CS-1232—1"
1CS-1234—1-1/16"
1CS-1236—1-1/4"

No.
CSB18 ....Per Set **$34.29**

(A) IBM 39969 (19) hhte

One Set in a Box

12-PIECE BASIC SET



This set contains those sockets in most general use and a minimum of attachments giving the purchaser a useful set at a low price. Can be added to later. Sturdy steel box with hinged cover, and strong hasp. Gray enamel finish. Box size 18x4x2¼ in.

1/2 INCH SQUARE DRIVE

Contents

CS3-18 Flex Handle
CS3-21 11" Cross Bar

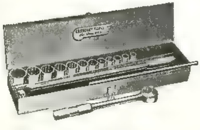
12 POINT SOCKETS

CS-1214-7/16"
CS-1216—1/2"
CS-1218—9/16"
CS-1220—5/8"
CS-1222—11/16"
CS-1224-3/4"
CS-1226—13/16"
CS-1228—7/8"
1CS-1230—15/16"
1CS-1232—1"

No.
CSB12 ....Per Set **$17.06**

(A) IBM 39970 (17) ccas

One Set in a Box



½ IN SQUARE DRIVE

A set for those with medium requirements with plenty of space for the addition of other items. Strong steel box with hinged cover and sturdy catch. Gray enamel finish. Box size 18x4x2¼ in.

Contents

CS3-70 10½" Reversible Ratchet
CS3-16 Flex Handle
CS3-21 11" Cross Bar

12 Point Sockets

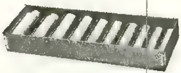
CS-1214 7/16"
CS-1216-1/2"
CS-1218 9/16"
CS-1220 5/8"
CS-1222 11/16"
CS-1224 3/4"
CS-1226 13/16"
CS-1228 7/8"
1CS-1230 15/16"
1CS-1232 1"
1CS-1234 1-1/16"
1CS-1236 1-1/4"

No.
CSB15 ....Per Set **$26.70**

(A) IBM 39971 (15) csst

One Set in a Box

THIN WALL SOCKET SET



These special thin wall deep sockets have many uses and this set contains those sizes most frequently used. They can be used with any of the attachments listed for ½ in. square drive sockets.

Contents

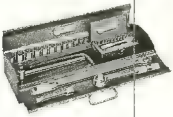
12 Point Deep Sockets

N-1216 1/2"
N-1218 9/16"
N-1220 5/8"
N-1222 11/16"
N-1224 3/4"
N-1226 13/16"
N-1228 7/8"
N-1230 15/16"
N-1232 1"
N-1236 1-1/4"

No.
CSDB10 ....Per Set **$15.93**

(A) IBM 39972 (13) cneb

One Set in a Box



This is a combination of ½ in. square drive set No. CS-B18 and ¼ in. square drive set No. CMB-16. The small box containing the ¼ in. drive items fit in the corner of the larger box without crowding.

½ IN. SQUARE DRIVE

Contents

Sockets and Attachments

CS3-70 10½" Reversible Ratchet
CS3-16 Speeder Handle
CS3-12 5" Extension
CS3-13 10" Extension
CS3-14 Slide T Handle
CS3-18 T Flex. Handle

12 Point Sockets

CS1-214 7/16"
CS1-216 1/2"
CS1-218 9/16"
CS1-220 5/8"
CS1-222 11/16"
CS1-224 3/4"
CS1-226 13/16"
CS1-228 7/8"
CS1-230 15/16"
CS1-232 1"
CS1-234 1-1/16"
CS1-236 1-1/8"

¼ In. Square Drive Sockets and Attachments

CM4-70 Reversible Ratchet
CM4-17 Flex. Handle
CM4-21 Cross Bar
CM4-41 2" Extension
CM4-12 6" Extension

6 Point Sockets

CM6-06 3/16"
CM6-07 7/32"
CM6-08 1/4"
CM6-09 9/32"
CM6-10 5/16"
CM6-11 11/32"
CM6-12 3/8"
CM6-14 7/16"
CM8-08 1/4"
CM8-10 5/16"
CM8-12 3/8"

No.
CSMB34 ....Per Set **$48.40**

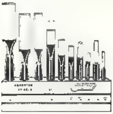
(A) IBM 39973 (11) ahht

One Set in a Shipping Container—17 Lbs.

(A) CRESCENT PEG BOARD DISPLAYS 5

Heavy wire welded steel rack, bright finish. Made special for peg-board display. Each rack marked with tool number, size and space for pricing.

CHISELS



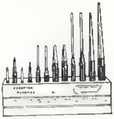
3 Only 175—3/4" Wood
3 Only 175— 1" Wood
3 Only 175—1¼" Wood
3 Only 160—1/2" Cold
3 Only 160—5/8" Cold
3 Only 160—3/4" Cold
3 Only 164—1/4" Diam Pt.
3 Only 164—3/8" Diam. Pt.
3 Only 165—1/4" Cape
3 Only 165—3/8" Cape

No.
PB129C..Each **$37.75**

IBM 49671 (19) h l c c

One in a Shipping Container—18½ Lbs.

PUNCHES



Contents

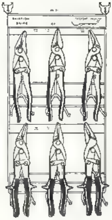
3 Only 486—5/16" Center
3 Only 486—3/8" Center
3 Only 487—5/16" Prick
3 Only 487—3/8" Prick
3 Only 488—1/8" Pin
3 Only 488—3/16" Pin
3 Only 489—3/16" Taper
3 Only 489—1/4" Taper
3 Only 490—3/16" Pin
3 Only 490—1/4" Pin
3 Only 95 —3/16" Line Up
3 Only 95 —1/4" Line Up

No
PB129P ....Each **$30.69**

IBM 49674 (13) h n r e

One in a Shipping Container—13 Lbs.

AVIATION SNIPS



Contents

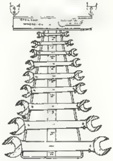
2 Only V19L
2 Only V19S
2 Only V19R
1 Only V19L-G
1 Only V19S-G
1 Only V19R G

No
PB1211..Each **$39.75**

IBM 49676 (18) h e l l

One in a Shipping Container—11 Lbs.

OPEN END WRENCHES



Contents

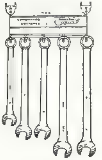
2 Only C1020—1/4"x5/16"
2 Only C1721—5/16"x3/8"
3 Only C1723—3/8"x7/16"
3 Only C1725—7/16"x1/2"
3 Only C1725B—½"x9/16"
3 Only C1727—9/16" x5/8"
3 Only C1729—5/8" x3/4"
2 Only C1731B — 13/16" x 7/8"
2 Only C1033C — 15/16" x 1"

No.
PB1212..Each **$25.10**

IBM 49681 (18) c e s a

One in a Shipping Container—8½ Lbs.

COMBINATION WRENCHES



Contents

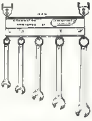
3 Only C1161—7/16"
3 Only C1162—1/2"
3 Only C1163—9/16"
3 Only C1164—5/8"
3 Only C1165—11/16"

No.
PB1213A ....Each **$17.10**

IBM 49682 (16) c c r n

One in a Shipping Container—4 Lbs

COMBINATION WRENCHES



Contents

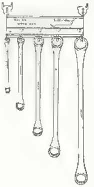
3 Only C1166 —3/4"
3 Only C1167A—13/16"
2 Only C1167 —7/8"
2 Only C1168—15/16"
2 Only C1170—1"

No.
PB1213B..Each **$25.13**

IBM 49685 (19) c e s l

One in a Shipping Container—10 Lbs.

BOX END WRENCHES



Contents

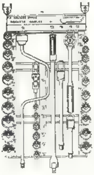
3 Only C8723 —3/8"x7/16"
3 Only C8725B 7/16"x½"
3 Only C8729 —5/8"x¾"
3 Only C8731B — 13/16"x7/8"
3 Only C8033C — 15/16"x1"

No.
PB1214..Each **$21.06**

IBM 49686 (17) c r n r

One in a Shipping Container—10 Lbs.

WRENCH SOCKETS AND ACCESSORIES
½ INCH SQUARE DRIVE



Contents

12 Point Reg. Sockets

2 Only CS1212 3/8"
2 Only CS1214—7/16"
2 Only CS1216—1/2"
2 Only CS1218—9/16"
2 Only CS1219—19/32"
2 Only CS1220—5/8"
2 Only CS1222—11/16"
2 Only CS1224—3/4"
2 Only CS1226—13/16"
2 Only CS1228—7/8"
2 Only CS1230—15/16"
2 Only CS1232 1"
2 Only CS1234 1-1/16"
2 Only CS1236—1-1/8"
1 Only CS1238—1-3/16"
1 Only CS1240—1-1/4"

12 Point Deep Sockets

1 Only CSD1216—1/2"
1 Only CSD1218—9/16"
1 Only CSD1220—5/8"
1 Only CSD1222 11/16"
1 Only CSD1224—3/4"
1 Only CSD1226—13/16"
1 Only CSD1228—7/8"
1 Only CSD1230—15/16"
1 Only CSD1232—1"
1 Only CSD1236—1 1/8"

Drives, Attachments, Etc.

1 Only CS11 Universal Joint
1 Only CS12 5" Extension
1 Only CS13 10" Extension
1 Only CS16 Speeder Handle
1 Only CS18 T Flex Handle
1 Only CS70 Reversible Ratchet

No.
PB1216..Each **$63.77**

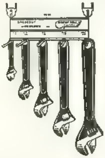
IBM 49687 (15) r h i c

One in a Shipping Container—26 Lbs.

(A) CRESCENT PEG BOARD DISPLAYS 5

Heavy wire welded steel rack, bright finish. Made special for peg-board display. Each rack marked with tool number, size and space for pricing.

CRESCENT WRENCHES

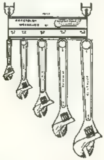


Contents

2 Only AT14–4"
2 Only AT16–6"
3 Only AT18–8"
3 Only AT110–10"
2 Only AT112–12"

No.
PB121......................................Each **$34.30**
IBM 49651 (11) hhts
One in a Shipping Container–9 Lbs.

CRESTOLOY WRENCHES

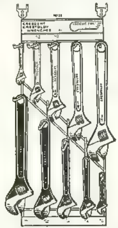


Contents

2 Only AC14–4"
2 Only AC16–6"
3 Only AC18–8"
3 Only AC110–10"
2 Only AC112–12"

No.
PB122......................................Each **$42.00**
IBM 49652 (19) htnc
One in a Shipping Container–9 Lbs.

CRESCENT AND CRESTOLOY WRENCHES



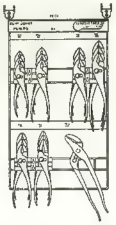
This unit combines the items in PB121 and PB122 in less space than the two would use individually.

Contents

2 Only AC14 – 4"
2 Only AC16 – 6"
3 Only AC18 – 8"
3 Only AC110–10"
2 Only AC112–12"
2 Only AT14 – 4"
2 Only AT16 – 6"
3 Only AT18 – 8"
3 Only AT110–10"
2 Only AT112–12"

No.
PB123......................................Each **$76.32**
IBM 49653 (17) lntt
One in a Shipping Container–17 Lbs.

SLIP JOINT PLIERS

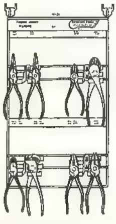


Contents

3 Only H25–5"
6 Only H26–6"
3 Only H28–8"
3 Only G26 – 6"
3 Only L26 – 6"
3 Only P210–10"

No.
PB124......................................Each **$30.30**
IBM 49656 (10) hnco
One in a Shipping Container–12 Lbs.

FIXED JOINT PLIERS

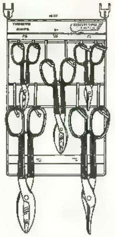


Contents

1 Only 50 –6"
1 Only 50 –7"
1 Only 50 –8"
1 Only 72 –6"
2 Only 72 –7"
3 Only 542–7"
2 Only 654–6"
1 Only 654–7"
1 Only 777–6"
1 Only 777 –7"
1 Only 888 –6"
1 Only 942 –5"
2 Only 942 –6"
2 Only 1033–6"
1 Only 1033–7"
1 Only 1950–6"
1 Only 1950–7"
1 Only 2150–8"

No.
PB125......................................Each **$84.20**
IBM 49665 (11) lelr
One in a Shipping Container–14½ Lbs.

TINNERS SNIPS

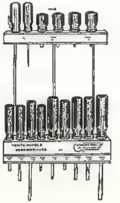


Contents

2 Only S47 – 7"
2 Only S410–10"
2 Only S412–12"
2 Only T47 – 7"
2 Only T412–12"

No.
PB127......................................Each **$34.10**
IBM 49666 (19) hhsr
One in a Shipping Container–15 Lbs.

SCREW DRIVERS

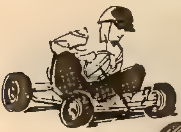


Contents

2 Only 74 Scratch Awls
2 Only K1102S Stubby
2 Only K1702S Phillips Stubby
3 Only K1303 Standard
3 Only K1304 Standard
3 Only K1306 Standard
3 Only K1503 Cab., Elect.
3 Only K1504 Cab., Elect.
3 Only K1506 Cab Elect.
3 Only K1604 Sq. Rod
3 Only K1701 No. 1 Phillips
3 Only K1702 No. 2 Phillips

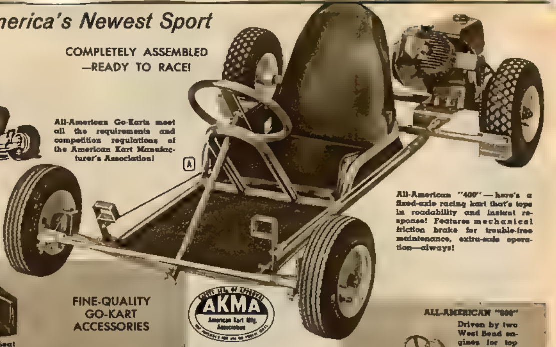
No.
PB128......................................Each **$36.50**
IBM 49670 (11) hral
One in a Shipping Container–12½ Lbs

KARTING—America's Newest Sport



COMPLETELY ASSEMBLED
—READY TO RACE!

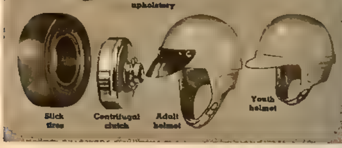
All-American Go-Karts meet all the requirements and competition regulations of the American Kart Manufacturer's Association!



All-American "400"—here's a fixed-axle racing kart that's tops in roadability and instant response! Features mechanical friction brake for trouble-free maintenance, extra-safe operation—always!

FINE-QUALITY
GO-KART
ACCESSORIES

Seat upholstery

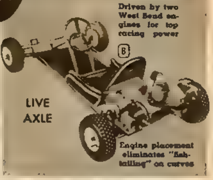


AKMA
American Kart Mfg. Association

Whether you want to be a karting champion—or just drive like one—the All-American kart is the kart for you! Choose a fixed-axle one-engine model—or a live-axle model with one or two engines. The whole country is wild about Go-Karts—they're ideal for racing thrills and provide outdoor fun for the whole family!

ALL-AMERICAN "800"

Driven by two West Bend engines for top racing power



Engine placement eliminates "fish-tailing" on curves

FINE-QUALITY GO-KART ACCESSORIES

Seat Upholstery. Rich black leather-grained Naugahyde with thick foam padding

66-0530 F 1175—Postage prepaid . **$14.95**

Racing Slick Tires. For better control on asphalt tracks. Front tires—350/300 x 5 in. Rear tires—410/350 x 5 in. **Postage prepaid.**

66-0548 F 1850—Pr front—10" diam **$23.95**
66-0555 F 1995—Pr. rear—11" diam. . **$25.95**

Centrifugal Clutch. Heavy-duty clutch engages automatically as you accelerate, disengages as accelerator is released for safer operation. Specify for type of engine or engines.

66-0514 FF 999—Postage prepaid . . **$12.50**

Racing Helmet. A must for racing on any track. Approved extra-sturdy foam-padded fiber-glass helmet—web-lined. Youth or adult design. Specify usual hat size. **Postage prepaid.**

66-0498 FF 899—Youth helmet **$12.50**
66-0472 FF 1515—Adult helmet. **$19.50**

Ⓐ Ⓑ AMERICA'S NEWEST OUTDOOR SPORT! ALL-AMERICAN GO-KARTS FOR RACING FUN

For racing thrills or family fun, it's All-American—all the way! Designed and tested by some of the nation's top big-car drivers, the All-American is action-packed and responsive as the world's finest sports cars. Meets all requirements of the American Kart Manufacturer's Association and competition regulations of all other kart racing organizations. It's the most track-worthy, fun-worthy kart built! All karts completely assembled.

All feature "Kar-traction" steering, beam-balanced weight distribution, track level center of gravity, and weight-reduced frame construction. Spirited acceleration, instant steering response, and curve-hugging roadability are built right into the design. The engine is placed well forward on the chassis to eliminate "fish-tailing" on unbanked turns. High rear axle lowers the engine and the center of gravity for better cornering characteristics. 10-in. 350/300 x 5 in. front, 11-in. 410/350 x 5 in. rear pneumatic tread tires. 45-in. wheel base. Electric arc welded frame. All finished in vivid "racing red" enamel. Seat upholstery and clutch not included—order separately at left. **Shipped from Illinois.***

[A] All-American "400". Top quality at an economy price for family karting fun. Fixed axle. Safe, trouble-free mechanical friction brake. Driven by one 2½-HP 2-cycle Clinton A490 engine. Engine displacement—5.8 cu. in. 4000 rpm.

66-0431 F 14495—Wt. 110 lbs. . . Retail **$189.95**

[B] All-American "800". Friction-free live axle—precision anti-drag permanently sealed bearings. Internal expanding automotive brakes. Has two 4-HP 2-cycle West Bend 580 engines—5.8 cu. in. displacement, 6000 rpm each.

66-0449 F 27975—Wt. 135 lbs. . . Retail **$349.95**

Same as Go-Kart (B) above, but driven by one West Bend 580 engine.

66-0464 F 20450—Wt. 110 lbs. . Retail **$269.95**

Same as [B], but one 2½-HP Clinton A490 engine. Engine displacement 5.8 cu. in. 4000 rpm.

66-0456 F 15995—Wt. 110 lbs. . . Retail **$209.95**

Karts are not intended for use on public ways.

New "Flying Jet" Live-Axle Kart

"FLYING JET" LIVE-AXLE RACING KART

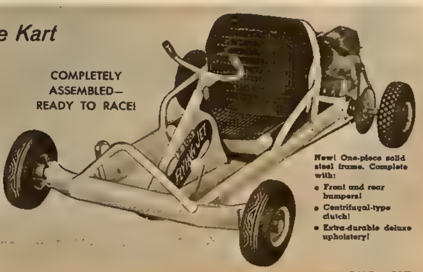
Completely assembled—equipped with front and rear bumpers, seat upholstery, centrifugal clutch! Geometrically-engineered steering—oilite bearings. 1-pc. solid steel frame electrically welded for extra strength, minimum weight. Protective front and rear bumpers, molded seat, and engine mounts welded to frame. Thick air foam-filled seat upholstery and straddle protector. Front wheels with Timken tapered bearings. 1-in. solid steel live axle with Fafnir sealed bearings. Automotive-type internal expanding brakes. Four 350/410 x 4 pneumatic tires—10-in. diam. 12-in. diam. slick tires available below. 43½-in. wheel base. Choice of models with one or two engines. 2½-HP 2-cycle Clinton A490 engine—5.8 cu. in. displacement 4000 rpm each. **Shipped from Wisc.***

66-0415 F 17995—One engine 110 lbs . . **$239.95**
66-0423 F 21995—Two engines 140 lbs . **$299.95**

Rear Slick Tires. 350/410 x 4 size, 12-in. diameter.

80-1159 A 1200—Set of 2 Wt. 11 lbs. **$18.00**

COMPLETELY
ASSEMBLED—
READY TO RACE!



New! One-piece solid steel frame. Complete with:

- **Front and rear bumpers!**
- **Centrifugal-type clutch!**
- **Extra-durable deluxe upholstery!**

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* **Not mailable—pay shipping charges at time of delivery**

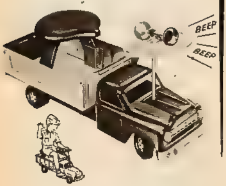
Riding Toys Give So Much Extra Fun!

Ⓐ STRUCTO RIDE-ER FIRE TRUCK

- **A favorite with the "pre-school set"!**
- **Steering wheel really operates!**

Crank-operated siren mounted on hood—produces realistic sounds, clears the way for emergencies in a hurry! Sturdy heavy-gauge steel construction—takes the roughest handling in stride. Steering wheel actually operates—guides truck easily. Four rubber-tired wheels, non-mar rubber bumper. Made with roomy hauling compartment in the rear. Measures 25½x10½x12¾ in. high.

87-3745 W 760—Wt. 16 lbs......**$10.98**



STRUCTO RIDE-ER DUMP TRUCK

A heavy-gauge steel dump truck—even supports the weight of an adult! Air horn mounted on the steering wheel—it really honks! Steering wheel actually guides truck. Can be used as a regular dump truck simply by removing "slide-in" seat and steering wheel. Six plastic wheels—plated spoke hubcaps. 20 x 7¾ x 10 in. high.

87-3729 A 465—Wt. 8 lbs.........Retail **$6.98**

NEW ZIPEES SPRING-ACTION HAPPY HORSE

A new and different idea in spring-action horses—for hours of fun! Designed to give a rollicking, bouncing ride that's completely safe. Easy to get on and off: firm footrests, safety bar grips. Body of tough, durable molded plastic in golden palomino color—sturdy stand of zinc-finished tubular steel. Saddle height 15½ in.

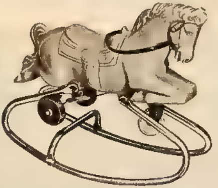
87-1855 W 399—Wt. 7 lbs........Retail **$6.00**

It's a rocking and riding horse!
Removable coaster wheels

STURDY "ROLL 'N' RIDE" BABY PONY

Converts from rocker to coaster—suits active tots 6 mos. to 2 yrs.; ideal for children just learning to walk. Converts easily—just attach the casters to rocker base—and it's free-rolling! Low-built seat and all-smooth edges assure playtime safety. Lacquered enamel finish on wood gaily colored. Measures 17½ x 7 x 12½ in. high.

87-3778 A 300—Wt. 4½ lbs.......Retail **$4.50**



CONVERTIBLE "ROCK 'N' RIDE" HORSE

Two-way horse keeps pace with your child's growth and interests—lasts for years. Gives double enjoyment—converts easily from rocking horse to riding horse. Sturdy streamlined design—heavyweight well-balanced unbreakable polyethylene body with rubber-tired wheels, aluminum rocker frame. Measures 24 in. long, 19 in. high.

87-1830 W 535—Wt. 9 lbs........Retail **$8.00**

Ⓑ SUPER-DELUXE "PALOMINO PAL"

- **Flexible vinyl body won't crack, chip, peel!**
- **Safety stirrups for easier mounting!**

A sculptural beauty, realistic in design! Features new "Hammered Metallic" baked enamel finish on strong frame. Fully molded body of super-durable vinyl plastic. Beautiful simulated hand-tooled Western saddle, leather bridle and rein. Long-life steel springs. Four sizes.

"Mustang." 44 x 30 in. base. 29-in. high saddle.
87-1988 W 2665—Wt. 35 lbs.....Retail **$39.95**

"Bronco." 41 x 29 in. base. 27-in. high saddle.
87-2036 W 2335—Wt. 30 lbs.....Retail **$34.95**

"Buckskin." 38 x 25 in. base. 23-in. high saddle.
87-2044 W 1999—Wt. 22 lbs.....Retail **$29.95**

"Pinto." 33 x 21 in. base. 19-in. high saddle.
87-2051 W 1665—Wt. 19 lbs.....Retail **$24.95**

Ⓒ REMPEL "FLYING CLOUD" SPRING HORSE

- **A blue ribbon winner for looks and action!**
- **Two sets of footrests—big or small riders!**

A really deluxe horse! Realistic and rugged—Dapple Gray "Flying Cloud" has a smooth-riding "gait"! Two post steel saddle supports assure maximum strength. Body of pure natural latex rubber—firm, but pliable and life-like to the touch. Simulated hand-tooled saddle. Removable bridle, reins, and metal bit. Frame and footrests of chromed steel tubing. Rubber floor protectors. 42 x 22½ in. base. 26-in. saddle height.

87-1889 W 2335—Wt. 28 lbs.....Retail **$35.00**

Ⓓ NEW WONDER MARE WITH SADDLE

- **This frisky filly wins friends on sight!**
- **Child saddles his mount—or rides bareback!**

Quality-constructed of tough plastic in realistic palomino color—won't scuff, crack, chip, or peel. Long-life steel spings assure exciting realistic galloping action. Stable, sturdy steel base has bronzetone finish. Molded vinyl saddle with hand-tooled look is removable so small cowhands can saddle their own mounts! 39½ x 22 in. base. 21½ in. saddle height.

87-1897 W 1535—Wt. 22 lbs.....Retail **$22.95**

Same as above, but without saddle.
87-1970 W 1335—Wt. 17 lbs.....Retail **$19.95**

Ⓔ KNICKERBOCKER RIDE-ON JUMBO CRANE

- **Lots of action—has real operating parts!**
- **It's so big—crane is taller than a child!**

Children love it—recommended by Art Linkletter, advertised on TV. Crane steers easily, boom rises and lowers. Loading hook has separate control—contains powerful magnet for picking up metal. Reinforced body of unbreakable polyethylene combined with aluminum. Strong reinforced boom rises to 53 in. Heavy-duty non-marring tires. Orange with black trim. Seat height 11½ in.

87-2085 W 675—Wt. 6 lbs.......Retail **$10.00**

Ⓖ IDEAL REALISTIC RIDE 'EM TANK

- **Ball handle steering plus "firing" cannon!**
- **Made of sturdy unbreakable polyethylene!**

Merrily he'll roll along on his sturdy tank—designed for healthful exercise! Unbreakable polyethylene—won't scratch or damage floors or furniture—completely safe. Has ball handle steering for easy maneuvering. Rapid-firing automatic-feed cannon shoots six harmless plastic balls at the press of a lever. Steel supports for added strength. 25 in. long.

85-5221 W 669—Wt. 8 lbs.......Retail **$10.00**

Ⓗ ELDON RIDE 'EM FIRE ENGINE

- **It's big, bright, safe, and unbreakable!**
- **Ladders swivel, hoses unroll, siren roars!**

Ride 'Em fire engine really works! It steers easily, rolls smoothly—the siren sounds to clear traffic! Realistic-action ladder rises, lowers, extends, and swivels. Two hoses on either side of the truck roll and unroll. Made of durable unbreakable polyethylene, it's flexible and smooth-edged. Safe outdoors and indoors—won't mar floors or furniture! 27 in. long, 14 in. high.

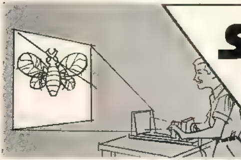
87-1871 A 669—Wt. 5 lbs.......Retail **$10.00**

Ⓙ RIDE 'EM R. R. LOCOMOTIVE

- **Safe indoors or out—won't mar floors!**
- **Polyethylene—no sharp edges—unbreakable!**

Ride 'Em toy for tiny tots—in rugged polyethylene! It really goes, really steers—authentic details from cow-catcher to rear coupler. Cab-top forms a riding seat for the young Casey Jones. Unbreakable, rustproof, no sharp edges. Hand crank and pullcord for ringing bell. Adjustable steering handle. 24 x 8¼ x 10 in. high.

87-4727 W 535—Wt. 5 lbs.... .. Retail **$8.00**



Skil Craft

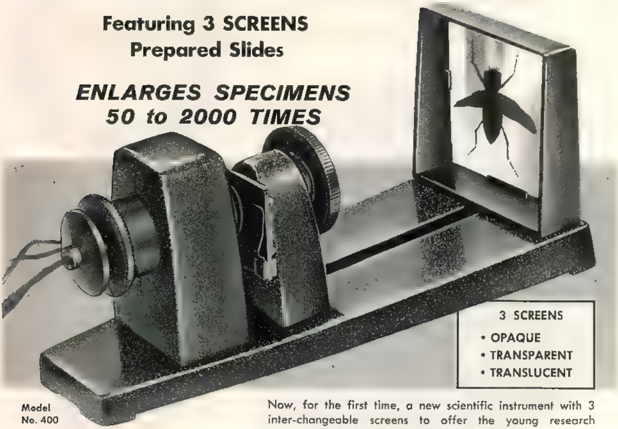
WORLD OF SCIENCE

The BIG NEWS in the SCIENCE FIELD

TRADITIONALLY THE FINEST

Our Sensational NEW ELECTRIC

MICRO-PROJECTOR



Featuring 3 SCREENS
Prepared Slides

ENLARGES SPECIMENS 50 to 2000 TIMES

3 SCREENS
- OPAQUE
- TRANSPARENT
- TRANSLUCENT

Model No. 400

only $17.95

Now, for the first time, a new scientific instrument with 3 inter-changeable screens to offer the young research enthusiast a full range of views.

1—subject on screen (opaque)
2—subject through screen (transparent)
3—subject on screen but light goes through (translucent)

Micro-Projector complete with screens, slides and instruments in handsome professional instrument case.

SKIL CRAFT CORP. 325 W. HURON ST. CHICAGO, ILL.

Handy-Andy—*the Name Quality Made Famous*

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FULLY JOINTED DOLLS	TEAR DOLLS
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AN *Allied* QUALITY DOLL
ALLIED-GRAND DOLL MFG. CO., INC.
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WAtkins 4-8098

(A) *CAR MOVERS 6

BADGER

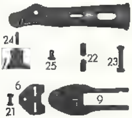
Universal Never Slip

Powerful toggle leverage insures maximum forward thrust with minimum uplift. Certified malleable castings, hardwood handle. Heat treated alloy steel Vee-Grip double spurs grip rail securely. Length 70 in

No
*249 ....Each $25.00

1 to 11 celn
12 to 35 clol
36 or More crtl
Packed as Ordered

(L) BADGER REPLACEMENT PARTS



For Nos 2, 4, 9 And 249 Car Movers

Nos.	PART	Each	
*B9C	Shoe spurs and plate	$7.75	snn
*B9	Shoe only with bolt	$5.25	lnn
*B8C	Socket, cam and bolt	$7.75	snn
*B8	Socket only with bolt	$5.25	lnn
*B7	Cam with rivet	$3.00	hln
*B16	Spur plate with bolt	$1.80	cln
(L)			11
B20	Handle	$4.50	
	IBM 04030 (11)		ann
*B21	Bolt for spur plate	$0.30	hn
(L)			11
B22	Double spurs	Pair $1.00	
	IBM 04031 (19)		sl
*B23	Bolt for shoe	$0.40	an
*B24	Rivet for cam No. B7	$0.30	hn
*B25	Toe rivet for shoe No. B9	$0.60	rn

*Direct Shipment, F.O.B. Factory.

(A) CAR MOVERS 6

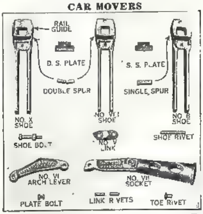
ATLAS

Special malleable castings, selected second growth rock maple handles, and high carbon tool steel double spurs Length 5 ft.

No.
249-X ....Each $25.00

IBM 04032 1 to 11 (17) celn
IBM 04032 12 to 35 (25) clol
IBM 04032 36 or More (32) crtl
Packed as Ordered

(L) *EXTRA PARTS FOR ATLAS CAR MOVERS



Nos.		Each	
*V	Link	$2.50	hcn
*VI	Arch lever	$3.00	hen
*VII	Socket	$5.50	ren
*VIII	Shoe	$5.50	ren
*8	Shoe	$5.50	ren
*X	Shoe, with rail guide	$5.50	ren
*VIII-8-X	Shoe complete with double spurs, plate and bolts	$7 50	enn

(L) ATLAS CAR MOVER PARTS 11

A20	Handle	$4.50	
	IBM 04033 (15)		ann
*A21	Plate, D S or S.S	$1.75	crn
A22	Double spurs, ½x1¼"	Per pair $1.00	
	IBM 04035 (10)		tn
*A23	Shoe bolt	$0.30	hn
*A24	Toe rivet	$0.40	hn
*A25	Single spur, 19/32x2 3/8"	$1.00	tn
*A26	Plate bolt	$0.25	ce

NOTE—All Parts Are Easily Interchangeable. When Ordering Spurs To Replace Those Worn Out By Long Use Please State Exact Size And Shape Of Ones Wanted.

*Direct Shipment, F.O.B Factory, Chicago, Ill.

(A) *TRENCH BRACES

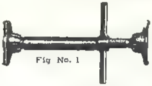


Fig No. 1

3 Way Nut

Regularly furnished with drop forged lever nut as shown in Fig. No 1, but can be furnished with three-way nut as shown in Fig. No. 2 for pinch bar use, when desired. Lever nut is always furnished unless otherwise specified. The ball and socket joint at each end permits easy adjustment to any angle. Lugs on face of shoe sink deeply into the sheeting and hold firmly regardless of sliding or unevenness of trench.

1½ In Pipe and Screw Diameter

Nos.	Lgth. of Brace Closed In.	Lgth. of Screw In.	Safe Exten. Screw In.	Each
*1002	18	12	7	$9.50
*1004	24	14	9	10.00
*1006	30	16	10	10.80

2 In. Pipe and Screw Diameter

Nos.	Lgth. of Brace Closed In.	Lgth. of Screw In.	Safe Exten. Screw In.	Each
*1011	36	18	10	$21.25
*1012	42	18	10	21.50
*1013	48	18	10	22.00
*1014	54	18	10	22.50
*1015	60	18	10	23.00

Packed as Ordered
PRICES ON APPLICATION

*Direct Shipment, F O.B Pittsburgh, Penna.,
or Medina, N Y

(A) HEIN-WERNER HYDRAULIC JACKS 6

SPECIAL HEIN-WERNER FEATURES

The Heinite piston is " the heart of the jack "—an exclusive Hein-Werner engineering achievement accomplished through years of concentrated attention to one one product. Proven by actual tests to withstand ten times the wear of conventional cups or packings. Completely engineered and manufactured in their own plant to assure positive accuracy and uniformity, it guarantees maximum operating efficiency.

Precision Built

All machined parts for Hein-Werner Hydraulic Jacks are made in their own plant with the most modern equipment. Each part must meet exacting tolerances and pass thorough, rigid inspection. Established over a quarter centry ago, Hein-Werner has acquired the know-how for precision accuracy through **the exclusive** manufacture of hydraulic jacks.

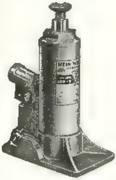
Bumper-Lift

Raises all cars with a rigidly attached bumper. Its wide tapered hook grips bumper or bumper bracket firmly, safely and securely. Fits conventional bumper slots on late model cars. Convenient to position and operate. Hook pulls up snug against bumper to seat in proper notch on swivel top. A few easy strokes of jack handle clears car of road or floor. Positive release valve lowers car without jar or strain. No need to crawl under car—motorist stands up to operate this hydraulic jack.

Capacity lbs.	3000
Low, in.	3 7/8 to 14 3/8
Hydraulic lift, in.	16 3/4
Extreme height, in.	31 1/8
Min. over-all height, in.	20
Base size, in.	3 1/4 to 5 1/2
Width of hook	1 7/8
Weight lbs.	19
Lgth. of handle, in.	14

No.
V1-20 .... **Each $25.00**

IBM 04029 (13) c t s n



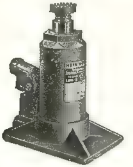
Light Truck

Lifts all light trucks rapidly and easily. Large pressure tested malleable base gives added assurance of safe lifting and permits inclusion of pump chamber for greater operating efficiency. Rugged malleable center balanced handle socket facilitates positioning carrying and operation of jack. Pressure by-pass is provided in all 3 to 100 ton models to prevent over-travel of ram

Capacity tons	3	Weight lbs.	20
Low, in.	9	Handle lgth., in.	20
Hydr. lift, in.	6 9/16	Malleable base, in.	6 7/8 x 4 x ¼
Extreme screw, in.	2		
Height, in.	17 9/16		

No.
E3-9A .... **Each $27.25**

IBM 04037 (16) c o n l



Heavy Truck

This standard truck jack is frequently used as the power unit for light presses, lift trucks, and material handling equipment for industrial purposes. Its compact, sturdy pressure tested malleable base and built-in quality assures long dependable service. Like all Hein-Werner 3, 5, 12 and 20 ton jacks it can be drilled for the installation of pressure gauge and operated in any position from vertical to horizontal.

Capacity tons	8	Weight, lbs.	27
Low, in.	9	Handle lgth., in.	20
Hydr. lift, in.	6 7/16	Malleable base, in.	8 x 5 1/8 x 3/8
Extreme screw, in.	4 9/16		
Height, in.	20		

No.
E8-9A .... **Each $39.45**

IBM 04039 (12) h s e n

Passenger Car

Especially designed to offer all the features of larger jacks in a size economical for passenger cars Sled-type base and handle socket affords extra strength at points of greatest strain. Conveniently positioned with long 26 in pin locked handle fitting into balance centered socket. No awkward tilting of jack when being positioned or removed. Easy operating, positive release valve.

Capacity lbs.	3000	Weight lbs.	9
Low, in.	7	Handle lgth., in.	26
Hydr. lift, in.	5¼	Malleable base, in.	5½ x 3¼ x 3/16
Extreme screw, in.	2		
Height, in.	14¼		

No
E1-7F .... **Each $16.35**

IBM 04036 (18) c c r l

All Above, One in a Shipping Container

Medium Truck

Especially designed for medium trucks and general farm and industrial applications. It lifts maximum loads smoothly and easily with one hand pressure. Jack cannot lower accidentally as handle must be removed from pump to open release valve. Operates in vertical or horizontal position, has center balanced malleable handle socket, pressure tested malleable sled base, and famous Heinite pump piston.

Capacity tons	5	Weight lbs.	23
Low, in	9	Handle lgth., in.	20
Hydr. lift, in	6½	Malleable base, in	7 5/8 x 4 7/8 x 5/16
Extreme screw, in.	3		
Height, in.	18½		

No.
E5-9A .... **Each $33.35**

IBM 04038 (14) h a a l

All Above, One in a Shipping Container

Heavy Truck and Bus

Rugged construction for industrial use and for lifting heavy trucks and busses. Guaranteed at 1½ times its rated capacity, it lifts maximum loads safely and easily. By-pass prevents over-travel of ram. Positive release valve permits accurate control of speed when lowering load Center balanced malleable handle socket facilitates easy carrying, positioning and operation of the jack. Like all H-W hydraulic jacks it operates with equal efficiency in vertical or horizontal position.

Capacity tons	12	Weight lbs	35
Low in	9	Handle lgth , in.	20
Hydr. lift, in	6 1/16	Malleable base, in.	8 3/8 x 5 13/16 x 3/8
Extreme screw, in	3		
Height, in.	18 1/16		

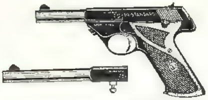
No.
12-9A .... **Each $51.25**

IBM 04040 (10) a l t l

All Above, One in a Shipping Container

(E) **AUTOMATIC PISTOLS** C

HI-STANDARD SPORT KING



22 long rifle, 10 shot autoloader Solid steel throughout. Match grade firing mechanism; wide contour trigger; positive jam-free ejection, diamond-checkered grips for left or right hand shooter. Double action safety; concealed magazine catch and one piece quick take-down barrel.

4½ In. Bbl., Weight 38 Oz.

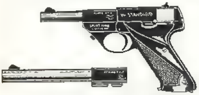
Nos
***9200**......................Each **$49.95**
rnls

6 In. Bbl., Weight 41 Oz.

9201......................Each **$49.95**
IBM 20568 (10) rnls

One in a Box

HI-STANDARD
SPORT KING–DELUXE NICKEL LIGHTWEIGHT



4½ In. Bbl., Weight 27 Oz.

Nos.
***9166**......................Each **$57.50**
resn

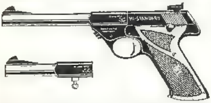
6 In. Bbl., Weight 30 Oz.

9167......................Each **$57.50**
IBM 20569 (18) resn

One in a Box

*Must Be Ordered In And Reshipped To Customer

HI-STANDARD SUPERMATIC—TOURNAMENT



22 long rifle, 10 shot autoloader. Solid steel with heavy tapered barrel. Wide target trigger with crisp pull. Double action safety; anti-backlash trigger screw adjustment and concealed magazine release. Square notched micrometer rear sight; ramp front sight. Diamond checkered laminated grips Chrome-vanadium steel tapered firing pin.

4½ In. Bbl., Weight 40 Oz

Nos.
***9270**......................Each **$67.50**
lrth

6 In. Bbl., Weight 44 Oz.

9271......................Each **$67.50**
IBM 20570 (16) lrth

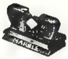
One in a Box

*Must Be Ordered In And Reshipped To Customer

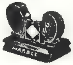
(D) **MARBLE RIFLE SIGHTS** C

When Specifying it is Necessary to Advise the Gun Make, Model and Caliber or Gauge

SPORTING LEAF SIGHTS



No. 69



No 70

Spring in base holds the leaf firmly in either upright or folded position, as desired. Notch piece is held at proper elevation with screw. Has two "U" and two "V" shaped notches, different sizes, with white diamond, and is reversible. These sights are particularly adapted for use on guns fitted with peep sights

For Winchester rifles; Savage rifles, .22 caliber and Nos. 40 and 45 Super-sporter; Marlin rifles, .22 caliber; Remington rifles Nos. 12, 121, 14, 16, 24, 25, 33, 34, 341, 41 and 510; Stevens and other rifles with 3/8 in. slots.

No.
***69—Flat Top Leaf**......................Each **$2.75**
cta

For all rifles listed under No. 69.

No.
***70—Semi-Buckhorn Leaf**......................Each **$2.75**
cta

For Savage .22 H.P.; .250-3000 and .300 H.P. rifles.

No.
***69H—Flat Top Leaf (High)**......................Each **$2.75**
cta

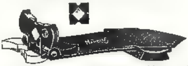
For all rifles listed under No. 69H

No.
***70H—Semi-Buckhorn Leaf(High)**.Each **$2.75**
cta

For Nos. 8 and 81 Remington Auto Rifles.

No.
***69R—Leaf**......................Each **$3.75**
hln

ADJUSTABLE LEAF SIGHTS



The leaf of this sight is firmly held in position by the spring of the long flat part when either up or down, and can be easily put in either position

For Winchester rifles; Savage rifles, .22 caliber, and Nos. 40 and 45 Super sporter; Marlin rifles, .22 caliber; Remington rifles models 12, 121, 14, 16, 24, 25, 33, 34, 341, 41 and 510; Stevens and other rifles with 3/8 in. solts.

No.
***95L**......................Each **$2.95**
cos

For Savage and Marline H.P. rifles.

No.
***95H**......................Each **$2.95**
cos

For Stevens & Savage rifles with 9/32 in. slots.

No.
95S......................Each **$2.95**
cos

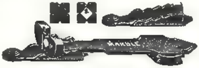
For Remington models 141, 721, 722, 760 and Savage models 340 and 342.

No.
95XH......................Each **$2.95**
IBM 20571 (14) cos

SPORTING REAR SIGHTS

The reversible notch piece, with white enamel diamond, gives choice of two "U" and two "V" shaped notches of different sizes Notch piece is held in place by a screw.

FLAT TOP



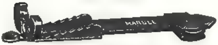
For Winchester Carbines, all calibers, Savage .22 H.P., .250-3000 and .300 H.P. rifles; and all makes of .22 caliber rifles having standard slots in barrels for rear sight.

No.
63......................Each **$2.95**
IBM 20572 (12) cos

For Winchester; Savage; Marlin; Remington (except Autoloading H.P.); and other rifles having standard shot in barrel for rear sight.

No.
66......................Each **$2.95**
IBM 20573 (10) cos

SEMI-BUCKHORN



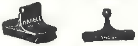
For Winchester Carbines, all calibers; Savage .22 H.P., .250-3000 and .300 H.P. rifles, and all makes .22 caliber rifles having standard slot in barrel for rear sight.

No.
64......................Each **$2.95**
IBM 20574 (18) cos

For Winchester; Savage, Marlin; Remington (except Autoloading H.P.); and other rifles having standard slot in barrel for rear sight.

No.
67......................Each **$2.95**
IBM 20575 (15) cos

STANDARD FRONT SIGHTS

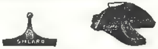


Ivory, Red or Gold Bead

Handsome and well made. The ivory beads are from whitest elephant tusks. The lustrous Pope's Island Gold Beads are visible in dim light. Also available with red ivory beads for use on snow. For all American made rifles, in 1/16 and 1/32 inch beads with flat face which do not reflect the light When ordering mention make, model and caliber of rifle.

***Standard Sights**......................Each **$1.50**
cnn

MARBLE–SHEARD "GOLD" FRONT SIGHTS



This sight is guaranteed to show up well in the darkest timber, under any and all circumstances, and not to "blur" Will show the same color on different colored objects; will stand rough work and improve the shooting greatly. When ordering, mention make, model and caliber of rifle.

Sheard Gold Sights with Medium Bead

***All Nos.**......................Each **$2.95**
cos

*Direct shipment, F.O B. Gladstone, Michigan

(E) REVOLVERS C

S. & W. .357 MAGNUM

.357 caliber (actual bullet diameter .38 S. & W. Special). Choice of any standard target sights. S. & W. micrometer click rear sight, adjustable for windage and elevation. Checked walnut stocks with S. & W. monograms. Frame with finely checked top strap matching barrel rib. Front and rear straps, S. & W grooving. Chrome nickel steel cylinder. S. & W. grooving trigger. Gladdhard point Trigger pull, single action 3 to 4 lbs., double action 10 lbs. Adapted for .38 S. & W. Special Hi-Speed, .38 S. & W. Special, 38 S. & W. Special Super Police, .38 S. & W. Special Mid-Range, 38 Colt Special. Six shot.

Nos.	Barrel Length	Finish	Weight	Each
*27-5	5 in.	Blue	42½ oz.	$120.00
				osrt
*27-6	6 in.	Blue	44 oz.	$120.00
				osrt
*27-6½	6½ in.	Blue	44½ oz.	$120.00
				osrt

One in a Box

*Must Be Ordered In And Reshipped To Customer

S. & W. Chiefs Special Airweight

38 cal., five shot. Fixed 1/10 in. serrated ramp front sight; square notched rear sight. Checked walnut Magna stocks with S. & W. monograms; round butt. Blued finish.

No.	Barrel Length	Weight	Each
37-2	2 in.	12½ oz.	$70.00
	IBM 20565	(16)	lete

One in a Box

(E) PISTOLS C

SAVAGE — SINGLE ACTION — SINGLE SHOT

.22 caliber long rifle, long and short, standard or high speed. Alloy steel barrel is integral with cylinder, swings out from frame for ejection and re-loading. Over-all barrel length, 5½ in. Precision die-cast frame solid one-piece construction, blued finish.

Safety single shot. Single action — hammer must be cocked for each shot. Low rebounding hammer with knurled spur. Manual rim type extractor with spring-rod ejection. Crisp trigger pull. Indestructible grips of compressed, impregnated wood. Blade front sight and slotted rear, sight adjustable for windage. Weighs about 20 ounces. Length over-all, 9 in.

No.
101..........Each **$19.50**
IBM 37295 (11) clnn

One in a Box

(E) AUTOMATIC PISTOLS C

BERETTA—MINX

Designed for economy in .22 short caliber. Duraluminum frame, hinged barrel, automatic or single action. Push button magazine release. Blue finish. Seven shot.

Nos.	Barrel Length	Weight	Each
M2	2 in.	10 oz.	$32.00
	IBM 49918	(14)	hrol
M4	4 in.	11 oz.	$35.00
	IBM 49919	(12)	hssl

One in a Box

BERETTA—JAGUAR PLINKER

Unequalled strength combined with light weight; duraluminum alloy forgings and new type steels. Simple and quick takedown. Cross bolt safety. Front and rear partridge type sights. Slide stays open after last shot. 8 shot capacity magazine with push button release. .22 long rifle caliber. Blue finish.

Nos.	Barrel Length	Weight	Each
J 3½	3½ in.	15½ oz.	$42.50
	IBM 49920	(10)	aaln
J 6	6 in.	17 oz.	$44.95
	IBM 49921	(18)	alhl

One in a Box

(E) AUTOMATIC PISTOLS C

BERETTA—PANTHER

Heat empered ordnance steel and duraluminum. Squeezer safety. Indicator pin shows when pistol is cocked. Only 4½ in. overall; weighs 10 oz. Deluxe blue finish with gold trigger. 9 shot capacity, .25 caliber.

No.
P25..........Each **$32.00**
IBM 49925 (19) hrol

Deluxe chrome finish with pearl handles.

No.
P25D..........Each **$43.50**
IBM 49926 (17) arnn

One in a Box

SMITH & WESSON AUTOMATIC

Ten shot. Detachable compensator and aluminum counter weight. Patridge front sight, micrometer click rear sight Checkered walnut stock, adaptable either right or left hand. S & W blue finish with sandblasting around sighting areas. Grooved trigger. Length overall with 7 3/8 in. barrel and attached compensator is 12 in. Weight with compensator attached is 43½ oz.

No.
41—22 L.R. cal...........Each **$100.00**
IBM 20566 · (14) toal

One in a Box

HI-STANDARD—DURAMATIC

Small bore barrels, deep rifling, blued, non-glare sighting surfaces. Positive safety lock, locks hammer when cocked. Simple and easy to take down without tools. Smooth trigger pull, with Sport Model adjusted slightly heavier for safety. Automatic slide lock.

.22 long rifle. 10-shot autoloader. Positive cross-bolt safety. Slide lock. Sure-fire magazine. Square-notched rear sight. Scored, non-slip trigger. Push-button magazine release. Target accuracy—all-round use. Diamond-checkered grips.

Nos.	Barrel Length	Weight	Each
*9124	4½ in.	31 oz.	$39.50
			ahnt
9125	6½ in.	34 oz.	$39.50
	IBM 20567	(12)	ahnt

One in a Box

(E) BERETTA OVER AND UNDER SHOTGUNS C

SILVER — SNIPE — FEATHERWEIGHT

Single trigger functions on inertia principle after first (lower) barrel is fired. Barrels are unusually strong due to chromium alloy steel. Beretta patented action is nickel alloy steel, hand lapped and hand tooled at breech of barrels Made to exact tolerances. Blade front sight. Octagon shape of breech permits a flat sighting plane forwarded from the shallow notched rear sight. Automatic safety. Wide opening breech for quick reloading. Easy takedown with snap-off forearm. Selected Italian walnut stock with hand checkering on both forearm and full pistol grip. Durable pistol grip cap and butt plate. Drop at comb 1½ in., drop at heel 2½ in., length of pull 14 in. Weight approximately 7 lbs.

Plain Barrel

Nos					
31228—12 ga., 28 in. bbls., mod. & full choke	Each $174.75	IBM	49365	(18)	caaln
31226—12 ga., 26 in. bbls., imp. cyl. & mod. choke	Each $174.75	IBM	49369	(10)	caaln
32028—20 ga., 28 in. bbls., mod. & full choke	Each $183.50	IBM	30518	(13)	crnnn
32026—20 ga., 26 in. bbls., imp. cyl. & mod. choke	Each $183.50	IBM	30540	(17)	crnnn

Ventilated Rib Barrel

41228—12 ga., 28 bbls., mod. & full choke	Each $209.75	IBM	49370	(18)	closl
41226—12 ga., 26 in. bbls., imp. cyl. & mod. choke	Each $209.75	IBM	49371	(16)	closl
42028—20 ga., 28 in. bbls., mod. & full choke	Each $218.50	IBM	30543	(11)	ceehl
42026—20 ga., 26 in. bbls., imp. cyl. & mod. choke	Each $218.50	IBM	30544	(19)	ceehl

One in a Carton

(D) OVER AND UNDER RIFLE AND SHOTGUN C

MODEL 24 SAVAGE

Takedown, single trigger with low rebounding hammer and separate extractors. Top lever operates either to the right or left to open action. Ramp front sight and sporting rear sight with elevation adjustment. Selected walnut stock, full pistol grip and checkered. Walnut fore-end with special fastening which prevents gun from shooting loose. Case-hardened with slide button on right side for instant selection of barrel to be fired. Over barrel chambered for .22 long rifle and also .22 short or .22 long may be used. Under barrel full choke chambered for 410 gauge for 2½ and 3 in. shells. Length barrel 24 in. Weight about 6 lbs. Grooved for tip-off mounts.

Nos.					
24—.22 cal. and .410 bore	Each $43.50	IBM	49372	(14)	artn
24M—.22 Magnum and .410 bore	Each $43.50	IBM	21157	(11)	artn

One in a Carton, Five in a Shipping Container

(L) SINGLE BARREL SHOTGUNS C

MODEL 37 ITHACA HAMMERLESS REPEATING

Featherlight—Standard—Raybar Sight

Quick takedown, no tools needed. Short, smooth, fore-end stroke. Bottom ejection protects face and arm from brass, burned powder residue, or gas blown back from a defective shell. Safe for left-handed shooter. Rain, sleet, or dirt cannot fall into receiver to clog action. Shells fed in straight line into chamber — no jams by shells fed in at an angle. Handy action release for removing shells. Handy crossbolt safety, positive and furnished reversed for left-handed shooter if wanted. Genuine black walnut stock and fore-end. 14 in. long. Drop 1 5/8 in. at comb and 2¾ in. at heel. Equipped with Raybar sight which gives phenomenal gun pointing ability under any outdoor light conditions. Scientific light gathering action gives bright glowing dot. 5-shot capacity, with plug to conform to 3-shot bird law. Weight 12 ga., 6½ lbs.; 16 ga , 6 lbs.; 20 ga., 5¾ lbs.

Nos.					
IR371228F—12 ga., 28 in. bbl., full choke	Each $94.95	IBM	49373	(12)	eton
IR371228M—12 ga., 28 in. bbl., mod. choke	Each $94.95	IBM	49374	(10)	eton
IR371230F—12 ga., 30 in. bbl., full choke	Each $94.95	IBM	49375	(17)	eton
IR371230M—12 ga., 30 in. bbl., mod. choke	Each $94.95	IBM	49376	(15)	eton
IR371628F—16 ga., 28 in. bbl., full choke	Each $94.95	IBM	49377	(13)	eton
IR371628M—16 ga., 28 in. bbl., mod choke	Each $94.95	IBM	49378	(11)	eton
IR372026M—20 ga., 26 in. bbl., mod. choke	Each $94.95	IBM	49379	(19)	eton
IR372026IC—20 ga., 26 in. bbl., imp. cyl. bore	Each $94.95	IBM	49380	(17)	eton
IR372028F—20 ga., 28 in. bbl., full choke	Each $94.95	IBM	49381	(15)	eton
IR372028M—20 ga., 28 in. bbl., mod. choke	Each $94.95	IBM	49382	(13)	eton

One in a Carton, Ten in a Shipping Container

SINGLE BARREL SHOTGUNS

MODEL 37—ITHACA DELUXE REPEATER

Same as model 37 except with checkered stock and beavertail forearm. Equipped with Raybar sight and full pistol grip with grip cap.

Nos.					
37D1228F—12 ga., 28 in. bbl., full choke	Each $99.95	IBM	49383	(11)	shln
37D1228M—12 ga., 28 in. bbl., mod. choke	Each $99.95	IBM	49384	(19)	shln
37D1230F—12 ga., 30 in. bbl., full choke	Each $99.95	IBM	49385	(16)	shln
37D1628F—16 ga., 28 in. bbl., mod. choke	Each $99.95	IBM	49386	(14)	shln
37D1628M—16 ga., 28 in. bbl., mod. choke	Each $99.95	IBM	49387	(12)	shln
37D2028F—20 ga., 28 in. bbl., full choke	Each $99.95	IBM	49388	(10)	shln
37D2028M—20 ga., 28 in bbl., mod. choke	Each $99.95	IBM	49389	(18)	shln

One in a Carton, Ten in a Shipping Container

(D) DOUBLE BARREL SHOTGUNS C

SHOT PATTERN

In a 12 gauge gun, using 1 1/8 oz. No. 8 chilled shot, 399 pellets per oz., there would be 449 pellets in the load. In a 30 in. circle at 40 yds. the pattern would be as follows

Cylinder bore	170 to 190 pellets
Modified	250 to 275 pellets
Full choke	310 to 320 pellets

The 16 and 20 gauge guns will make proportionate patterns.

For brush shooting, the cylinder bore is desirable, and for short range field work, the modified choke. For wild fowl and trap shooting, the full choke is the most effective, as it affords greater velocity and penetration and increasing the killing range.

SHOTGUN CHOKE USES

A shooter should select the degree of choke boring for his barrel according to the range at which most of his shots are taken. Some kinds of birds and small animals are usually shot at close range, others at long range. Also, some persons are inclined to shoot quickly, while others tend to "ride" their game or targets.

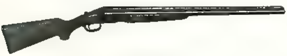
Most hunters find the following borings give the best results for the purposes indicated:

Full Choke — Ducks, geese, pheasant, doves, rail, crows, turkey, squirrel, fox, raccoon, deer, bear, wolf, woodchuck, trap.

Modified Choke — Rabbit, woodcock; also all around usefulness including ducks, quail, etc.

Cylinder, Improved Cylinder, Special Skeet — Quail, grouse, partridge, skeet, guard duty, riot.

FOX MODEL B — VENTILATED RIB



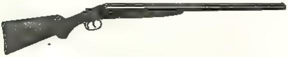
Single Trigger

Raised ventilated rib barrel, chambered for all 2¾ in. shells. Hammerless action, positive extraction. Automatic safety. Gold plated non-selective trigger; fire right barrel first, then left barrel. Etched decoration on frame. Select walnut stock, checkered and with pistol grip, fluted comb and corrugated butt plate. Beavertail fore-end. Length 14 in.; drop at comb 1½ in., drop at heel 2½ in. Weight in 12 ga. about 7¼ lbs.

Right Barrel Modified, Left Barrel Full Choke

Nos.
BSTV-1228—12 ga., 28 in. bbls. ....Each $109.50
IBM 06678 (15) tsen
BSTV-1628—16 ga., 28 in. bbls. ....Each $109.50
IBM 06679 (13) tsen
BSTV-2028—20 ga., 28 in. bbls. ....Each $109.50
IBM 06680 (11) tsen

One in a Carton, Five in a Shipping Container



Double Trigger

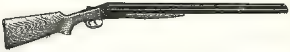
Same as Single Trigger, except with chrome plated double triggers; regular walnut forend, checkered.

Nos.
BV1228—12 ga., 28 in. bbls. ....Each $99.50
IBM 06681 (19) soen
BV1628—16 ga., 28 in. bbls. ....Each $99.50
IBM 06682 (17) soen
BV2028—20 ga., 28 in. bbls. ....Each $99.50
IBM 06683 (15) soen

One in a Carton, Five in a Shipping Container

(D) DOUBLE BARREL SHOTGUNS C

STEVENS HAMMERLESS TAKEDOWN



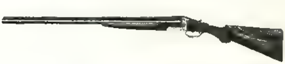
Blued compressed forged steel barrel, proof tested, matted rib, hammerless, coil spring action, box frame, polished and case hardened frame. Wood pistol grip stock and fore-end. walnut finish, length about 14 in., drop about 2¾ in. Composition butt plate. Weights — 12 ga., 7¼ to 7½ lbs., 16 ga. 7 lbs., 20 ga. 6½ lbs., .410 ga. 5¾ lbs.

Nos.
311-1230—12 ga., 30 in. bbls., mod. & full choke ....Each $69.95
IBM 49351 (18) llol
311-1228—12 ga., 28 in. bbls., mod. & cyl. choke ....Each $69.95
IBM 49352 (16) llol
311-1628—16 ga., 28 in. bbls., mod. & full choke ....Each $69.95
IBM 49353 (14) llol
311-2028—20 ga., 28 in. bbls., mod. & full choke ....Each $69.95
IBM 49354 (12) llol
311-410—.410 ga., 26 in. bbls., full choke ....Each $69.95
IBM 49355 (19) llol

One in a Carton, Five in a Shipping Container

(E) BERETTA DOUBLE BARREL SHOTGUNS C

SILVER HAWK — FEATHERWEIGHT



Barrels are cut and bored from chromium moylbdenum alloy steel; permits using lighter weight barrels that are stronger and smoother Precisely milled alloy steel action fits into rigid alignment with barrel assembly. Luxurious satin chrome is plated over basic machined forging. Handsomely hand engraved. Fully automatic safety. High sighting matted rib. Full beavertail forearm and butt stock shaped from selected Italian walnut matched in color and grain; hand polished and hand checkered. Full pistol grip with cap. Hard rubber checkered butt plate. Drop at comb 1 9/16 in., drop at heel 2½ in., length of pull 14 in.

Right barrel modified choke; left barrel full choke.

Double Trigger

Nos.
51228—12 ga., 28 in. bbl., wt. 6¾ lbs. ....Each $167.75
IBM 49356 (17) chosl
51628—16 ga., 28 in. bbl., wt. 6½ lbs. ....Each $167.75
IBM 49357 (15) chosl
52028—20 ga., 28 in. bbl., wt. 5¾ lbs. ....Each $167.75
IBM 49358 (13) chosl

Single Trigger

61228—12 ga., 28 in. bbl., wt. 6¾ lbs. ....Each $179.95
IBM 49359 (11) catln
61628—16 ga., 28 in. bbl., wt. 6½ lbs. ....Each $179.95
IBM 49361 (17) catln
62028—20 ga., 28 in. bbl., wt. 5¾ lbs. ....Each $179.95
IBM 49362 (15) catln

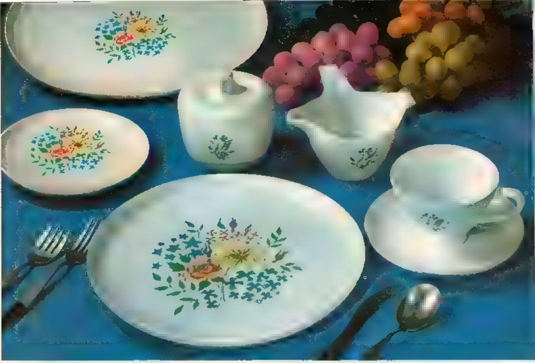
One in a Carton

Florence by PROLON

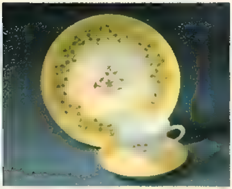
America's Finest Quality
27 Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

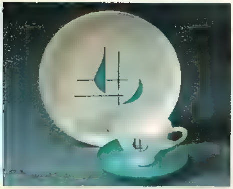
Beautiful, deep coupe styling with a delicately tapered edge . . . rich, jewel-like colors in the fadeless durability of Melamine and patterns supreme that enhance any table setting . . . Florence matches the beauty of fine semi-porcelain yet offers the lifetime serviceability you can get only in Melmac*. . . it's fully chip-and crack resistant—virtually unbreakable! Wash it in your dishwasher—the hottest water cannot harm it



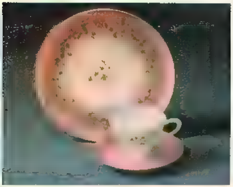
ROYAL GARDEN



PRINCESS



REGATTA



DUCHESS

ROYAL GARDEN . . . a cheerful and gay floral of rose, blue, yellow and olive green Dinner plates, cups, bread & butter plates, platter, cream and sugar decorated on translucent white, other pieces white.

5A-50610 X1330	16-pc Set	Retail	$19 95
5A-50614 X3330	45-pc Set	Retail	49 95

PRINCESS . . . enchanting golden leaf pattern on yellow with white center. Dinner plates and bread & butter plates decorated on Primrose yellow, cups, platter, creamer and sugar bowl decorated on translucent white Bowls white, saucers and vegetable serving dish yellow

5A-50611 X1330	16-pc Set	Retail	$19 95
5A-50615 X3330	45-pc Set	Retail	49.95

REGATTA . . . refreshing as a cool sea breeze, ultra-modern in its symbolic design of turquoise on white Dinner plates, bread & butter plates, cups, platter, creamer and sugar bowl decorated on translucent white. Other pieces turquoise

5A-50612 X1330	16-pc Set	Retail	$19 95
5A-50616 X3330	45-pc Set	Retail	49 95

DUCHESS . . . a rhythmic gold pattern of classic elegance on Regal Rose with white center. Dinner plates, bread & butter plates decorated on Regal Rose. Cups, platter, creamer and sugar bowl decorated on white Bowls white, saucers and vegetable serving dish Regal Rose

5A-50613 X1330	16-pc Set	Retail	$19 95
5A-50617 X3330	45-pc Set	Retail	49.95

JEWEL TONES . . . casual in manner, dramatic in effect with charm and beauty in jewel-like colors of turquoise, rose or rainbow assortment of equal pieces of Regal Rose, Turquoise, Bone White and Primrose Yellow.

16-pc Dinner Set

5A-50609 X997	Rainbow	Retail	$14 95

45-pc Dinner Set

5A 50573 X2663	Turquoise	Retail	$39 95
5A-50574 X2663	Regal Rose	Retail	39 95
5A-50575 X2663	Rainbow	Retail	39 95

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc. Set Shipping weight 7 lbs. Set consists of 4 each 10" Plates, Cups, Saucers and Fruit Bowls

45-pc. Set Shipping weight 18 lbs Set consists of 8 each 10" Plates 6[illegible]" Plates, Cups, Saucers and Cereal Bowls Also one each 13" Platter Creamer Covered Sugar and Veg Serving Dish

OPEN STOCK ON ALL SETS

Minimum order $10 00 at Retail. Allow 10 days for shipping Pay postage from Ohio.

OPEN STOCK DECORATED PIECES

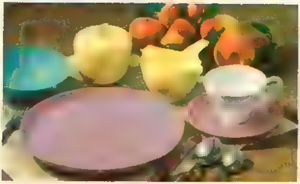
Available in 4 patterns Royal Garden, Princess, Regatta, and Duchess. SPECIFY PATTERN

Stock No.	Description	Wt. ea.	Retail
7A-92479 X217	10-in Dinner Plate	[illegible]0 oz	$3 25
7A-92480 X123	6[illegible]n Bread & Butter	4 oz	1.85
7A-92500 X123	9-oz. Cup	4 oz.	1 85
7A-92501 X417	13-in Oval Platter	12 oz.	6 25
7A-92502 X397	Cream & Sugar Set	12 oz.	5.95

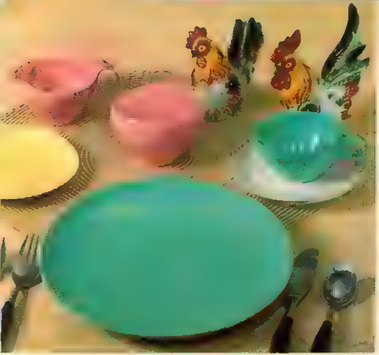
FLORENCE SOLID COLORS

Available in four solid colors. Turquoise. Bone White. Primrose Yellow and Regal Rose SPECIFY COLOR

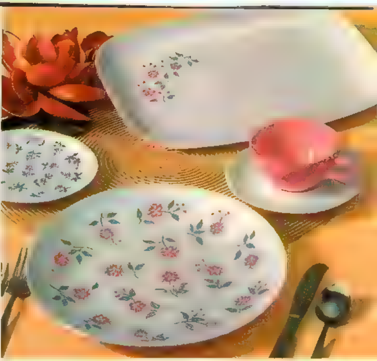
Stock No	Description	Wt. ea.	Retail
7A-92466 X150	10-in. Dinner Plate	10 oz.	$2.25
7A-92467 X100	7¾-in Salad Plate	6 oz.	1.50
7A-92468 X80	6¼-in Bread & Butter	6 oz.	1.20
7A-92469 X90	9-oz. Cup	4 oz.	1.35
7A-92470 X73	Saucer	4 oz.	1.10
7A-92471 X90	14-oz. Soup Cereal Bowl	4 oz.	1.35
7A-92472 X73	8-oz Fruit Bowl	3 oz	1.10
7A 92473 X250	13 in Oval Platter	12 oz	3.75
7A 92474 X317	14¼ in Oval Platter	1¼ lb.	4.75
7A 92475 X250	Open Vegetable Dish	10 oz.	3.75
7A 92476 X300	Divided Vegetable Dish	11 oz.	4.50
7A-92477 X330	Cream & Sugar Set	14 oz	4.95
7A-92478 X397	11 in Salad Serv Bowl	2½ lb.	5.95



JEWEL TONES



JEWEL TONES



EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT
AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED IN PATTERNS. SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set. Shipping weight 6 lbs. Set consists of 4 each 10-in. Plates, 6¼-in. Plates, Cups, Saucers

45-Piece Set. Shipping weight 14 lbs. Set consists of 8 each 10-in. Plates, 6¼-in. Plates, Cups, Saucers, and Cereal Bowls. Also one each 14-in. Platter, Creamer, Covered Sugar Bowl, and Veg. Serving Dish

OPEN STOCK ON ALL SETS

Minimum order $10.00 at retail value. Allow 10 days for shipping. Pay postage from Ohio. M E Stain Remover Cleaner available for all Melamine dinnerware. Sold at end of open stock solid-color listings

BEVERLY OPEN STOCK DECORATED

Available in choice of four patterns: Exotic Rose, Golden Garland, Hampton, and Blue Spray—SPECIFY PATTERN

Stock No.	Description	Wt. Ea.	Retail
7A 92461 X167	10-in. Dinner Plate	8 oz.	$2.80
7A 92462 X93	6¼-in. B & B	3 oz.	1.40
7A-92463 X383	14 in. Platter	12 oz.	5.75
7A 92464 X383	Cream & Sugar	10 oz.	5.75

BEVERLY OPEN STOCK SOLID COLORS

Turquoise, pink, white, or yellow—SPECIFY COLOR

Stock No.	Description	Wt. Ea.	Retail
7A-92430 X100	10-in. Dinner Plate	8 oz.	$1.50
7A-92450 X73	7½-in. Salad Plate	4 oz.	1.10
7A-92451 X60	6¼-in. B & B	3 oz.	.90
7A-92452 X53	Saucer	3 oz.	.80
7A-92453 X60	7-oz. Cup	3 oz.	.90
7A 92454 X83	20-oz. Soup Dish	5 oz.	1.25
7A 92455 X73	15-oz. Cereal Bowl	4 oz.	1.10
7A-92456 X53	7-oz. Fruit Dish	2 oz.	.80
7A-92457 X150	Open Veg. Dish	7 oz.	2.25
7A 92458 X183	Divided Veg. Dish	7 oz.	2.75
7A-92459 X217	14-in. Platter	12 oz.	3.25
7A-92460 X264	Cream & Sugar	10 oz.	3.95
7A 7891 X80	M E Cleaner	11 oz.	1.20

CHILD'S SET

JEWEL TONES . . . of soft lustrous decorator colors . . . beautiful, economical and break-resistant. Available in solid color sets of turquoise, pink, or rainbow assortment of equal pieces of pink, turquoise, yellow and white.

5A-50578 X730	16-pc.	Rainbow	**Retail $10.95**
5A-50602 X1663	45-pc.	Turquoise	**Retail $24.95**
5A-50603 X1663	45-pc.	Pink	**Retail 24.95**
5A-50604 X1663	45-pc.	Rainbow	**Retail 24.95**

EXOTIC ROSE . . . an attractive soft pink rose and gray pattern. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white, other pieces pink.

5A-50579 X1063	16-pc. Set	**Retail $15.95**
5A-50605 X1997	45-pc. Set.	**Retail 29.95**

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and turquoise flowers. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white, other pieces yellow

5A-50580 X1063	16-pc. Set	**Retail $15.95**
5A-50606 X1997	45-pc. Set	**Retail 29.95**

HAMPTON . . . combines new styling with traditional charm in pink and charcoal. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white. Other pieces pink.

5A-50600 X1063	16-pc. Set	**Retail $15.95**
5A-50607 X1997	45-pc. Set	**Retail 29.95**

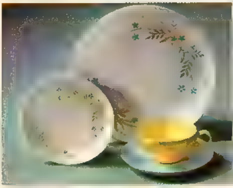
BLUE SPRAY . . . carries the charm of summer to the table with turquoise flowers on translucent Melamine. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white, other pieces turquoise.

5A-50601 X1063	16-pc. Set . .	**Retail $15.95**
5A-50608 X1997	45-pc. Set . .	**Retail 29.95**

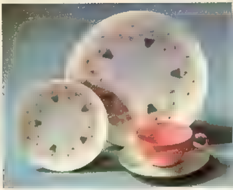
DECORATED CHILD'S SET

Mug has easy-to-grasp handle; ample capacity. Bowl perfect for soup, cereal or strained foods. Deep rim on plate makes self-feeding a joy. **Colors:** Pink or Yellow. Wt. 1½ lbs.

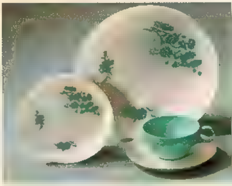
5A-50577 X263	Pink 3-pc. Set	**Retail $3.95**
5A-50576 X263	Yellow 3-pc. Set	**Retail 3.95**



GOLDEN GARLAND

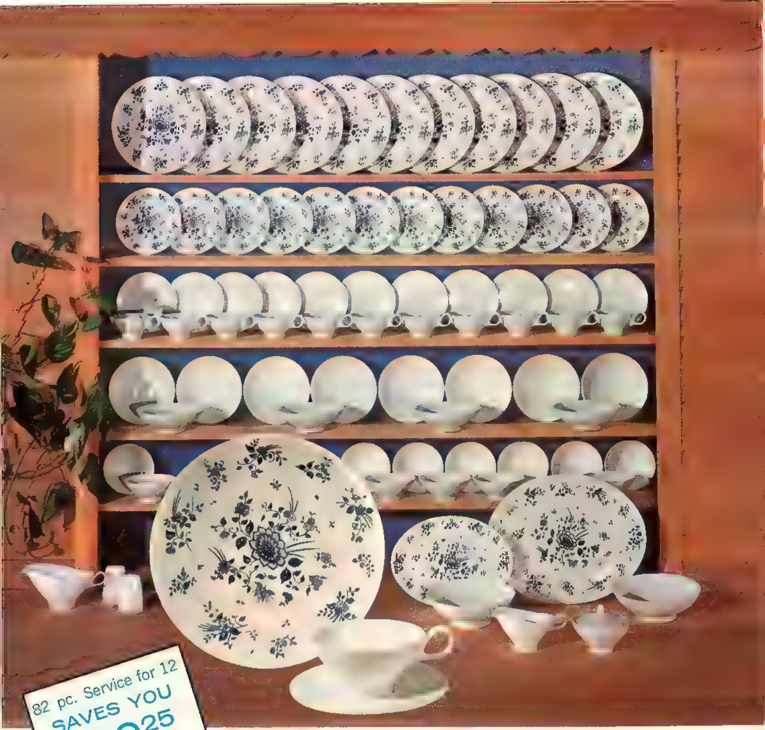


HAMPTON



BLUE SPRAY

GUARANTEED TWO YEARS against cracking, breaking, or chipping in normal use.



82 pc. Service for 12
SAVES YOU
$50.25

NEW EXQUISITE *Boontonware*® CHIPPENDALE

Guaranteed Against Breakage*

Colonial America lives again in *Chippendale*—recreated in an immense service typical of those days when large families gathered to feast in hard-won comfort. Only Boontonware could do it with such good taste, blending modern melamine with a traditional pattern in Old English Blue. And you get a bonus not enjoyed in bygone days—Boontonware's famous break-resistance! *Chippendale*—charming and practical, in melamine's *biggest* service for 12!

**Written Guarantee Against Breakage With Every Purchase*

Most Complete 82 Pc. Service for 12. $89.95 Retail

Open Stock Value $140 20 Save $50.25

Contains 12 each: 10″ decorated dinner plate, 6½″ decorated sandwich plate, 10-oz. dessert dish, 18-oz. soup bowl, 8-oz. cup, 6″ saucer—plus 14½″ decorated platter, 11″ decorated platter, 3-pc. sugar and creamer set, salt-pepper set, gravy boat, and two 8″ vegetable serving dishes. Shell White accessory pieces. Weight 28 lbs.

4A-40477 X5997 Chippendale .... Retail $89.95

45 Pc. Service for 8 . . .. $49.95 Retail

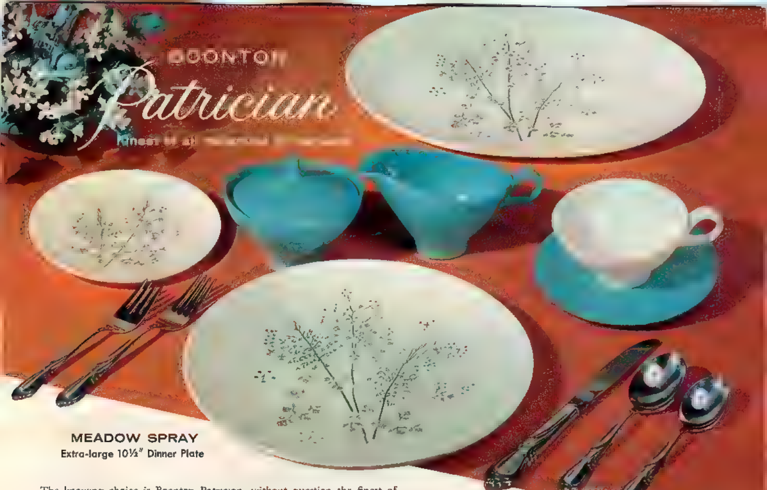
Open Stock Value $75 40 Save $25.45

Contains 8 each: 10″ decorated dinner plate, 6½″ decorated sandwich plate, 10-oz. dessert dish, 8-oz. cup, 6″ saucer—plus 11″ decorated platter, 8″ vegetable serving dish, 3-pc. sugar and creamer set. Shell White accessory pieces. Weight 17 lbs.

4A-40476 X3330 Chippendale .... Retail $49 95

BOONTON *Patrician*

Finest of all [illegible]



MEADOW SPRAY
Extra-large 10½" Dinner Plate

The knowing choice is Boonton Patrician, without question the finest of all melamine dinnerware. The special care that goes into every piece is readily apparent in the exquisite beauty, and the luxury feel of Patrician It also offers generous sizes in all pieces such as extra-large 10½" dinner plates, over-size platters, as well as near-extravagant use of remarkable melamine. All this to achieve the ultimate in styling of these beautiful patterns: *Scandia*—Scandinavian charm ideally adapted to traditional settings; *Meadow Spray*—classic beauty in the spirit of modern living, *Leaves*—floral loveliness, created for everyday living.

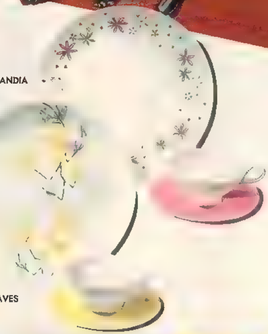
20 Pc. Service for Four. Contains 4 each. 10½" dinner plate; 6½" dessert or sandwich plate; 18 oz. soup or salad bowl; 8 oz. cup; 6" saucer. Weight 8½ lbs. Open stock value $35.40.

5A-50430 X1863	Scandia	5A-50450 X1863	Meadow Spray
5A-50451 X1863	Leaves		Retail $27.95

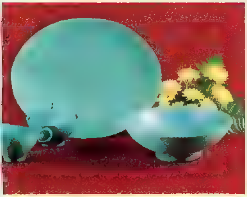
45 Pc. Deluxe Service for Eight. Contains 8 each. 10½" dinner plate; 6½" dessert or sandwich plate; 18 oz. soup or salad bowl, 8 oz. cup; 6" saucer—plus 9½" vegetable serving dish, 14½" platter; 3 pc. sugar and creamer set. Weight 21½ lbs. Open stock value $86.50.

4A-40473 X3997	Scandia	4A-40474 X3997	Meadow Spray
4A-40475 X3997	Leaves		Retail $59.95

Color Combinations. Dinner plates, sandwich plates, platters have patterns on Shell White backgrounds. All cups: Shell White. Other pieces: Bon Bon Pink with *Scandia*, Turquoisette with *Meadow Spray*, Butter Yellow with *Leaves*



Written Guarantee Against Breakage With Every Purchase



5 Pc. Continuation Service Set. Contains 14½" platter; 9½" vegetable serving dish; 3 pc. sugar and creamer set. Weight 4 lbs.

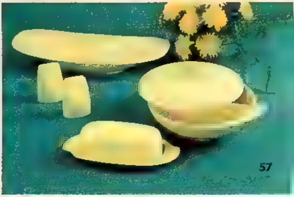
5A-50417 X830	Yel.	5A-50419 X830	Turq.
5A-50418 X830	Pink	5A-50420 X830	Wh.
5A-50421 X830			Mixed Color Harlequin

Specify color when ordering Retail $12.45

7 Pc. Completion Service Set. 10" divided vegetable dish with cover; 2 pc. butter dish; salt and pepper; bread dish-centerpiece. Wt. 4 lbs.

5A-50422 X1057	Yel.	5A-50424 X1057	Turq.
5A-50423 X1057	Pink	5A-50425 X1057	Wh
5A-50426 X1057			Mixed Color Harlequin

Specify color when ordering Retail $15.85



Brookpark Decorated Melmac

PLUS STAINLESS STEEL FLATWARE

Surprise HER this Christmas with this fabulous Brookpark Melmac dinner service that boasts new and table-flattering elegance in beautiful "Yellow Rose" design. It's a complete service for 8 people. It's chip and break-resistant, absolutely unharmed by hot water, automatic dishwashers and detergents. You also get work-free, table-lovely stainless steel flatware in attractive "Wave" pattern. Stainless steel cannot chip, rust, stain, or tarnish—never needs polishing—rinses gleaming bright! All this for only one remarkable low price—just 29.95! We suggest you order early! **45-Pc. Set** Brookpark decorated "Yellow Rose" Melmac Dinnerware consists of: 8 decorated dinner plates, 8 decorated bread-butter plates, 8 Yellow cups, 8 White saucers, 8 Yellow 15 ounce soup-cereal-salad bowls, 1 decorated platter, 1 Yellow vegetable dish, 1 Yellow creamer, and 1 Yellow sugar bowl with cover. **50-Pc. Set** "Wave" stainless Steel Flatware consists of: 8 dinner knives, 8 dinner forks, 8 salad forks, 8 soup spoons, 16 teaspoons, 1 sugar spoon, and 1 butter knife.

39 Y 3077M—Brookpark Dinnerware and "Wave" Flatware set. Wt. 20 lb. 95-Pcs. **29.95**

Lovely Christmas Gift!

95-Pc. Set

~~39.95~~ Value

29^{95}

3.00 Down

FOR NEW IDEAS IN GAMES...NEW PACKAGING CONCEPTS...

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THE GAME OF SECRET AGENTS
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UNDERCOVER

The Game of Secret Agents! Exciting and Unusual Fun for Ages 8-14. #236—$2.00

MR. FUN SPELLS CADACO

SEEING IS BELIEVING!

SEVEN SEAS
THE GAME OF TRADE
SEVEN SEAS

SEVEN SEAS

The Game of Trade. Cadaco's Big Money Game features unique Double Game Board in Hinged Box with Clasp. #235—$3.00

NEW

$2.00 Assortment (#600) includes 4 each of UNDERCOVER, NOAH'S ARK and HOCKEY.

CADACO-ELLIS, INC.

1446 MERCHANDISE MART *Originators of Games* CHICAGO 54, ILLINOIS
NEW YORK SALESROOM . . . 200 FIFTH AVENUE

Delight the Children with Bradley Famous Name Character WRIST WATCHES

NOT TOYS, BUT RUGGED and ACCURATE WATCHES for KIDS...

Exactly What They Want!

A ROY ROGERS COWBOY WATCH

Any boy would be proud to own this gleaming western beauty! Shining chrome-plated case has stainless steel back, colorful dial which features Roy Rogers and his Horse Trigger. Leather strap is tooled in Western designs—really a popular feature!
8M-19294 X466 In Gift Package ....**Retail 6.99**

B ROY ROGERS EXPANSION WATCH

Same as A above, except has chrome plated expansion band sized to boys' wrists, yet looks just like Dad's.
8M-19293 X533 In Gift Package ....**Retail 7.99**

C DALE EVANS COWGIRL WATCH

Dale is every girl's favorite Western character, and this attractive watch has an autographed picture of Dale and her horse Buttermilk on the dial. Lustrous chrome-plated case, stainless steel back. Matching expansion bracelet to fit girl-sized wrists.
8M-19292 X533 In Gift Package ....**Retail 7.99**
AS ABOVE WITH TOOLED LEATHER STRAP, WESTERN STYLE.
8M-19291 X466 In Gift Package .... **Retail 6.99**

D "JUNIOR NURSE" WATCH

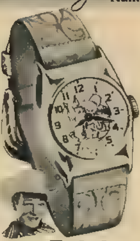
Professional-looking, petite—with picture of young Nurse on dial. Rich chrome-plated case; stainless steel back. Combination white nylon and leather expansion wrist band. Every nurse-to-be will love it!
8M-33667 X533 In Gift Box . .. .**Retail 7.99**

E "ROBIN HOOD" WATCH

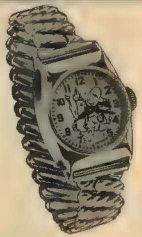
Has "Official" Robin Hood picture on dial, showing the folk hero with his trusty longbow. Sturdy chrome plated case, stainless steel back. Matching expansion band.
8M-33666 X533 In Gift Package ....**Retail 7.99**

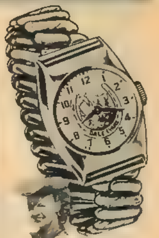
F "JUNIOR LEAGUE" BASEBALL WATCH

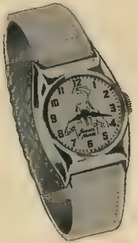
An exciting new boy's wrist watch with colorful action picture of baseball and player on dial. Polished, chrome-plated case has stainless steel back. Matching expansion band. A rugged, trustworthy timepiece.
8M-33665 X533 In Gift Box .... , **Retail 7.99**

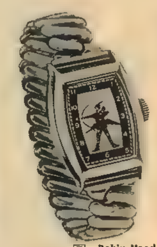

A **Roy Rogers**

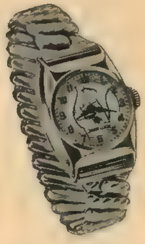
Every Watch in Gift Box


B **Roy Rogers**

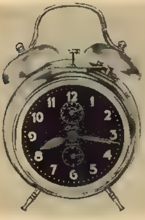

C **Dale Evans**

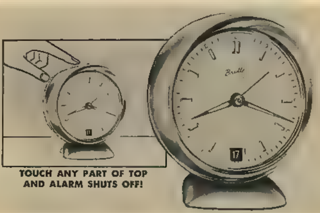

D **Nurse**

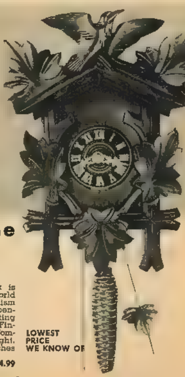

E **Robin Hood**


F **Junior League**

ADD 10% FEDERAL EXCISE TAX FOR ALL ITEMS ON THIS PAGE




TOUCH ANY PART OF TOP AND ALARM SHUTS OFF!


LOWEST PRICE WE KNOW OF

CLOCKS WITH A DIFFERENCE from Bradley Time

EXTRA-LOUD "OLD TIMER" ALARM . . . REALLY WAKES!

The LOUDEST ALARM YOU EVER HEARD! It's the joy of sound sleepers. Set it, forget it! Wake up on time every time. Has 4 in. face with luminous hands and large numerals that show up clearly in the dark. Quiet tick permits restful sleep all night long, but come morning—it rouses the soundest sleeper! 30-hour movement. 7½-in. high. Satin Goldtone finish.
6M-5003 X270 ....**Retail 4.50**

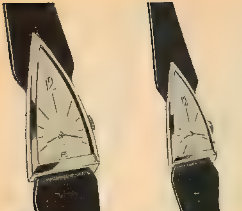
"TOUCH-N-STOP" CALENDAR ALARM . . . THE "ROMA"

Smart, Continental design—plus the patented automatic "touch-n-stop" feature! When alarm goes off, just touch any part of top and alarm shuts off. All this, and a calendar too—date in large visible window changes automatically. Raised gold stick dial with luminous hands and hour dots. 30-hour imported alarm movement. Size 3⅝-in. high, 3¼-in. diameter.
8M-33664 X960 ....**Retail 15.99**

HAND CARVED BLACK FOREST PENDULUM CLOCK

Genuine imported Black Forest clock is beautifully hand carved in the old-world tradition. Sturdy, accurate mechanism will stay true for a lifetime . . . pendulum system is extremely long lasting and exact time-keeping mechanism. Finished in dark-toned Mahogany. Complete with leaf pendulum and weight. Size overall, 9 inches high, 6½-inches wide. Ship. wt. 2 lbs.
6M-5004 X330 ....**Retail 4.99**

EXCITING NOVELTY TIMEPIECES TO DELIGHT ALL AGES



AMERICAN JET

17-Jewel Movement

Created by master designers to capture all the excitement of the jet age . . . the bold new look of tomorrow. The sleek missile shaped case is all aglow with a fresh, clean and crisp perspective. The dial is deliberately kept strikingly simple to blend perfectly with the streamlined look . . . the modern raised figures are always easy to read. 17 jewel precision movement has guaranteed unbreakable mainspring The gleaming case is crafted in yellow gold with a durable stainless steel back . . . and accented with a jet black suede strap, shaped to enhance missile case.

WOMAN'S WATCH. Weight 1 lb.
8M-34319 X3250. . . . . . . .Retail 95 00

MAN'S WATCH. Weight 1 lb.
8M-34318 X2940. . . . . .Retail 87 50

SPECIAL VALUE WATCHES

Fully Guaranteed — Precision Made

Check this wonderful selection of dependable timepieces by America's most famous watchmakers Each one is fully guaranteed to offer truly outstanding performance. Never before such beauty in design, such accuracy in timekeeping, yet such remarkable low prices! For yourself or others, they are sure to be a long-remembered gift.

Precision-made parts and full jewel movements insure lasting efficiency. Each one is carefully assembled and electronically timed. Nowhere else will you find such a value-packed combination of exquisite styling, dependability and low price all in one watch. Each one comes packed in an attractive gift box.

SUNBEAM

17-Jewel Movement

A new concept in time! Two diamond-like satellites seem to float in space around the dial. They are surrounded by raised sparkling markers that look like genuine diamonds . . . create a field of fiery stars. Case has a gleaming chrome top and steel back and unbreakable crystal. Ultra-thin to hug the wrist comfortably, smartly, safely Guaranteed 17 jewel movement for dependable accuracy. The sleek, genuine suede strap is the crowning touch to this masterpiece.

MAN'S WATCH. Weight 1 lb.
8M-34322 X2750. . . .Retail 85.00

LADIES' WATCH. Wt. 1 lb.
8M-34323 X2940. . . . .Retail 87 50

CONSTELLATION

17-Jewel Movement

Just wind this magnificent watch and an effect of brilliant diamond planets moving in their orbit is created . . truly stunning! The Men's watch has a gleaming white dial and the Ladies' model features a crisp black face surrounded by the silver orbit band. Highly accurate, fully guaranteed 17 jewel movement is electronically timed and tested. Gleaming mirror-finished chrome case has durable stainless steel back, smart suede strap. A distinctively different watch with fine accuracy—you'll surely like this one

MEN S WATCH. Weight 1 lb.
8M-34320 X2940. . . . .Retail 87.50
LADIES' WATCH Weight 1 lb.
8M-34321 X3250. . .Retail 95.00

Self-winding Automatics

Richly styled, Modestly priced

Designed especially for nurses

EVERY WATCH FULLY GUARANTEED

DATE-O-MATIC

A distinctive, self-winding calendar watch 17 jewel shock protected movement guarantees accuracy Smartly styled with raised figure dial, sweep second hand, unbreakable crystal, yellow gold case, stainless steel back, gold filled expansion bracelet.
8M-32324 X2710 Wt. 1 lb. . . **Retail 85.00**

CLINTOMATIC

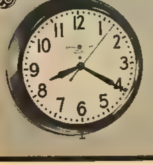
For the man who demands the finest. 25 jewel self winding automatic movement. Handsome raised figure radium dial and hands, sweep second hand. Unbreakable crystal. All stainless steel. Matching expansion bracelet accented with insets
8M-34326 X3265 1 lb. . . . . **Retail 95.00**

VIKING

Imagine! A 17 jewel Incabloc shock-proofed movement at such a low price! Water-resistant case with chrome top, stainless steel back. Raised figure radium dial and hands, sweep second hand. Unbreakable crystal. Stainless steel expansion bracelet
8M-34327 X1535 1 lb. . . . .**Retail 39.75**

SEA QUEEN

Perfect timepiece for nurses, career women, homemakers. Gleaming chrome top case with steel back, unbreakable crystal. Guaranteed water resistant. Luminous dial and hands, sweep second hand. 17 jewel Incabloc shock-protected movement
8M-34328 X2075 1 lb. . . . . . **Retail 57 50**



General Electric WALL CLOCK

- **3 Sizes for Office, School Room or Kitchen**
- **Famous Dependable G.E. Clock Movement**
- **Convenient Sweep Second Hand**

A precision made, unerringly accurate electric clock in a choice of sizes for any use—home, commercial, institution. Easy-to-read dial has large black enameled figures with minute points. Handy sweep second hand is handy for many timing functions—is full length for easy reading from a distance Handsomely framed in a slim-rimmed Brown plastic case that harmonizes with any color scheme.

6M-657 X1275 15 in. diam. . . . . **.Retail 19.95**
6M-656 X890 12 in. diam. . . . . **.Retail 13.95**
6M-655 X764 8 in diam. . . . . **.Retail 11.95**

NIGHTINGALE

25 Jewel Movement

Peite and delicate to encircle her wrist in loveliness . . . a watchmaker's masterpiece of daintiness. The smart 10K rolled gold plate case with stainless back and fashionable domed crystal over raised figure dial permit day-into-evening wear.

Forever faithful with a 25 jewel shock protected movement. Complete with perfectly matched, sleek, gold-filled expansion bracelet. Weight 1 lb.

YELLOW GOLD CASE
8M-34329 X2475. . . . . Retail 67.50

WHITE GOLD CASE
8M-34330 X2475 . . . . .Retail 67.50

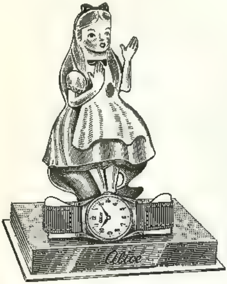
ADD 10% TO ALL PRICES SHOWN ON THIS PAGE FOR FEDERAL EXCISE TAX

WRIST WATCHES C

INGERSOLL—TIMEX—CHARACTER

Free—Character Watch Figurines! Beautifully molded, highly glazed figurines of Alice in Wonderland, Cinderella, Donald Duck, Mickey Mouse, and Snow White are now packaged free with each of these character watches. These fine ceramic figurines, which are five inches tall, add extra value to these watches and make them perfect gifts for boys and girls.

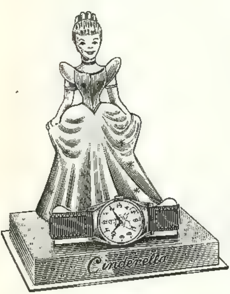
ALICE IN WONDERLAND



No.
30011 .... Each $6.95

(L)	IBM	31967	1 or 2	(11)	rts■
(A)	IBM	31967	3 or More	(29)	rts■

CINDERELLA



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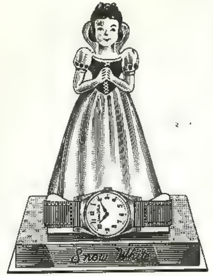
30031 .... Each $6.95

(L)	IBM	31968	1 or 2	(19)	rts■
(A)	IBM	31968	3 or More	(27)	rts■

All Above, One in a Gift Box

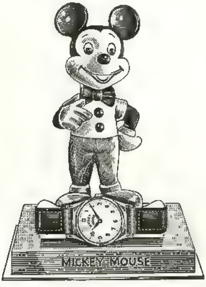
SNOW WHITE



No.
30081 .... Each $6.95

(L)	IBM	31988	1 or 2	(17)	rts■
(A)	IBM	31988	3 or More	(25)	rts■

MICKEY MOUSE

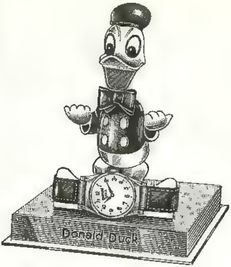


No.
30071 .... Each $6.95

(L)	IBM	31989	1 or 2	(15)	rts■
(A)	IBM	31989	3 or More	(23)	rts■

All Above, One in a Gift Box

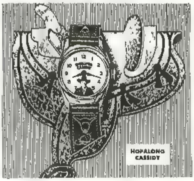
DONALD DUCK



No.
30051 .... Each $6.95

(L)	IBM	31991	1 or 2	(11)	rts■
(A)	IBM	31991	3 or More	(29)	rts■

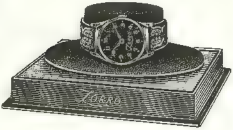
HOPALONG CASSIDY



No.
30061 .... Each $6.95

(L)	IBM	31995	1 or 2	(12)	rts■
(A)	IBM	31995	3 or More	(20)	rts■

ZORRO



No.
30091 .... Each $6.95

(L)	IBM	31996	1 or 2	(10)	rts■
(A)	IBM	31996	3 or More	(28)	rts■

All Above, One in a Gift Box

(1) BOYS' WATCH and jewelry set. 1-jewel movement, Yellow Gold color metal case, silvered dial. Matching expansion band. Yellow Gold plated cuff links, tie grip. Retract pen, mechanical pencil.
323 Y 2228W—Wt. 11 oz... 8.99

(2) GIRL'S WATCH and jewelry set. Yellow Gold color round case, silvered dial. 1 Jewel Swiss movement. Expansion band. Simulated pearl charm bracelet, adjustable ring in plastic case.
323 Y 2234W -Boxed 12 oz. 8.99

10% Federal Tax Included

1 Boys' Set
8.99

2 Girl's Set
8.99

Character WATCHES *loved most by little people!*

(3) "WESTERN" watch with colorful cowboy on bucking bronco. "Bronco" bucks with wrist movement! Swiss made movement Chrome case, stainless steel back
323 Y 2224—Expansion band. Wt. 5 oz. 6.99

(4) BALLERINA WATCH, simulated charm bracelet, tiny slippers. Chromed case, stainless back. Swiss movement. A buy!
323 Y 2281W—Expansion band. Wt. 9 oz. 8.95
WATCH ONLY, no charm bracelet
323 Y 2280W—Gift boxed. Wt. 6 oz.....7.95

(5) "CINDERELLA" Shock resistant watch, no-break crystal. Blue grosgrain band.
323 Y 2225—Order early! Postpaid ... 7.65
"ALICE IN WONDERLAND" as above.
323 Y 2282—Pink band. Postpaid.......7.65

(6) "ZORRO" WATCH. Walt Disney's popular children's watch. Chrome case, Black dial, non-breakable crystal. Black leather strap matches dial. Attractively gift boxed—ready for giving
323 Y 2267—Order early! Postpaid... 7.65

(7) "HUCKLEBERRY Hound"—anti-magnetic, shock-proof, electronically timed precision Swiss movement Chrome plated case, stainless steel back. Huckleberry Hound and numerals on dial. Expansion band; gift box.
323 Y 2223W ... 7.95
Ship wt. 6 oz.

Thermometer Watch!
8
11.98
9
7-Jewel Newport
9.99

11
12.98
Young Men's Jewelry Set
10
12.98
Lady Nelson

SMART NEW TEEN AGE WATCHES—LOVELY GIFTS!

(8) THERMOMETER watch —Yellow Gold color metal case, stainless steel back. Silvered dial with Gilt markers. Shock protected. Shows temperature. Suede leather strap.
323 Y 2227W–Wt. 6 oz. 11.98

(9) GIRL'S NEWPORT — 7 jewels. Chromed case, stainless steel back. Gilt numerals, hands. Accurate shock resistant Swiss movement. Leather - metal expansion band.
323 Y 2229W–Wt. 7 oz. 9.99

(10) YOUNG MEN'S 6-PC. SET. Gold color 1 Jewel Swiss watch, stainless back, gilt numerals, markers; glitter dial. 1 leather band—1 exp. band, cuff links, tie bar, money clip.
323 Y 2210W—1 lb.....12.98

(11) "LADY NELSON" one jewel Swiss Teens watch Gold color metal case; expansion band. Gold color necklace, earrings.
323 Y 2207W—14 oz...12.98

(D) *CHIEF CHAIN SAWS

A complete line of direct drive or reduction drive chain saws. Grouped controls for instant response. Quick starting, top performance, light and balanced, easy handling.

No. D50C

4 H P. all position Direct Drive chainsaw designed for the farmer, pulpwood cutter and general wood cutter. Handy for close to the ground cutting. handles any medium sized timber with ease.

Spike Bumper Not Standard On This Model. Can Be Installed As Accessory.

4 H.P. RANCHER

Nos.	Guide Bar, In.	Wgt. Lbs.	Each
***D50C-14**	14	30	**$159.50** chnnn
***D50C-16**	16	32	**$169.50** chtnn

6 H.P. CHIEFTAN

Equipped With Retractable Spike Bumper

Nos.	Guide Bar, In.	Wgt., Lbs.	Each
***D60C-14**	14	30	**$179.95** calnn
***D60C-16**	16	32	**$189.95** crhnn
***D60C-20**	20	35	**$199.95** clnnn
***D60C-26**	26	40	**$209.95** clsnn

NOTE: Roller Nose Guide Bar Available - - P.O.A.

No D50C-G1

4 H P. Gear Drive Chainsaw equipped with high quality 2 to 1 transmission delivers amazing power and cutting speed. Will handle with ease most heavy cutting jobs in guide bar lengths recommended. Center mount blade makes felling and bucking a snap.

4 H.P. SUPER RANCHER

Nos.	Guide Bar, In.	Wgt. Lbs.	Each
***D50CG1-14**	14	30	**$199.95** clnnn
***D50CG1-16**	16	32	**$209.95** cltnn
***D50CG1-20**	20	35	**$219.95** celnn

6 H.P. SUPER CHIEFTAN

Powerful 6 H P Gear Drive. — The tremendous reserve power in this unit makes it ideal for cutting the largest of timber, yet its pin-point balance and light-weight make it easy to handle in any kind of timber. Standard 2 to 1 ratio gives 1420 feet of chain speed per minute.

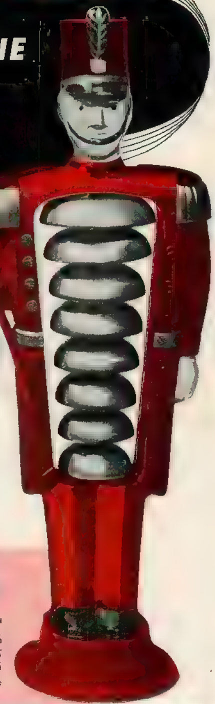
Nos.	Guide Bar, In.	Wgt., Lbs.	Each
***D60CG1-14**	14	35	**$229.95** cshnn
***D60CG1-16**	16	38	**$239.95** ctnnn
***D60CG1-20**	20	40	**$249.95** ctsnn
***D60CG1-26**	26	45	**$259.95** colnn
***D60CG1-30**	30	48	**$269.95** hnhnn
***D60CG1-36**	36	51	**$279.95** hcnnn
***D60CG1-42**	42	60	**$289.95** hcsnn

NOTE: Roller Nose Guide Bar Available - - P.O.A.

***Direct shipment, F.O.B. Clinton, Michigan**

Here is your 1960 Leader from PIC!

FROM AMERICA'S FASTEST SELLING LINE COMES THE-

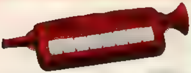


No. 950 MUSIC MAN

Really new and leading the PIC Parade is the MUSIC MAN with 8 tuned bells. Beautifully sprayed in four colors, and individually boxed for instant eye appeal. A decorative, educational toy from PIC ready for immediate shipment. Complete instructions included.

14" x 7" x 4"

Std. Pack: 1 doz. ctn.
Approx. 14 lbs.



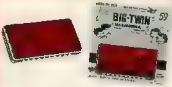
No. 820 BLOW-ACCORDION

Better Than Ever!

Fun from 8 to 80. Easily played, with 8 piano-type keys. 16 precision plastic reeds produce 2 full scales, single notes, and chords. Safe, non-toxic polystyrene toy instrument individually Blister-Packed on a card with complete instructions and song booklet. Available also individually boxed.

Sug. Retail **$.98**

Std. pack: 1 doz. Box .. Approx. 5 lbs
½ gross Ctn. Approx. 32 lbs

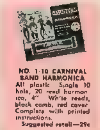


No. 600 BIG TWIN

The only all plastic double harmonica available! Newly improved. Two keys, 20 holes, 40 reeds. Two regular 10 hole, 20 reed harmonicas on one! Lustrous red covers, packaged individually on a card with Blister-Pak protection. Complete instructions included.

Sug. Retail **$.59**

Std. pack: 2 doz. Box ....Approx. 4 lbs.
1 gross Ctn. ... Approx. 23 lbs.



NO. 1-10 CARNIVAL BAND HARMONICA

All plastic. Single 10 hole, 20 reed harmonica, 4". White reeds, black comb, red cover. Complete with printed instructions.

Suggested retail—29c

NO. 1-20 CIRCUS BAND HARMONICA

All plastic. 10 double holes, 20 reeds. Ivory comb, white reeds, red cover. Complete with printed instructions.

Suggested retail—39c

NO. 1-30 ROCK 'N ROLL HARMONICA

All plastic with nickel-plated covers. 10 double holes. 20 reeds, 4". Ivory comb, brass colored reed plates. Complete with printed instructions. Also available individually boxed.

Suggested retail—59c

NO. 1-80 COMPANION HARMONICA

All plastic with nickel-plated covers. 10 double holes, 20 reeds, 4". Ivory comb, brass colored reed plates. Complete with printed instructions.

Suggested retail 59c

PLASTIC INJECTO CORP.
MANUFACTURED IN THE UNITED STATES
A SUBSIDIARY OF WM. KRATT CO.

See Our Complete Line — Visit Our National Representatives·

SILVER SALES Room 406, 200 Fifth Ave., New York, N. Y.

PLASTIC INJECTO CORP.

A Subsidiary of WM. KRATT CO. 988 JOHNSON PL., UNION, N. J.

Personalized HOLIDAY GREETING CARDS

Your Name Imprinted For Just A Little More!

*Please print complete name or family name as you want it to appear on cards. Same name in Black type goes on all cards of an assortment. Imprinted cards take 10 days longer. Sorry, no COD's.

① 32 "SLIM" CARDS originally made to sell for 25c each! 4 fold with Gilt embossing and Silver and Gold glitter. Each 8x3½-in. Pastels and fine coloring throughout. Cheery messages. Assorted designs: bells, snow scenes, trees, candles, etc. 32 cards, 32 envelopes.

0313 Y 3213—With Name*. 14 oz. 1.99
313 Y 3212—No Name. Wt. 14 oz. 1.59

② 50 RELIGIOUS CARDS. 4-fold style 3⅜-in. x 7⅛-in. with appropriate Biblical verse inside. Inspirational Christmas scenes: Manger, Wise Men, Shepherd, Madonna, etc. 50 cards 50 envelopes.

0313 Y 3217–W/ Name* Imprint. 1.69
313 Y 3216—No name 1.29
Ship. wt. each set 1 lb. 4 oz..

③ 50 TRADITIONAL CARDS in 4-fold style, each 3⅛x6-in. Designs include Santas, bells, poinsettias, snow scenes, candy canes, etc. Gay holiday colors, appropriate verses. 50 cards, 50 envelopes.

0313 Y 3219—With Name* 1 lb. 1.29
313 Y 3218—No Name. Wt. 1 lb. 89c

④ 25 "SCENIC DEER" CARDS. 4-fold 7¾x4-in. greeting cards show White deer on Red background with tinseled tree in Gold and Silver, plus tinseled stars. Cheerful message. 25 envelopes.

0313 Y 3223—With Name* 1 lb. 1.79
313 Y 3222—No Name. Wt. 1 lb. 1.39

⑤ 25 "SNOWFLAKE" CARDS. 4-fold 7¾x4-in. all-White beauties with embossed "Season's Greetings" in gold color ink; gold 'n silver-tinsel snowflakes enhance tiny tinseled designs. 25 envelopes.

0313 Y 3225—With Name*. 1 lb. 1.79
313 Y 3224—No Name. Wt. 1 lb. 1.39

⑥ 25 "CHRISTMAS CANDLE" cards. 4-fold 4⅞x6-in. Replica of Original painting by Charles R. Thomsen, contemporary American Artist! Shows Christmas Candle, foliage, open Bible. Exquisite! Originally 15c each! With envelopes.

0313 Y 3221—With Name*. 1 lb. 1.79
313 Y 3220—No Name. Wt 1 lb. 1.39

⑦ 25 "CHRISTMAS TREE" cards. 2-fold 9¼x3½-in. Embossed front has multicolor decorated tree; Silver glitter, Red bows—all on pebbled White background. 25 envelopes.

0313 Y 3227 –With Name*. 1 lb. 1.79
313 Y 3226—No Name. Wt. 1 lb. 1.39

① 32 Slim Cards
Save! As low as 1.59

② 50 Religious [illegible] 1.29

③ 50 Traditional Christmas Cards Low as 89c

④-⑦ 25 "One-of-a-Kind" Christmas Cards
Low as 1.39

NOEL
Season's Greetings

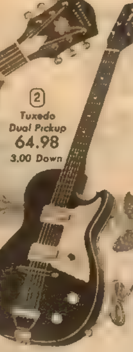
50 Assorted Cards 99c

Santa's Giant Christmas Card selection with envelopes—for less than 2c each! New designs! Trees, Holly Wreaths, Santas, Noel, Bells, Snow Scenes, Candles, etc. Mixed sizes—some 4½x5½-in., some 3½x6¼-in. All are popular 4-fold with happy holiday messages inside.

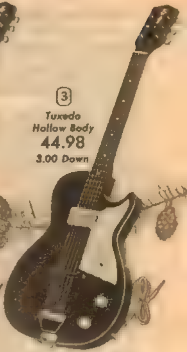
313 Y 3204—Ship. wt. 1 lb.......99c

GIVE A FINE *Electric Guitar*

① *"Fiesta" Double Pickup* 3.00 Down **99.95**



② *Tuxedo Dual Pickup* **64.98** *3.00 Down*



③ *Tuxedo Hollow Body* **44.98** *3.00 Down*

① "FIESTA" double-pick-up electric guitar. Aldens finest! Worth 147.50. Rich, singing tone. Easy to learn to play. Mixer; individual tone and volume controls; selector switch. Thin hollow body. Adjustable reinforced neck. Inlaid and bound Rosewood fingerboard; adjustable bridge. Chrome-plated tailpiece. Beautiful natural spruce top with curly maple sunburst back and sides. 36x11x2-inches. $6 monthly.
E36 Y 9950E—Wt. 10 lb....99.95
Guitar with case. $7 monthly.
E36 Y 9951E—Wt. 14 lb...109.95
Guitar above, plus case and 5-tube amplifier. $10 monthly.
36 Y 9952R—Wt. 36 lb....169.95
Frt./Exp. Chicago.

② "TUXEDO" ELECTRIC guitar. Imagine the hours of fun you'll have with this fine instrument! Worth 98.50. Double pick-up, dual stack controls. Pick-up selector switch. Tone and volume controls. "Gold Stardust" design on Ebony. Oval ebonized fingerboard. Inlaid block position markers with nickel-plated machine heads, compensating tailpiece. Thin, hollow body gives rich tone. 36x11x2-in.
E36 Y 9910E—Wt. 11 lb. 64.98
Guitar with case.
E36 Y 9912E—Wt. 12 lb. 69.98
Guitar above, plus case, 4-tube amplifier. $6 monthly.
E36 Y 9911M—Wt. 24 lb. 99.98

③ "TUXEDO" SPANISH electric guitar. Worth 72.50. Thin resonant "hollow body" cutaway style. Steel rod insures strong, straight neck. Fully equipped with built-in pick-up; bass-treble slide switch. Separate tone and volume controls. Hardwood construction for durability and tone. Glamorous "Gold Stardust" design on ebony. White celluloid bound edges, guard plate. Measures 36x11x2-in. An outstanding musical value!
E36 Y 9908E—Wt. 10 lb...44.98
Guitar with case.
E36 Y 9907E—Wt. 12 lb...49.98
Guitar above, plus case and 4-tube amplifier.
E36 Y 9909M—Wt. 24 lb...79.98

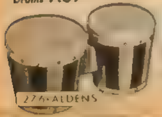
④ CALYPSO BONGO DRUMS —natural rhythm will have you playing in minutes! Goatskin heads: one abt. 6½-in., one abt. 8-in. wide. Shells are acoustically formed to produce maximum tonal quality. Superb response. Attractive 2-tone wood finish; brass-plated trim. Instructions.
36 Y 9851—Wt. 3 lb. 7 oz...9.89

⑤ TUNEABLE BONGO drums. Measure abt. 7-in. and 5¼-in. in head size. 6 tension points for easy, fast tuning–give various unusual sound effects. Shells are acoustically formed to produce maximum tonal quality. Brass plated. Gold finish hardware. Instructions.
36 Y 9944E—Wt. 8 lb.....27.50

⑥ 6-PIECE CALYPSO SET — everything you need! Two standard size Bongos with 2-tone Natural wood finish. Goatskin heads: 6½x8-in. Superb tone, response. Hand made Maracas of hand painted, seasoned woods. High polished Rosewood Claves have clear ringing tone, accurate pitch
36 Y 9966—5 lb. 10 oz.. .14.98

***Buy on* CREDIT . . . NO PAYMENTS 'TIL JANUARY !** *See page 281*

④ *Bongo Drums* **9.89**



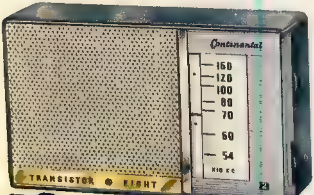
⑤ *Deluxe Bongos* **27.50**

⑥ *6-Pc. Calypso Outfit* **14.98**

ALL NEW Continental MINIATURE TRANSISTOR RADIOS

Now . . . with any of these exciting, new Continental miniature size transistor radios your favorite radio programs are at your fingertips . . . indoors or outdoors . . . travelling or relaxing.

The low price of each of these smartly styled, high-quality Continental *miniature* transistor radios includes batteries, finest cowhide radio carrying case with strap, magnetic earphone with cowhide case.

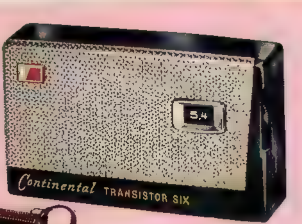


TRANSISTOR "8" MODEL TR-300

No matter where you go this ultra powerful 8-transistor (plus diode and thermistor) will receive the most distant radio stations.

Unparalleled performance . . . in easy-to-take-with-you miniature size. Large 2¼" permanent magnet dynamic speaker reproduces outstanding tone quality. Equipped with earphone jack for private listening Only 4-11/16" wide, 2¾" high, 1¼" deep. Complete with battery, genuine cowhide carrying case with shoulder strap and magnetic earphone with cowhide case. A masterpiece of engineering in a beautifully designed case available in color combinations of Grey with Gold grille, Red with Gold grille, Black with Gold grille.

8P-33527	X3750	Gray	Retail 49.95
8P-33528	X3750	Black	Retail 49.95
8P-33529	X3750	Red	Retail 49.95



TRANSISTOR "6" MODEL TR-182

Small enough to fit in your shirt pocket, yet packed with features that deliver big set performance.

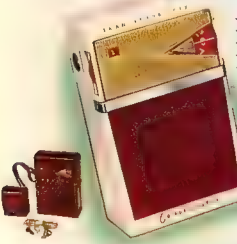
Imagine . . 6-quality transistors (plus a thermistor and crystal diode), a big 2¼" permanent magnet dynamic speaker for outstanding tone quality. Push-pull audio output and three I.F. stages for extra sensitivity. Specially designed with two earphone jacks for private listening for you and a companion. Only 2½" high, 4⅝" wide, 1⅝" deep. Complete with battery, genuine cowhide carrying case with wrist strap and magnetic earphone with cowhide case. And just look at the modern styling of the sturdy plastic case! Available in Black with Gold metallic grille, Ivory with Gold grille, Red with White grille, Dark Blue with Chromium grille.

8P-33530	X2995	Ivory	Retail 39.95
8P-33531	X2995	Black	Retail 39.95
8P-33532	X2995	Red	Retail 39 95
8P-33533	X2995	Dark Blue	Reta 39 95

ALL CONTINENTAL RADIOS ARE BACKED BY A WRITTEN GUARANTEE

CONTINENTAL MINIATURE TRANSISTOR RADIOS INCLUDE THESE FEATURES!

- ★ Advanced Superheterodyne Circuit
- ★ Built-in Ferrite Antenna
- ★ Tuning Range, 535 to 1605 KC
- ★ Automatic Gain Control
- ★ Operate on Standard 9-volt Battery
- ★ Hermetically Sealed Tuning Condensers
- ★ Printed Circuits, Trouble-Free

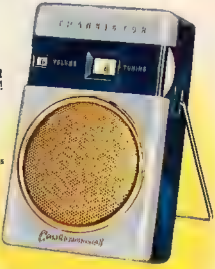


TRANSISTOR "6" MODEL TR-200

Smallest 6-transistor radio sold anywhere!

This power packed mighty mite is only 3-15/16" high, 2-3/8" wide, 1-3/16" deep. New, specially designed chassis incorporates all big-set performance features. 6-transistors plus diode and thermistor Large 2" permanent magnet dynamic speaker for superior tone quality Equipped with earphone jack for private listening. Complete with battery, genuine cowhide carrying case with wrist strap and magnetic earphone with cowhide case. Richly styled plastic case in eye-appealing color combinations of Ivory with Red grille, Grey with Black grille,

8P-33524	X2995	Ivory	Retail 39.95
8P-33525	X2995	Gray	Retail 39.95
8P-33526	X2995	Blue	Retail 39.95



TRANSISTOR "4" MODEL TR-100

A once-in-a-lifetime value sensation! So small in size . . . so amazingly high in quality . . . so unbelievably low in price.

Dual purpose "Porta-Stand" doubles as convenient carrying handle and stand. Four transistors plus diode. Big 2¼" permanent magnet dynamic speaker reproduces outstanding tone quality Equipped with earphone jack for private listening. Only 2½" wide, 4⅛" high, 1¼" deep. Complete with battery, genuine cowhide carrying case with wrist strap and magnetic earphone with cowhide case. Smartly styled case available in attractive color combinations of two-tone Blue with Gold grille, Red and Pink with Gold Grille, Grey and Black with Gold grille.

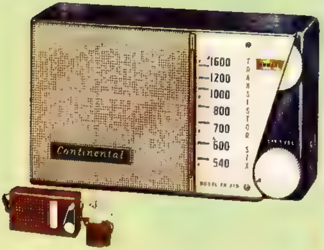
8P-33521	X2295	Two-Tone Blue	Retail 29.95
8P-33522	X2295	Black/White	Retail 29 95
8P-33523	X2295	Pink/Red	Retail 29.95

8P-34550	X10.	Retail 12½¢
8P-34551	X75	Retail 1.65

ALL NEW

Continental TRANSISTOR RADIOS

Whether you want small set economy or big set extras, there's a Continental transistor radio to suit your purpose . . . and your purse. And every Continental transistor radio, regardless of price, comes completely equipped with batteries, genuine cowhide radio carrying case with strap and magnetic earphone with cowhide case.

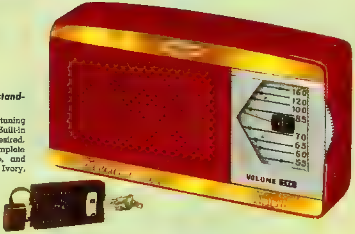


TRANSISTOR "6 MODEL TR-215

An electronic marvel powered by four inexpensive, longer lasting 1½ volt Penlite batteries. Outperforms all other radios its size!

Advanced 6-transistor superheterodyne circuit plus diode and thermistor. Automatic gain control. Wide-band tuning range from 535 to 1605 KC. Large 2½" permanent magnet dynamic speaker delivers full, clear tone quality. Equipped with earphone jack for private listening if desired Built-in Ferrite antenna. Only 5¾" wide, 4⅛" high, 1¼" deep. Complete with batteries, genuine cowhide carrying case with shoulder strap, and magnetic earphone with cowhide case. Contemporary styled plastic case in attractive color combinations of Black with Gold grille, Ivory and Grey with Gold grille.

8P-33538 X2995 Ivory/Gray ....Retail 39 95
8P-33539 X2995 Black ....Retail 39 95

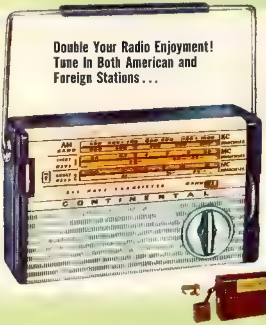


TRANSISTOR "4" MODEL TR-150

An irresistibly low-priced, high quality transistor radio, with outstanding engineering features.

Four transistors plus crystal diode. Automatic volume control. Broadest tuning range, from 535 to 1605 KC. Permanent magnet dynamic speaker. Built-in Ferrite antenna. Equipped with earphone jack for private listening if desired. Operates on 9-volt battery. Only 5-7/16" wide, 3" high, 1-7/16" deep. Complete with battery, genuine cowhide carrying case with shoulder strap, and magnetic earphone with cowhide case. Smartly styled in choice of Ivory, Ebony, Grey, or Red, all with blending metallic Gold grille.

8P-33534 X2295 Black.................Retai 29 95
8P-33535 X2295 Gray ....Retail 29.95
8P-33536 X2295 Ivory ....Retail 29.95
8P-33537 X2295 Red ....Retail 29 95



Double Your Radio Enjoyment! Tune In Both American and Foreign Stations . . .

WORLD-WIDE 3-BAND TRANSISTOR "7" MODEL SW-7

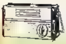
Thrill to the excitement of international reception. "London Calling" is as close as your local radio stations . . . Enjoy foreign shortwave, amateur broadcasting, police calls and commercial broadcasts. Never a dull moment with this powerful 3-band "Continental" . . . the world is at your fingertips

Advanced superheterodyne circuit with 7-transistors, 2 diodes and 1 varistor. Standard AM broadcast band, from 540 to 1600 KC, two shortwave bands, from 3.5 to 12 megacycles. Operates on six 1½ volt inexpensive, long lasting Penlite batteries. Automatic gain control. Push-pull circuit. 3-I.F. amplifier stages. 4 antenna systems: Ferrite core, outside handle, built-in loop, and supplementary wire extension antennas. 3 controls: On-Off Volume, Tuning and Broadcast Band Selector. Earphone jack. Weight 2 lbs. with batteries. 7"w., 4¼"h., 2" d.

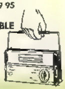
Complete with batteries, top-grain hand saddle stitched cowhide carrying case with shoulder strap and magnetic earphone with cowhide case. Richly styled in two-tone Blue.

8P-33540 X4495 Two-Tone Blue ....Retail 59 95

IT'S A TABLE MODEL



IT'S A PORTABLE



Triple purpose external antenna

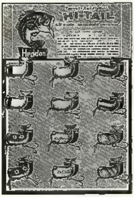
1. ACTS AS A STURDY STAND
2. SERVES AS A CARRYING HANDLE.
3. BRINGS IN DISTANT STATIONS

8P-34550 X10 ....Retail 12½¢
8P-34551 X75 ....Retail 1.65

x

(B) **BAITS** C

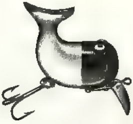
HEDDON-HI TAIL—SURFACE



Neither you or the bass will be able to let it rest when you see its tail-flicking antics. Can be worked in one spot or just steadily retrieved Length 2 in.; weight 1/3 oz.; size 4 treble hook. Two each of six colors on a card.

No.
305DCA..........................Per Card(12) **$16.20**
IBM 35529 (15) osh

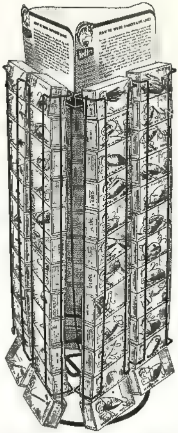
Twelve on a Card



Individual Colors
1/3 oz.; length 2 in.

Nos.
305F—Frog.....................................Each **$1.35**
IBM 35517 (10) tc
305B—Black....................................Each **$1.35**
IBM 35518 (18) tc
305SS—Silver Flitter......................Each **$1.35**
IBM 35522 (10) tc
305Y—Yellow...................................Each **$1.35**
IBM 35523 (18) tc
305L—Perch....................................Each **$1.35**
IBM 35524 (16) tc
305RH—White, Red Head..............Each **$1.35**
IBM 35528 (17) tc

One in a Box

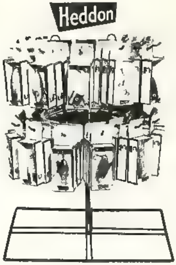


A revolving wrought iron bait rack which in a few square inches displays 72 spincasting lures. Point of sale cards mounted at the top. Contains four each of Tiny Go Deeper, Tiny Punkinseed, Spin Fin (¼ & 1/8 oz.); six each of Tiny Crazy Crawler, Tiny Floating Runt, Tiny Tad, Super Sonic, eight each of Tiny Runt, Tiny Torpedo, Tiny Lucky 13 and Sonic Rack is furnished at No Charge

No.
BR72 ....Per Assortment (72) **$96.50**
IBM 04898 (11) lson

One Assortment in a Shipping Container

HEDDON

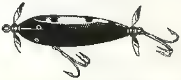


Revolving rack sells more lures in less space Rack is furnished free with six each of the following:
Hi-Tail, Ultra-Sonic, Tiny Runt, Tiny Torpedo, Tiny Lucky 13, Sonic, Spin-Fin, Sonar, Baby Luck 13, Midget River Runt, Super-Sonic, and Baby Chugger.

No
RBA72H..........................Per Asst (72) **$94.20**
IBM 03413 (10) lelh

One in a Shipping Container

CREEK CHUB — INJURED MINNOW

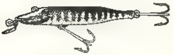


Top water; floats on its side with crippled minnow action. Will sputter and fuss with short jerky retrieve. Length 2¼ in.; weight ¼ oz.

Nos. Each
9500—Pikie Scale.......................................**$1.35**
IBM 34565 (10) tc
9501—Perch Scale......................................**$1.35**
IBM 34566 (18) tc
9518—Silver Flash......................................**$1.35**
IBM 34569 (12) tc

One in a Box, Twelve in a Carton

CREEK CHUB
MIDGET PIKIE MINNOW

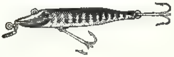


Wiggles similar to a live minnow and is especially good for the caster who uses light tackle Floats when cast and is strong enough to hold big fish Length of body 2¾ in., weight 3/8 oz.

Nos. Each
2200—Natural scale finish......................**$1.45**
IBM 04900 (15) ts
2201—Natural perch, scale finish.. ....**$1.45**
IBM 04901 (13) ts

One in a Box, Twelve in a Carton

BABY PIKIE MINNOW

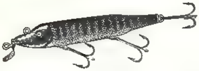


Small size. Length of body 3¼ in., weight ½ oz.

Nos.		Each				
900	Natural pikie, scale finish	$1.45	IBM	04902	(11)	t s
901	Natural perch, scale finish	$1.45	IBM	04903	(19)	t s
918	Silver flash	$1.45	IBM	04904	(17)	t s

One in a Box, Twelve in a Carton

CREEK CHUB
PIKIE MINNOW

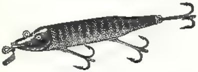


Slim body, 4½ in. long, weight ¾ oz., scale finish, rust-proof bronze hooks to blend with color of body. A near surface wiggler or by turning up the screw eye a few times and reversing the mouthpiece you have a surface splatter.

Nos.		Each				
700	Natural pikie, scale finish	$1.50	IBM	04905	(14)	o n
701	Natural perch, scale finish	$1.50	IBM	04906	(12)	o n
702	White, with red head	$1.50	IBM	04907	(10)	o n
718	Silver flash	$1.50	IBM	04908	(18)	o n

One in a Box, Twelve in a Carton

HUSKY PIKIE MINNOW

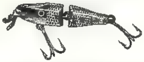


The champion of all big fish getters. A large strong graceful lure that has all the lifelike features and with an established reputation. Equally effective when cast or trolled. Length body 6 in. Weight 1½ oz.

Nos		Each				
2300	Natural pike, scale finish	$2.00	IBM	04909	(16)	c h n
2301	Natural perch, scale finish	$2.00	IBM	04910	(14)	c h n
2302	White, red head & tail	$2.00	IBM	04911	(12)	c h n
2318	Silver flash	$2.00	IBM	04912	(10)	c h n

One in a Box, Twelve in a Carton

CREEK CHUB
SPINNING JOINTED PIKIE

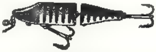


A fast, deadly wiggler Tantalizes and catches all kinds of game fish. Weight ¼ oz. Length 2-3/8 in.

Nos.		Each				
9400	Pike scale	$1.35	IBM	04913	(18)	t c
9401	Perch scale	$1.35	IBM	04914	(16)	t c
9402	White & red	$1.35	IBM	04915	(13)	t c
9418	Silver flash	$1.35	IBM	04916	(11)	t c

One in a Box, Twelve in a Carton

BABY JOINTED PIKIE

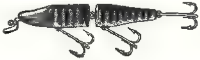


This peppy little wiggler is about the size of the live bait generally used and comes closer than any lure to representing a live minnow in a hurry to get away. It is very effective for all kinds of game fish, both in rivers and lakes. Length ¾ in., Weight ½ oz.

Nos.		Each				
2700	Natural pikie, scale finish	$1.70	IBM	04917	(19)	c n h
2701	Perch	$1.70	IBM	04918	(17)	c n h
2702	White, with red head	$1.70	IBM	04919	(15)	c n h
2718	Silver flash	$1.70	IBM	04920	(13)	c n h

One in a Box, Twelve in a Carton

JOINTED PIKIE

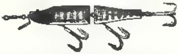


Has a beautiful wiggling movement, flexible and senuous, easy to cast and does not run quite so deep as the 700 series. Length of body 4¼ in., weight ¾ oz.

Nos.		Each				
2600	Natural pike, scale finish	$1.75	IBM	04921	(11)	c n l
2601	Natural perch, scale finish	$1.75	IBM	04922	(19)	c n l
2602	White with red head & tail	$1.75	IBM	04923	(17)	c n l
2618	Silver flash	$1.75	IBM	04924	(15)	c n l

One in a Box, Twelve in a Carton

JOINTED HUSKIE PIKIE

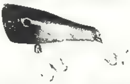


The last word in lifelike action for muskallunge and other large fish. Equipped with extra heavy hooks and fittings to withstand the hard use. Length body 6 in. Weight 1½ oz.

Nos.		Each				
3000	Natural pike, scale finish	$2.35	IBM	04926	(10)	c r c
3001	Natural perch, scale finish	$2.35	IBM	04927	(18)	c r c
3002	White, red head & tail	$2.35	IBM	04929	(14)	c r c
3018	Silver flash	$2.35	IBM	04930	(12)	c r c

One in a Box, Twelve in a Carton

CREEK CHUB—PLUNKER



The bobbing, dancing and kerplunking sound - al. on the surface, make lazy bass and pike spring into action. Length 2¼ in., weight ¼ oz.

Nos.		Each				
5900	Pikie	$1.35	IBM	04931	(10)	t c
5901	Perch	$1.35	IBM	04932	(18)	t c
5933	Black scale	$1.35	IBM	04935	(11)	t c

One in a Box, Twelve in a Carton

CREEK CHUB SNARK

CREEK CHUB
$1.25
Snark
$1.25
MORE SIZE WINNING FISH ARE CAUGHT ON CREEK CHUB LURES!

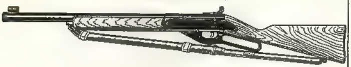
A sinker bait; reeled slowly runs deep, runs medium deep on faster retrieve A small plastic lure designed especially for spinnings; casts and trolls well; has magnificent action on retrieve Two each of six colors on counter display card. 2 in. long; weighs ¼ oz.

No.						
1200	Per card(12)	$15.00	IBM	04936	(19)	o n n

Twelve on a Card

AIR RIFLES

DAISY TARGET SPECIAL



850 Shot — Repeater

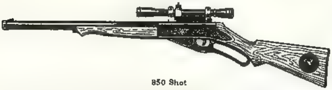
A big, husky, 36½ in. rifle with brawny man-sized wooden stock and wooden beaver-tail forearm. Offers super-accurate BB shooting at official NRA 15 ft. range. Lever action Thick top grain leather sling. Has hooded front sight and adjustable rear peep sight and match shooting trigger squeeze. Complete with cut-to-fit stock template, aperture sighting discs, targets, BB's, gun oil and 15 ft. range instruction booklet.

No.
99 ....Each **$14.95**

(A)	IBM	02367	1 or 2	(19)	oos
(A)	IBM	02367	3 to 9	(27)	ors
(A)	IBM	02367	10 or More	(35)	tsn

One in a Carton, Ten in a Shipping Container — 58 Lbs.

DAISY EAGLE



850 Shot

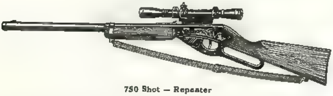
Gun has smart, modern sporting rifle styling throughout, from amazing new 4 lens 2-power magnifying scope — with adjustable cross hairs and mount — to the genuine top grain leather sling. Gold decorative design on receiver and barrel. Full fashioned plastic stock and forepiece. Rifle metal parts are gun-blu, scope 2-tone black. Complete with BB Loader and two BB packs. Packed in carrying case carton, 37 in. long.

No.
98 ....Each **$12.95**

(A)	IBM	20543	1 or 2	(13)	tel
(A)	IBM	20543	3 to 9	(21)	thn
(A)	IBM	20543	10 or More	(39)	sla

One in a Carton, Ten in a Shipping Container — 48 Lbs.

DAISY HUNTER



750 Shot — Repeater

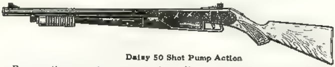
Lever action rifle is a full 35 in. overall with a two-power scope factory mounted Has adjustable sling. Adjustable double-notch rear sight. Plastic stock and forend. Complete with gun oil, scope book, lens caps and two BB packs.

No.
88 ....Each **$10.95**

(A)	IBM	02366	1 or 2	(11)	san
(A)	IBM	02366	3 to 9	(29)	eoa
(A)	IBM	02366	10 or More	(37)	eas

One in a Carton, Ten in a Shipping Container — 35 Lbs.

DAISY PUMP



Daisy 50 Shot Pump Action

Pump action repeater, operates by pulling the slide toward the stock. Fires rapidly from the shoulder, the magazine having a forced feed. Takedown model. Metal parts in gun blue. Plastic stock. Adjustable rear sight magazine holds 50 air rifle shot. Length 38 in. Weight 3¼ lbs.

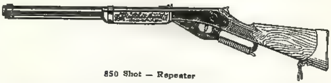
No.
25 ....Each **$9.95**

(D)	IBM	20544	1 or 2	(11)	eea
(A)	IBM	20544	3 to 9	(29)	ean
(A)	IBM	20544	10 or More	(37)	ltn

One in a Carton, Ten in a Shipping Container 40 Lbs.

AIR RIFLES

DAISY RICOCHET SADDLE GUN



850 Shot — Repeater

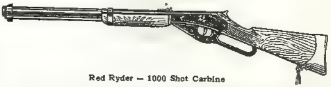
Lever action rifle shoots realistic ricochet bullet sound; with shooting tube removed makes an exciting toy for younger kids. Plastic stock and forend. Has carbine ring; genuine leather thong and butt boot; realistic hammer; gun oil and two BB packs. 35 in. long.

No.
97 ....Each **$9.95**

(D)	IBM	30628	1 or 2	(10)	eea
(A)	IBM	30628	3 to 9	(28)	ean
(A)	IBM	30628	10 or More	(36)	ltn

One in a Carton, Ten in a Shipping Container — 35 Lbs.

DAISY WESTERN CARBINE



Red Ryder — 1000 Shot Carbine

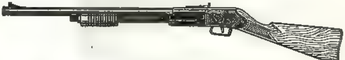
Lever action repeater with secondary barrel. Carbine type stock and forepiece with checkering. Adjustable sight. Realistic bright finish hammer adds authentic western appearance. Genuine leather boot on stock butt, tied with thong. Swivels for attaching sling. Bright plated trigger, carbine ring and cocking lever. Blued steel barrel. Red Ryder design on stock in gold. Length overall 35 in.

No.
94 ....Each **$7.95**

(D)	IBM	20545	1 or 2	(18)	lan
(A)	IBM	20545	3 to 9	(26)	lna
(A)	IBM	20545	10 or More	(34)	rea

One in a Carton, Ten in a Shipping Container — 33 Lbs.

DAISY SLIDE ACTION



1000 Shot Slide Action Repeater

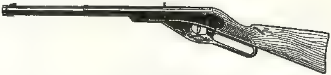
Cocks by sliding forearm straight back. Ramp-type front sight; double-notch rear sight. Checkered plastic stock; grooved non-slip forearm. Gold design on receiver. Length overall 36 in.

No.
107 ....Each **$7.95**

(D)	IBM	20546	1 or 2	(16)	lan
(A)	IBM	20546	3 to 9	(24)	lna
(A)	IBM	20546	10 or More	(32)	rea

One in a Carton, Ten in a Shipping Container — 30 Lbs.

DAISY CUB



500 Shot — Repeater

Lever action, plastic stock. All metal parts in nickel finish, highly polished. Length overall 32 in.

No.
102 ....Each **$5.95**

(D)	IBM	20548	1 to 3	(12)	aos
(A)	IBM	20548	4 to 9	(20)	ass
(A)	IBM	20548	10 or More	(38)	are

One in a Carton, Ten in a Shipping Container — 30 Lbs.

AIR RIFLE DARTS C

BENJAMIN

Fine steel points. Red, yellow and blue colors.

Nos

22–.22 cal. .... Per Pkge.(12) $0.75

(L) IBM 49901 (10) ln

17– 177 cal. .... Per Pkge.(12) $0.60

(L) IBM 49902 (18) rn

Twelve in a Package

GAS CARTRIDGES

CROSMAN–POWERLET

Crosman
Powerlets

CO2 cartridges for Crosman gas pistols and rifles.

No.
231 .... Per Box (6) $1.25

(L) IBM 49965 1 to 11 (15) t t

(A) IBM 49965 12 or More (23) t r

Six in a Box, Twelve Boxes in a Display Carton

LEAD PELLETS

CROSMAN

Crosman
Crosman Super Pells

Nos
P117–.177 cal. .... Per Box (½M) $1.75

(L) IBM 07187 1 to 11 (16) ccs

(A) IBM 07187 12 or More (24) ccn

P122–.22 cal. .... Per Box (½M) $2.15

(L) IBM 07188 1 to 11 (14) c r a

(A) IBM 07188 12 or More (22) c a r

Packed as Ordered

Nos
P417–.177 cal. .... Per Box (¼M) $0.95

(L) IBM 20528 1 to 11 (14) e a

(A) IBM 20528 12 or More (22) e c

P422–.22 cal. .... Per Box (¼M) $1.15

(L) IBM 20529 1 to 11 (12) s l

(A) IBM 20529 12 or More (20) s h

Quarter Thousand in a Box, Three in a Counter Display Box

LEAD PELLETS C

SHERIDAN

5m/m (.20) cal. Solid nozed, super-penetrating bullet shaped lead ammunition. Matched to Sheridan microrifled barrel.

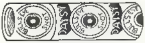
No.
50 .... Per Box (½M) $2.50

(L) IBM 20532 (16) c e s

Half Thousand in a Box

AIR RIFLE SHOT 3

DAISY BULLS-EYE



Steel, copper coated, uniform size for all daisy air rifles. Packed in capped cylindrical paper tubes

Nos.
510–100 shot in a tube .... Per Case $5.00

(L) IBM 20533 1 or 2 (14) a a l

(A) IBM 20533 3 or More (22) a c s

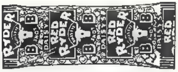
520–225 shot in a tube .... Per Case $10.00

(L) IBM 20534 1 or 2 (12) e a n

(A) IBM 20534 3 or More (20) e n n

100 Tubes in a Shipping Case
Weight: No. 510 -10 Lbs., No. 520 -20 Lbs.

Full Cases Only



130 copper coated BB's in a colorful Red Ryder cellophane bag

No.
500 .... Per Case $5.00

(L) IBM 20536 1 or 2 (17) a h n

(A) IBM 20536 3 or More (25) a c n

100 Bags in a Shipping Case – 10 Lbs.
Full Cases Only

WINCHESTER–WESTERN

WINCHESTER
AIR RIFLE SHOT

Notable for its perfection of shape, hardness and uniformity of size—all essential to accuracy, penetration and range. Fits standard air rifle bores. The copper plating is heavy, does not corrode.

Packed in paper tubes. 100 Free Air Rifle Targets in each case.

No.
2002–225 shot in a tube .... Per Case $10.00

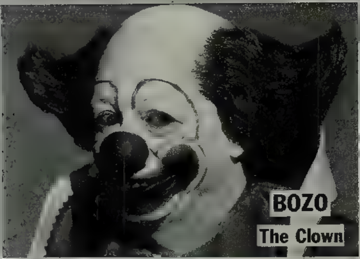
(L) IBM 20537 1 or 2 (15) e a n

(A) IBM 20537 3 or More (23) e n n

100 Tubes in a Shipping Case – 20 Lbs.
Full Cases Only

DANLEE

presents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Massive in appearance, superb in quality, the new DEN-RICKS line has many new and added features discriminating buyers will want to see before buying Pool Tables this year. The integrity of the DEN-RICKS name and 16 years' experience in the manufacture of fine Pool Tables is your assurance of unsurpassed quality and service.

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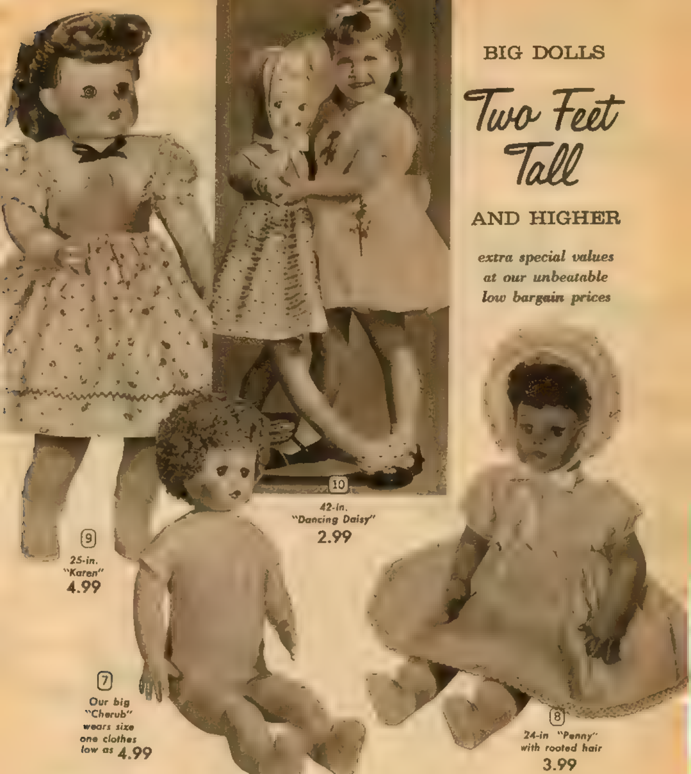
Two Feet Tall

AND HIGHER

extra special values at our unbeatable low bargain prices



10
42-in. "Dancing Daisy"
2.99

9
25-in. "Karen"
4.99

7
Our big "Cherub" wears size one clothes low as **4.99**

8
24-in "Penny" with rooted hair
3.99

7 REAL BABY DOLL . . . cries when stuffed rubber body is squeezed! Vinyl head, glassene sleeping eyes. Head turns; she's tubbable! Wears underwear, shoes and socks. Can also wear size 1 baby clothes. Curly rooted hair

35 Y 5186E—28-in.
Ship. wt. 7 lb.......**5.99**
35 Y 5187E—26-in.
Ship. Wt. 5 lb.......**4.99**

8 24-IN. "PENNY"—a real bargain at Aldens low price Penny has brown skin and lovely black rooted Saran hair that can be washed, set, brushed. She's a full 2 feet tall—Washable latex, with vinyl plastic head, go-to-sleep glassene eyes, coo voice. Wears party dress, panties, socks, shoes.

35 Y 5151E—Wt. 5 lb. **3.99**

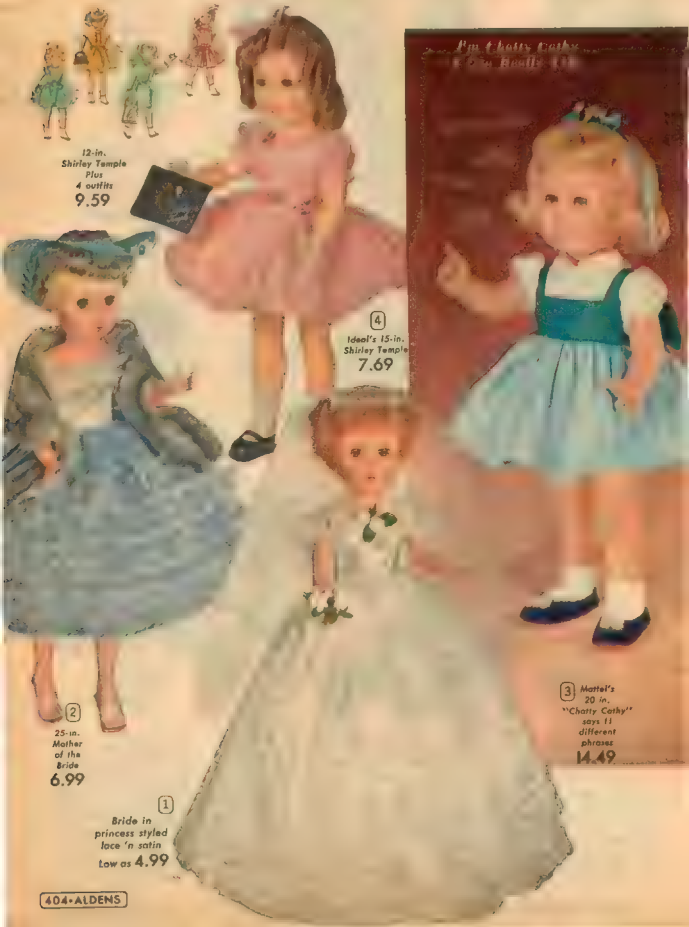
9 BIG 25-IN. "KAREN" —one of the best doll values you'll find this season! She's extra soft and life-like, with new latex 1-pc. construction. Golden blond rooted hair; beautiful moving eyes. dressed for any occasion, in party-pretty polished cotton dress; panties, socks and vinyl shoes.

35Y5192E—Wt. 6 lb. **4.99**

10 42-IN. DANCING DOLL. Lifesize! Loves to twirl and whirl makes an ideal partner for her dancing playmate! Filled with new cotton, she's long-legged and limber. Soft yarn hair and washable plastic face with full-of-fun features! Dressed in a jumper skirt and plastic bonnet. Here's big fun—tiny priced!

35 Y 5171E—Wt. 5 lb. **2.99**

HERE'S THE *Bride of the Year*, HER MOTHER,



12-in. Shirley Temple Plus 4 outfits
9.59

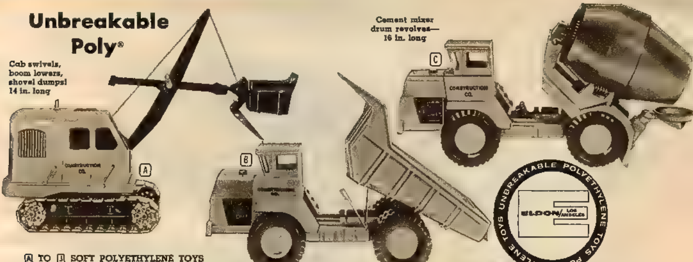
④ Ideal's 15-in. Shirley Temple
7.69

② 25-in. Mother of the Bride
6.99

① Bride in princess styled lace 'n satin
Low as 4.99

③ Mattel's 20 in. "Chatty Cathy" says 11 different phrases
14.49

Unbreakable Poly®



Cab swivels, boom lowers, shovel dumps! 14 in. long

Cement mixer drum revolves—16 in. long

Safe, Soft Action Toys!

BIG, REALISTIC TOYS FOR HOURS OF FUN!

Unbreakable Poly®

21-in. fire truck—aerial ladder extends 2 ft., rises and lowers, rotates

Battery-operated 21-in. cargo ship rolls and floats!

[A] TO [J] SOFT POLYETHYLENE TOYS

Made by Eldon—famous name in toy manufacture. Big rugged toys of soft, flexible polyethylene. Safe for little tots! Will not mar or damage furniture. They're long-lasting—will not break.

[A] **Power Shovel.** Heavy-duty replica of the work-horse of the construction industry. Cab swivels. Treads really move. Hand crank raises and lowers the boom. Shovel arm is operated by separate crank. Shovel opens for dumping, locks in position after dumping 14-in. overall length
87-4503 A 335—Shpg. wt. 2½ lbs..Retail **$5.00**

[B] **Heavy-Duty Dump Truck.** A rugged, massive dump truck provides lots of action for hours of fun! Truck bed is raised by hand lever. Tailgate automatically swings open to discharge load! Dual rear tires. Measures 18 in. long.
87-4370 A 269—Shpg. wt. 3 lbs....Retail **$4.00**

[C] **Heavy-Duty Cement Mixer.** Mixer drum automatically revolves as truck is pushed. Lever raises drum platform to position for dumping. Dumping trough swings from side to side, has movable spout for directional pouring. 18 in. long.
87-4461 A 335—Shpg. wt. 3 lbs....Retail **$5.00**

[D] **Truck Transport and Trucks.** Authentic looking—lots of realistic details! Carries stake truck, tow truck, dump truck, pickup truck with trailer. Top level of trailer shifts down for loading and unloading Loading ramps slide out. Cab unhitches from trailer. 26½ in. long.
87-2812 A 335—Set. Wt. 2 lbs.....Retail **$5.00**

[E] **Aerial Ladder Fire Engine.** Authentic-looking aerial ladder rises and lowers to any position—rotates—extends to 2 ft. Mechanically operated. Authentic Tillerman's seat and two firemen. Red with simulated chrome. 21 in. long.
81-1232 A 200—Shpg. wt. 1½ lbs.Retail **$3.00**

[G] **Battery-Operated Cargo Ship.** Put it to sea in tub, pool, or lake—it really goes! Rolls on wheels, too. Equipped with workable mast and boom, two lifeboats, three barrels and crates. Deck hatches open and close. Operates on 2 "D" flashlight batteries (not included). 21 in. long.
87-2937 A 235—Set. Wt. 1½ lbs..Retail **$3.50**

[H] **Car Ferry with 18 Vehicles.** Ferry carries 18 assorted vehicles—station wagons, convertibles, and trucks—all with movable wheels. Ferry floats and rolls. Retractable ramps both fore and aft—slide in and out. Locking gates on deck. Four lifeboats. Ship is 17 in. long.
87-4511 A 200—Set. Wt. 1 lb.....Retail **$3.00**

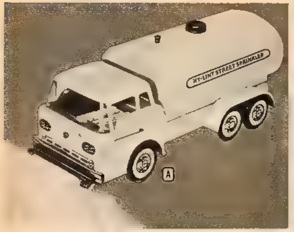
[J] **Navy Cargo Plane.** It rolls and floats! Complete with three vehicles: jeep with machine gun, armored car, and a rocket launcher truck with rocket. Also includes loading ramp. Authentic model plane is 22 in. long, wings 22 in. wide.
87-5906 A 200—Set. Wt. 1½ lbs..Retail **$3.00**

Measures 17 in. long—carries 18 vehicles

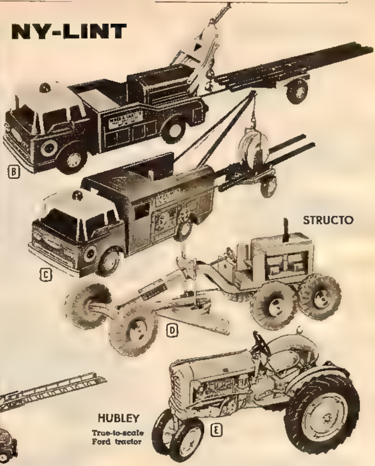
22-in. Navy cargo plane with 3 vehicles

Unbreakable Poly®

When you buy from GMC, you get QUALIT

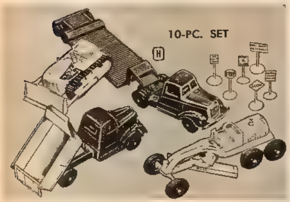


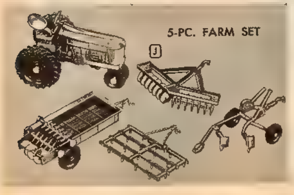
NY-LINT



Authentic Scale Models Promote Imaginative Play

FIRE DEPARTMENT SET
G





Ⓐ NEW NY-LINT STREET SPRINKLER

New! Swish, swish—it's a real-action street sprinkler designed for hours of playtime fun! Fill tank with water, push down pump button—water sprays from two nozzles in front of cab! Built-in pressure pump works smoothly. Authentic scale model of the Ford C-600 tilt truck cab with wrap-around windshield. Equipped with whitewall tires, chrome-plated hub caps, and simulated motor. Durable metal construction with white enamel finish. Street sprinkler measures 17⅞ in. long

81-0515 A 599—Wt. 6 lbs.........**$8.98**

Ⓑ NY-LINT POST-HOLE DIGGER SET

Heavy-duty replica of Power and Light Company trucks equipped with rugged earth auger that really digs post holes! Powerful screw feed penetrates firm soil readily. Detachable pivoted trailer carries four power poles that fit snugly in holes. Truck has simulated "flasher" light, wrap-around windshield, plastic tires, tool storage box with hinged lid. Heavy-gauge steel with red-and-yellow enamel finish. Measures 35¾ in. long overall.

81-1455 W 535—Set. Wt. 7 lbs.....**$7.98**

Ⓒ NY-LINT LINEMAN TRUCK SET

Scale model of Power and Light Company trucks equipped with usable rope coils, wire, tools! Adjustable crane hoist operates by two self-locking hand wheels. Detachable, pivoted trailer carries cable reel with special bridle and hoist hook, two power poles, hand tools. Modern design cab has wrap-around windshield and simulated cab-top "flasher" light. Heavy-gauge steel with red-and-yellow enamel finish. Measures 35¾ in. long overall.

81-1414 W 599—Set. Wt. 7 lbs.....**$8.98**

Ⓓ STRUCTO ROAD GRADER

Authentic scale-model grader that really works! Just the thing for young construction engineers building super highways! Scraper blade rotates, rises, lowers, and tilts—clears a smooth path through sand or dirt. Bright yellow "motor." Front wheels steer—floating tandem rear wheels. Sturdy steel construction with brown enamel finish. Six vinyl tires. Road grader measures 18¾ in. long.

87-8363 A 269—Wt. 3 lbs.........**$3.98**

Ⓔ HUBLEY FORD TRACTOR

True-to-scale model of Ford 961 Power-Master tractor—made by Hubley, a leader in the manufacture of toy vehicles. Tricycle-type wheels turn when child turns the steering wheel. Realistically detailed "engine." 3-point hitch for accessories. Heavy-gauge metal construction with red-and-gray enamel finish. Black rubber wheels—rear wheels with simulated tractor treads. Tractor measures 10½ in. long.

87-9965 A 275—Wt. 3 lbs.........**$3.98**

Ⓖ CRAGSTAN FIRE DEPT. SET

Fascinating set of miniature fire-fighting equipment—just right for hours of exciting make-believe! Real-action hook and ladder truck—manually operated extension ladder goes up and down, rotates in a complete circle. Also includes emergency truck and car, fire chief's car—plus traffic warning signs, fire box, hose, hydrant, and whistle. All vehicles have friction motors, rubber tires. Durable metal construction. Bright lithographed finishes. Hook and ladder truck measures 13 in. long.

87-2622 A 200—Set. Wt. 1½ lbs...**$3.00**

Ⓗ 10-PC. ROAD CONSTRUCTION SET

Tootsietoy set with all the necessary equipment the young highway engineer needs to build roads and turnpikes! Built-to-scale models with authentic details, realistic moving parts. Set consists of Caterpillar bulldozer, motor grader, rugged Mack dump truck, machinery hauler and cab. Also includes traffic road warning signs. Die-cast metal construction with durable enamel finishes in assorted colors. Units measure 4½ to 12 in. long

81-0184 A 200—Set. Wt. 2 lbs.....**$3.00**

Ⓙ TRU-TOY 5-PC. FARM SET

Little "farmers" love this authentically detailed set of scale-model machines—designed just like the ones they've seen on the farm! Set includes all the vehicles a well-run farm needs—5-in. tractor, 6-in. plow, 4-in. disc harrow, 3¼-in. drag, and 6¼-in. spreader. All vehicles have moving parts for realistic fun-packed play. All are made of die-cast steel and aluminum. In bright assorted colors. With smooth-rolling rubber tires.

87-9973 A 166—Set. Wt. 1½ lbs...**$2.49**

8
Triple Play Bowling Alley
Fun for the whole family
969
9
Bowling Alley
399

Battery Operated
10
Pinball Game
10.99

Sport GAMES

(8) 5 GAME BOWLING ALLEY — A King-Size Bowl 'n' Shuffleboard outfit. Five exciting games—Bowling, Skillball, Auto racing, Shuffleboard and Horse Racing! Great fun for the whole family. Perfect for basements and game rooms. Combines bowling alley play fun with shuffleboard fun. Grown-ups and guests can play too! A wonderful gift for young and old alike. 2 extra-size Bowling Alleys with a Shuffleboard Alley in the middle! Each of the 3 alleys comes complete with its own set of accessories. There's room enough for a number of youngsters to play at the same time. Included are: [redacted] Shuffleboard Pushers, [redacted] Shuffleboard Pucks, 20 Bowling Pins, 4 Bowling Balls, 2 Skillball Attachments, 4 plastic Race Horses, plastic Racing Cars, and 2 Number Spinners for other games. Sturdy [redacted] construction, gaily painted in Red and Black. Overall size: 60x29¾x26½-in. Easy to assemble. Ship.—Frt./Exp.

35 Y 6853R—Ship. wt. 22 lb. Order early! ...**9.69**

(9) 4-GAME BOWLING alley —Use for bowling, horse racing, skill ball or shuffleboard. Complete accessories consisting of 10 bowling pins, bowling balls, bell-ringing ball return, and 4 plastic race horses. Overall size: 52x11¾x22-in. high. Wooden construction. For the whole family!

E35 Y 6850E—Wt. 10 lb.. **3.99**

(10) BATTERY operated Pinball machine Bell rings, light flashes, scores automatically! Steel construction ... transparent top. Spring trigger, 5 steel balls. Operated by 4 batteries (below). 26½x12½x14½-in. Easy to assemble.

35 Y 6854E—Wt. 11 lb.....**10.99**

35Y4777—"D" Batteries **4/65c**

Shipping weight 1 lb.

Electric "Tru-Action" Games

(11) ELECTRIC BASKETBALL GAME—more realistic than ever before! 10 plastic "ball carriers" move up and down court receiving passes or stealing ball—a thrill in every move! For top action, players use large life-like plastic figure to shoot baskets. 27x16½x2½-in. 110V, AC only.

35 Y 6808E—Mail. Ship. wt. 7 lb............**5.75**

(12) ELECTRIC BASEBALL GAME—all time favorite! Full of thrills! Player actually pitches ball—batter actually hits it! Magnetized ball lands on field as line drive, long fly or bunt—players run bases! Colorful lithographed metal. 25x15½x2⅛-in. Cord, plug. 110V, AC. UL appr

35 Y 6873E—Mailable. Ship. wt. 6 lb........**5.75**

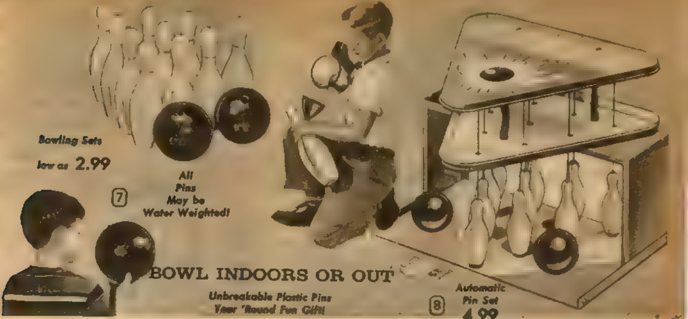
(13) ELECTRIC SPORTS CAR RACE. Here, for the first time is a real action game for age 6 and up! 4 realistic plastic sports cars speed around colorful, hazardous plastic track. Sure and simple vibration adjustment. Metal construction. About 27x16½x2-in. 110V, AC only.

35 Y 6871E—Mail. Ship. wt. 5 lb............**5.75**

(14) ELECTRIC FOOTBALL GAME—so exciting! Coach and play at the same time! 22 players move up, down—tackle, block, kick, run, pass! 25x15¼-in. colorful lithographed metal. Cord, plug incl. 110V, AC. UL approved.

35 Y 6809E—Mailable. Ship. wt. 5 lb........**5.75**

11
Basketball
5.75
12
Baseball
5.75
tudor
13
Sports Car Race
5.75
14
Football
5.75



Bowling Sets
low as 2.99

7

BOWL INDOORS OR OUT

Unbreakable Plastic Pins
Year 'Round Fun Gift!

8 **Automatic Pin Set**
4.99

DEVELOP SKILLS

7 BOWLING GAME-15" pins, 2 9" balls, pinspotter, score card.
E35 Y 6885E—(Use with or without water) Ship. wt. 8 lb. 4.99
Set with 13½" plastic pins, 2 balls, pinspotter, score card.
35 Y 6886E—Bowling Set (Use with or without water) 6 lb. 3.59
35 Y 6887E—Bowling Set w/11-in. pins, 2 balls. (Fillable) 4 lb. 2.99

8 COMPLETELY AUTOMATIC bowling game. 4¼-in. pins pop up after being hit by 2-in. unbreakable plastic ball. Reset by pressing down top plate! Magnets hold pins down to steel base. Includes ball catching box, reusable score pad.
35 Y 6874E—Automatic Bowling Game. Ship. wt. 9 lb., . . . Set 4.99

9 EXTRA STURDY Deluxe Automatic Pin Setter Bowling Game has 7½-in. unbreakable plastic pins, 2 durable plastic balls, 3-in. diameter. Pins permanently attached to game and are automatically and accurately reset by a simple press-down action.
E35 Y 6875E—Deluxe Automatic Bowling Game. Wt. 8 lb. Set 9.95

10 CHILD'S FAVORITE—Yogi Bear! Safe, harmless fun. Knock down 6 Polyethylene Yogi Bears with two Polyethylene practice balls 3-in. in diameter. Bowl or pitch balls. Cannot harm children, break windows or furniture. Colorful fun.
35 Y 6870—Yogi Bear Pitch Game. Ship. wt. 1 lb. 9 oz. 1.89

11 OUTSTANDING BARGAIN! 7 games in one—Badminton, La Crosse, Tennis, Jai-alai, Golf, Spill the Milk and Horse Shoes! 7 games of skill and action at 1 low price! Set includes equipment for each and every game. Ideal for all ages. Play in or out!
35 Y 6872E—Seven Game Set. Ship. wt. 5 lbs. . . . . . . Entire set 3.99

12 YOGI BEAR—kiddies t.v. favorite is featured in this fun-packed game. Players try to throw ball into Yogi's open mouth! Score-A-Matic dial automatically registers score. Automatic ball return chute in front. Gay, colorful set incl. 5 assorted color plastic balls. Hang on inside or outside wall.
35 Y 6919—Yogi Bear Ball Toss. Wt. 2 lb. 1 oz. 4.00 Value. . . . 3.69

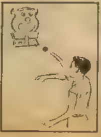
Deluxe Automatic Pin Set
9.95 9

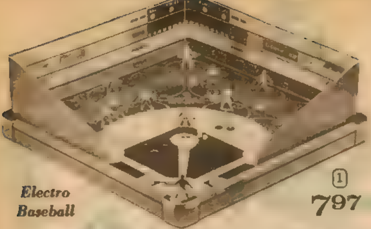
10 **Yogi Bear Pitch or Bowl Game**
1.89

7 COMPLETE GAMES

11 **7 Complete Games in one**
set 3.99

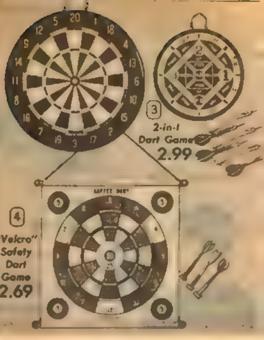
Yogi Bear Toss Game 12
3.69





Electro Baseball

① **797**



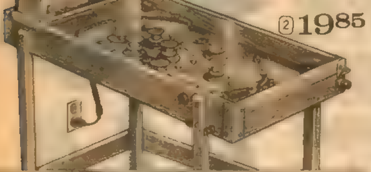
③ **2-in-1 Dart Game 2.99**

④ **"Velcro" Safety Dart Game 2.69**

1 Exciting big league game for Little Leaguers! Hit to all fields, catch line-drives or flys, pitch curves, balls, strikes—all possible with this electro-magnetic game. Set includes 9 players, electronic pitcher, 3 magnetic balls, pitching arm, wood bat, score sheet and other realistic accessories. Coil, cord and switch under metal frame. Size: 22x22x7½-in. 110V, AC, UL appr. Instructions.
35 Y 6849E—Mailable. Shipping weight 9 lb. Order early!.....7.97

Electric Pin Ball Game

2 Here's fun for the whole family with this electric pinball skill game! Lights flash and bells ring when ball strikes bumpers. Score registers automatically. Built on sturdy wood frame; strong glass top. 5 steel balls included Size 30¾x16¼x45-in. 110 volts, AC only. Year-around amusement! Order early
E35 Y 6860E—Shipping wt. 26 lb. 19.85



② **1985**

YOUR *Favorite*

3 ENGLISH DART GAME An imported reversible Dart Board with a 20-point game on 1 side, a target on the other side. 18-inches in diameter, ⅝-inch thick. Six regulation darts with strong steel points and neatly feathered shafts included. Complete instructions. Especially fun for adults—a welcome addition to any game room. Especially great at parties. Order early!
35 Y 6888E—Shipping weight 6 lb.......2.99

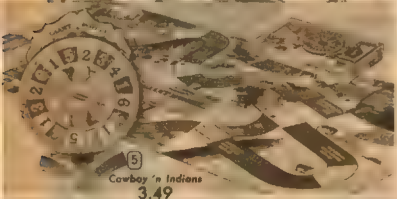
4 SAFETY DART GAME. Thrills, fun and action—yet you are completely safe! No points, no rubber suction cups—darts stick like magic! Velcro dart surface is stik-tite and sticks to sponge based Velcro target. Darts can be thrown from any angle, will not mar walls or furniture. Target comes complete with dowels, cord for hanging Set contains board, 3 flexible Velcro darts.
35 Y 6859—Ages 6 and up. Wt. 1 lb. 11 oz. 2.69

Remco Giant Wheel Games

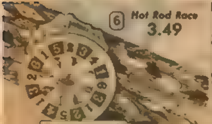
5 COWBOYS N INDIANS—famous Remco Wheel and Board game advertised on TV! Watch Junior cowpokes pick this popular gift as their favorite! Shades of the wild and wooly West pictured on giant size (47¾x22¼-in.) colorful board. Set includes: 3 cowboys and 3 Indians on horses, 8 corral and 2 road fences—all of plastic. 3.98 value.
35 Y 6837E—Mail. Ship. wt. 4 lb.............3.49
PICTURE BINGO (not shown)—new version of old favorite! Incl.: board, wheel, 48 plastic markers.
35 Y 6836E—Mailable. Wt. 4 lb..........3.49

6 GIANT WHEEL HOT ROD RACE. Around you go in a roaring, skidding hot rod race for real excitement Giant colorful board is 47¾x22¼-in. Panoramic dirt track course with dangerous hair-pin turns. Giant wheel and 6 hot rod markers. 3.98 value. Fun, excitement for 'most all ages.
35 Y 6857E—Ship. wt. 4 lb. Order early. 3.49

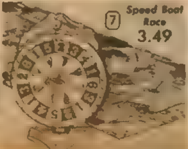
7 MISSISSIPPI SPEED BOAT race—a high speed contest and you won't even get wet! Brilliantly colored jumbo size board is 47¾x22¼-in. Giant wheel and 6 plastic boat markers to challenge an island watercourse loaded with dangers and unexpected turns.
35 Y 6858E—3.98 value! Wt. 4 lb.........3.49



⑤ **Cowboy 'n Indians 3.49**



⑥ **Hot Rod Race 3.49**



⑦ **Speed Boat Race 3.49**

FULLY GUARANTEED RECONDITIONED TYPEWRITERS

All Typewriters
Shipped F.O.B., Ill.

Underwood Model 150

Considered the finest typewriter ever built by the oldest manufacturer still in the business—sold by the Underwood Co. less than two years ago. Wonderfully responsive — features ultra-streamlined appearance plus mechanical excellence unmatched by any machine in this price range. Finger-form keys, automatic tabulator, visible margin setting, snap-out platen, standard keyboard. 11-in. carriage — choice of elite or pica type. Completely reconditioned to make it one of today's best buys! Dust cover, instruction book. Wt. 40 lbs.

7E-93741 X10900 Elite ......**Ret. 225.00**
7E-93740 X10900 Pica **Ret 225.00**

Smith-Corona Model 88

A tremendous buy when Smith-Corona first offered it — an even better buy now because it's been completely reconditioned exactly like new and offered at a sensational price! Built with all the most modern features in automatic typing — margin stops set at the flick of a finger, automatic tabulator, popular "page gage," two-color ribbon device, snap-out platen for ease in cleaning. Reconditioned in light grey crackle finish; modern plastic keyboard — elite or pica type. Cover, method book. Wt. 40 lbs.

7E-93739 X10675 Elite ....**Ret. 160.12**
7E-93738 X10675 Pica ....**Ret. 160.12**

No. 10 ROYAL KMG

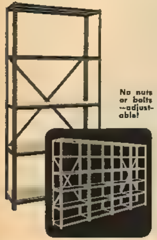
Here's a national favorite in office, home and school at a tremendous saving because it's completely reconditioned exactly like a new machine — but look at the price! Automatic features include automatic tabulator, automatic ribbon reverse, automatic margin settings and convenient snap-out platen. Two-color ribbon device, and standard keyboard. Expertly refinished in pleasing grey crackle baked enamel finish. Choice of elite or pica type—**specify** 11, 13 or 15-in carriage. Cover, method book. 40 lbs.

7E-93737 X10065 Elite ....**Ret. 150.97**
7E-93736 X10065 Pica . **Ret. 150.97**

Remington Super-Writer

One of Remington's most popular models seen on the business front today—now at an amazing low price! Look at the saving — it's completely reconditioned like new to make it such a tremendous buy! Features ultra-modern "visible margin" sets, automatic tabulation, key release lever, 2-color ribbon device, standard keyboard, plus the finest style and engineering by Remington! Refinished in grey crackle baked enamel, new plastic keyboard. Choice of elite or pica type—**specify** 11, 13 or 15-inch carriage. Cover, method book incl. 40 lbs.

7E-93743 X9760 Elite ......**Ret. 146.40**
7E-93742 X9760 Pica ....**Ret. 146.40**



ECONOMY STEEL SHELVES

No Tools Needed—Ready in Minutes

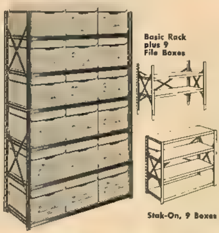
For stores, shops, basements, garages, storerooms. Shelving with Kwik Klip assembly is an answer to economical and simple storage. Each shelf holds up to 300 lbs. Posts punched at 1½-in. spaces for easy adjustment. Permanent baked-on enamel finishes are rust-resistant. Units all have 5 shelves, extra shelves available below. Size, 36x75 in. high. Specify color—Green or Grey. Shipped F.O.B. factory in Illinois.

UNIT DEPTH	STOCK NO.	WT./LBS.	RET.
12 in.	**7E-7841 X797**	47	**13.95**
15 in.	**7E-7842 X890**	54	**15.95**
18 in.	**7E-7843 X1018**	60	**17.95**

INDIVIDUAL 12-IN. SHELF Wt. 8 lbs
7E-7844 X106 Specify finish...**Ret. 1.85**

INDIVIDUAL 15-IN. SHELF. Wt. 10 lbs.
7E-7845 X120 Specify finish ..**Ret. 1.95**

INDIVIDUAL 18-IN. SHELF Wt. 11 lbs.
7E-7846 X144 Specify finish ..**Ret. 2.27**



Basic Rack plus 9 File Boxes

Stak-On, 9 Boxes

RACK-N-FILE

For Office, Shop, Store

Here's today's answer to any company's record storage problem, supplies, etc. Consists of basic unit of steel storage shelving which holds 9 storage boxes for either letter or legal sized papers. Each file box 12x15x10 in., made of strong 1-pc. high-test fiberboard; self-hinged cover

Rack built of cross-brace steel with flush front — easy to assemble. Shelves adjust without disassembling. Stacking Unit fits top of basic rack—4 posts, 2 shelves, 9 storage boxes. Olive green racks. F.O.B., N.Y.

Rack N' File Storage Files with 9 File Boxes. Ship. wt. 55 lbs.
7E-93734 X1775 ....**Ret 26.65**

Rack N' File Stak-On Unit with 9 File Boxes. Ship. wt. 45 lbs.
7E-93735 X1497 ....**Ret. 22.50**

Hall SAFES—Certified Record Protection

HALL WALL SAFE

• For Built-in Installation

Ideal for the home or small office where you need a built-in repository for protection of valuable papers, family jewels, keepsakes, etc. Fire and burglar-resistant. Carries the certification label of the S.M.N.A. Special hinge stops door in open position to prevent damage to wall. Size: 13¼x12⅝x9¼ in. Inside: 11x10⅝x5½ in. Shipping weight 60 lbs. F.O.B., Ill.

7E-5812 X3630 ....**Retail 53.70**

HALL PERSONAL SAFE

• Hinge Holds Door Open

Provides fire and loss protection for home valuables — convenient, portable. Carries S.M.N.A. label. Thoroughly insulated. Outside. 9¼x13¼x12⅝ in.; inside: 5½x11x10⅝ in. Wt. 60 lbs. F.O.B., Ill.

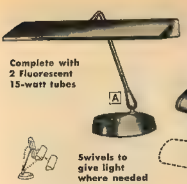
7E-5811 X3269 ....**Retail 48.40**
Size 12x13¼x12⅝ in. (outside). Wt. 75 lbs
7E-93887 X3750 ....**Retail 55.50**
Size 10x17¾x15⅞ in. (outside). Wt. 85 lbs.
7E-93888 X4475 ....**Retail 66.20**

FLEX-O-BUILD 6-DRAWER DESK

• 28x15-in. Work Table Folds Down to save space

Here's an ideal personal file and work desk that's a space-saver! Desk folds out of the way when you don't need it—big enough to hold a standard typewriter. Top divided into 3 sections for letter-size filing; A-Z index folders included. 6 drawers 11⅛x3x14⅞ in. deep; flush handles. Top locks. Cabinet 30x12½x15 in. deep. Prime furniture steel. F.O.B., N.Y.

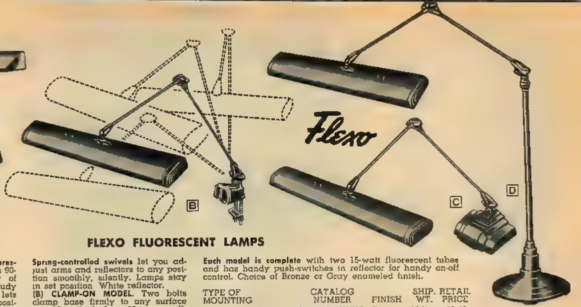
7E-93733 X1995 Desert Tan Unit. Wt 55 lbs .. ..**Retail 29.75**
7E-93732 X1995 Green Unit .. . . **Retail 29.75**
7E-93731 X1995 Gray Unit . . ..**Retail 29.75**



2-LIGHT DESK LAMP

(A) Complete with two 15-watt fluorescent tubes to give as much light as 90-watt incandescent lamp. Plenty of bright, glare-free light for work, study and reading. Swivel joint in base lets you adjust reflector shade to any position. Reflector has White finish inside. Choice of Bronze or Gray outer finish. Push switches in base for on-off control. Ship. wt. 10 lbs.

5E-3194 X1365 BRONZE . **Retail 20.00**
5E-3187 X1365 GRAY . . . **Retail 20.00**



FLEXO FLUORESCENT LAMPS

Spring-controlled swivels let you adjust arms and reflectors to any position smoothly, silently. Lamps stay in set position. White reflector.

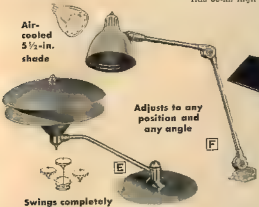
(B) CLAMP-ON MODEL. Two bolts clamp base firmly to any surface up to 3 in. thick. Arms 36 in. over-all.

(C) DESK MODEL. Rubber-padded weighted base. Arms 32 in. long over-all.

(D) FLOOR MODEL. Stands securely on heavy 13½-in. diameter base. Has 36-in. high shaft, 36-in. arms.

Each model is complete with two 15-watt fluorescent tubes and has handy push-switches in reflector for handy on-off control. Choice of Bronze or Gray enameled finish.

TYPE OF MOUNTING	CATALOG NUMBER	FINISH	SHIP. WT.	RETAIL PRICE
(B) CLAMP-ON	**5E-2905 X1565**	Bronze	10 lbs.	**23.00**
	5E-3022 X1565	Gray	10 lbs.	**23.00**
(C) DESK MODEL	**1E-2907 X2100**	Bronze	25 lbs.	**31.00**
	1E-3017 X2100	Gray	25 lbs.	**31.00**
(D) FLOOR MODEL	**1E-2906 X2300**	Bronze	32 lbs.	**34.00**
	1E-3027 X2300	Gray	32 lbs.	**34.00**

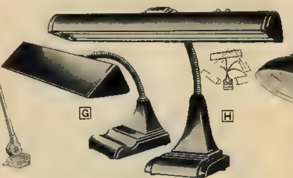


INCANDESCENT DESK LAMPS

Swing around to put light where you want it!

(E) SIGHTMASTER DESK LAMP. Duo-Reflector gives more light, less glare. 3-way switch; 50-100-150-watt. Felt-padded 10¼-in. base. Brass-plated arm. 13-in. shade. White porcelain-enameled inside. SPECIFY FINISH: Bronze, Gray, Green, Desert Tan.
5E-52013 X1275 Ship. wt. 14 lbs. . . . . **Retail 18.95**

(F) FLEXO ALL-PURPOSE LAMP. For machine shop, work-bench, home workshop. Spring-tension swivels hold lamp at position you set. Universal base for clamping or screw mounting for wall or flat surface mounting. Has On-Off switch, extends 42 inches. Oven-fired Gray enamel finish.
5E-52017 X800 Ship. wt. 3½ lbs. . . **Retail 11 95**



Flexarm®

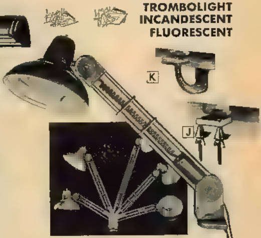
FLUORESCENT DESK LAMPS

Flexible gooseneck puts light where needed!

(G) 1-LIGHT FLUORESCENT DESK LAMP complete with one 15-watt fluorescent tube. Push-switches in base. Reflector finished in White inside. Over-all height 12 in. maximum. Shipping weight 7 lbs.
5E-2909 X815 BRONZE FINISH . . . . . . **Retail 12.00**
5E-3028 X815 GRAY ENAMELED . . . **Retail 12.00**

(H) 2-LIGHT FLUORESCENT DESK LAMP complete with two 15-watt fluorescent tubes. Push-switches in reflector. Reflector finished in White inside. Over-all height 14 in. maximum. Shipping weight 9 lbs.
5E-2908 X1165 BRONZE FINISH . . **Retail 17.00**
5E-3029 X1165 GRAY ENAMELED . . . . . . **Retail 17.00**

TROMBOLIGHT INCANDESCENT FLUORESCENT



Use 60-watt incandescent lamp, 22-watt circline fluorescent or both together! Bulbs included. Air-cooled reflector swivels, tilts. Gives 20% more light, better distributed with less glare. Arm rotates 360°, telescopes from 25 to 39 in., tilts to any angle from horizontal to vertical.

WITH CLAMP-ON MOUNTING (J). Ship. wt. 8 lbs.
5E-52020 X1934 EXECUTIVE GRAY . **Retail 29.76**
5E-52021 X1934 SAHARA TAN . . . . **Retail 29 76**
WITH DRAWING-BOARD CLAMP (K) Wt. 12 lbs.
5E-52018 X1999 EXECUTIVE GRAY **Retail 30.76**
5E-52019 X1999 SAHARA TAN . **Retail 30.76**

ACCESSORIES FOR HOME OR OFFICE

(L) TOTE-TABLE SMOKER. A useful accessory for home, office, recreation room, den, etc. Easily carried from room to room by its comfortable brass-plated tubular handle. Its 13-in. diameter serving tray has milk-white glass ash tray center. Lower table is 15 inches in diameter, 14 in. high, with three legs with brass-plated ferrules. Made of enameled metal, 27 in. high over-all. Ship. wt. 7 lbs
5E-52011 X660 . . . . **Retail 10 95**

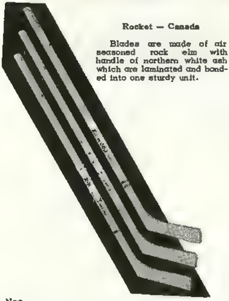
(M) WALL COSTUMER with new ball-tip hooks to protect clothing. Easily attached to any wall or door. Saves money because it's so low in price. Saves floor space and cannot tip over. Sturdily and compactly made of 1-inch tubular steel with three hooks of ⅜-in unbreakable steel. Beautifully chrome-plated finish. Fully assembled, ready to install. Over-all height 16 inches; width 7½ inches. Ship. wt. 3 lbs.
5E-8671 X367 . . . . **Retail 5.95**

(N) SATIN CHROME SMOKER-TABLE. Triple-plated brushed chrome finish gives it rich beauty, easy cleaning. Built-in 7-in. diameter ash tray has Clear-aire automatic top, removes for cleaning. Big 15-in. diameter tray for drinks, etc., is 23½ in. high. The 10½-in. diameter base is weighted to prevent accidental tipping. Carrying handle makes this smoker easy to take from room to room. Shipping weight 9 lbs.
5E-52010 X1160 . . . . . **Retail 18.95**

(P) CHROME SMOKER. A welcome gift for any hostess, smoker or businessman. Handsome, sturdy and easy to clean. Automatic "Clear-aire" top and removable dispenser make it easy to keep neat-looking. Made of heavy-gauge steel, beautifully triple chrome-plated. 7-in. diameter bowl. 21½ in. high. The 8½-inch diameter base is weighted to help prevent tipping. Two side handles for easy carrying. 8 lbs.
5E-8672 X733 . . . . **Retail 11 95**

ALL LAMPS ABOVE U.L. LISTED FOR USE ON 115V, 60-CYC. AC

HOCKEY STICKS 6



Rocket — Canada

Blades are made of air seasoned rock elm with handle of northern white ash which are laminated and bonded into one sturdy unit.

Nos.

200—45 in. to 50 in. long............Each $1.15

(D)	IBM	24916	1 F/C	(17)	sh
(A)	IBM	24916	2 or More	(25)	ea

300—53 in. long...............................Each $1.75

(B)	IBM	24917	1 F/C	(15)	cnl
(A)	IBM	24917	2 or More	(23)	ol

Six in a Shipping Container—8 Lbs.

DO NOT BREAK

ROCKET—SPECIAL

Made of good quality stick-material; popular with amateur teams. Permabonded lamination. Nicely balanced Lacquered and finished with two green bands.

No.

400—53 in. long.............................Each $2.50

(A)	IBM	24918	1 F/C	(13)	crl
(A)	IBM	24918	2 or More F/C	(21)	cht

Six in a Shipping Container—9 Lbs.

ROCKET—FIBER GLASS

Made from good quality stock, permabonded lamination. Reinforced with fiberglass for tremendous strength, durability and impact resistance.

No.

500—53 in. long...........................Each $2.95

(A)	IBM	24919	1 F/C	(11)	csn
(A)	IBM	24919	2 or More F/C	(29)	cll

Six in a Shipping Container—9 Lbs.

ROCKET—GOALIE

A well made centered goal stick. Lacquered blade & built-up sections. All pinned.

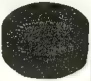
No.

600—53 in. long............................Each $3.50

(A)	IBM	28442	1 F/C	(10)	hhl
(A)	IBM	28442	2 or More F/C	(28)	hcl

Six in a Shipping Container—14 Lbs.

HOCKEY PUCKS 60



Regulation

Hard rubber that will stand considerable play without splitting or chipping. Official size.

No.

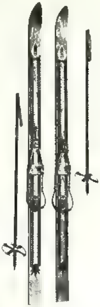
410...Each $0.35

(L)	IBM	24920	12 to 23	(19)	ha
(A)	IBM	24920	24 or More	(27)	hn

Twelve in a Box

(A) SKIS 3

BLACK HAWK



For children and teenagers. Made of top quality select Pennsylvania Ash. Same material used as in the famous "Louisville Slugger Bats." Toes are molded and are not steam bent, guaranteeing the retaining of curve. Finished with the hard wearing high lustre clear varnish with an attractive color decal and silk screen design. Fully equipped with sturdy handsome metal harness and shaped toe irons that eliminate the use of toe strap. With spring adjustment, and with cable adjustment for all boot sizes.

Completely assembled; set includes a pair of 40 in. poles.

Nos.

SS4—4 ft.....................................Per Set $9.95

IBM	35703	1 or 2 Sets	(16)	ecn
IBM	35703	3 Sets or More	(24)	ltl

SS5—5 ft.....................................Per Set $13.95

IBM	35704	1 or 2 Sets	(14)	ttl
IBM	35704	3 Sets or More	(22)	thl

SS6—5½ ft.................................Per Set $14.95

IBM	35705	1 or 2 Sets	(11)	ohl
IBM	35705	3 Sets or More	(29)	tll

One Set in a Shipping Container
Weight: 4 Ft. — 7 Lbs., 5 & 5½ Ft. — 10 Lbs.

(B) SNO COASTERS 3

SNO COASTER

Aluminum

For new winter time thrills. Go straight as an arrow or spin like a top. This new all aluminum sno coaster creates new coasting pleasure for children and adults alike. It's safe, easy to carry, easy to store. Will not rust. Steers like a toboggan or can be pulled like a sled. Use it on grassy slopes, too. Safe, smooth, no sharp edges. Two holes for attaching pull rope Strong web strap loops for sure-grip attached by sturdy rivets. Diam. 26 in. Weight 3½ lbs.

Nos.

A3589MT-3......................................Each $4.95

IBM	24928	(12)	acn

Three in a Shipping Container — 12½ Lbs.

A3589MT-6......................................Each $4.95

IBM	24929		(10)	ann
IBM	24929	12 or More	(28)	hon

Six in a Shipping Container — 25 Lbs.

Full Cartons Only

FLYING DISCS

Fiber-Glass

Safe, colorful, moulded of fiber glass with polyester resin. Virtually indestructible. Extremely hard and will resist abrasion and dents. Surface is very smooth and slick. 26 in. diameter, 4 in. deep with handles and tow rope holes. Wire reinforced rim. Holly red color.

N[illegible].

RR263...Each $4.95

IBM	24933	(12)	acn

Three in a Shipping Container — 11 Lbs.

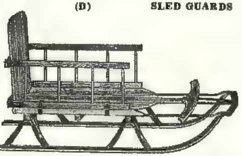
RR286...Each $4.95

IBM	24936		(15)	ann
IBM	24936	12 or More	(23)	hon

Six in a Shipping Container — 22 Lbs.

Full Cartons Only

(D) SLED GUARDS 3



Made of selected hardwood, smoothly finished and natural varnished. Easy to attach, back is adjustable and fits any size sled. Back is 13 in. high, side rails 18 in. long and 7 in. high.

No.

100...Each $2.50

IBM	28078	F/C Only	(12)	cln

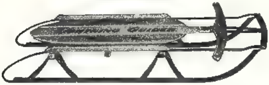
One in a Carton, Six in a Shipping Container — 21 Lbs.

Full S.C. Only

(A) STEERING SLEDS 3

(Freight Excepted Item)

LIGHTNING GUIDER



High carbon grooved steel runners and all steel front. Streamlined white ash tops, natural finish varnished and decorated. Runners painted red enamel and other steel parts black enamel.

Turned Up Rear Runners

Nos.	Length, In.	Knees	Weight, Each	Each
122TR	40	4	10½ lbs.	$6.50
		IBM	28082 (14)	ata
122½TR	45	4	11½ lbs.	$7.95
		IBM	28083 (12)	rsa
123½TR	52	6	13½ lbs.	$8.95
		IBM	28085 (17)	lrs
125TR	56	6	14 lbs.	$9.50
		IBM	28335 (16)	ltn

Two in a Shipping Bundle

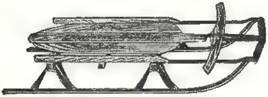
Full Bundles Only

See Direct Shipment Bulletin For Prices On Shipments From Factory At Duncannon, Pa.

* STEERING SLEDS

(Freight Excepted Item)

LIGHTNING GUIDER



High carbon grooved steel runners and all steel front. Streamlined white ash tops, natural finish varnished and decorated. Runners painted red enamel and other steel parts black enamel.

Straight Runners

Nos.	Length, In.	Knees	Weight, Each	Each
122SR	40	4	8¾ lbs.	$5.50
122½SR	45	4	11 lbs.	$6.50
123½SR	52	6	12¾ lbs.	$7.50
125SR	56	6	13 1/3 lbs.	$8.50

Two in a Shipping Bundle

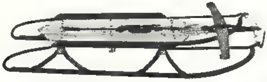
Full Bundles Only

See Direct Shipment Bulletin For Prices

*Direct Shipment, F.O.B. Duncannon, Pennsylvania

(A) FLEXIBLE FLYER AIRLINE STEERING SLEDS 3

(Freight Excepted Item)



Bumper and front rail are black enameled and the steering bar is wood, natural finish. All sizes have the smartly curved steering bar, the oval seat, and the runners gracefully curved up in back — the safest runner construction ever offered Also have the famous patented super-steering which doubles the ease and range of steering — and the safety of sledding.

All Numbers Have Chrome Plated Bumpers

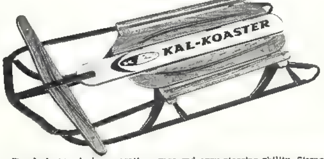
Nos.	Name	Length In.	Knees	Wt. Lbs. Each	Each
37	Ace	37	4	9½	$9.95
			IBM 24943	(11)	los
41	Pilot	41	4	10½	$11.95
			IBM 24944	(19)	scs
44	Patrol	44	4	11	$13.50
			IBM 24945	(16)	tcn
47	Pursuit	47	4	12	$15.25
			IBM 24946	(14)	ocl
251	Junior	51	4	13	$16.25
			IBM 24947	(12)	osl
55	Chief	55	4	19	$17.25
			IBM 49001	(19)	cnal
60	Racer	60	6	20	$19.50
			IBM 49006	(18)	ccsn
65	Cruiser	65	6	26	$31.75
			IBM 49018	(13)	conl

Two in a Shipping Bundle

Full Bundles Only Except Nos. 55, 60, 65.

*STEERING SLEDS

CHAMPION



Excels in speed, long coasting range and easy steering ability. Strongly constructed of select material, all wood parts carefully machined and sanded, sharp edges and rough surfaces eliminated. Streamline design, bright colors with a lustrous finish of spar varnish. Grooved alloy steel runners with Saf-T turned runners, extra heavy knee supports, large sloping top of selected hardwood and a patented steering principle, whereby the sled responds accurately and instantly to the slightest touch without any loss of forward motion.

Nos.	Length, In.	Knees	Each
01	37	4	$5.50
02	41	4	$6.50
03	46	4	$7.50
05	55	6	$8.50

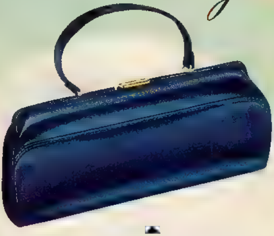
Two in a Shipping Bundle

Full Bundles Only

See Direct Shipment Bulletin For Prices

*Direct Shipment, F.O.B. Kalamazoo, Mich.

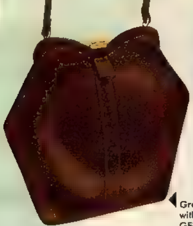
Luxury Leather HANDBAGS
FASHIONCRAFTED *by* FONTAINE



▲

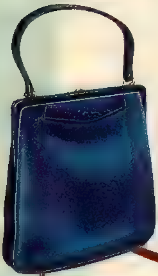
Distinctive beauty and fashionwise simplicity are emphasized in the long, low, silhouette styling of this GENUINE CALFSKIN original. Has outside pocket for gloves. Full calfhyde lining. In Navy or Black. Zipper pocket, mirror and change purse. Size 14½" x 6".

6T-10832 X1677 Black	Retail **27.95**
6T-10831 X1677 Navy	Retail **27.95**



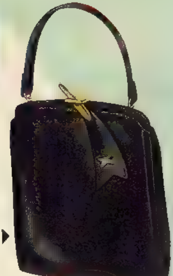
◀ Graceful elegance combined with smart styling make this GENUINE CALF bag a perfect addition to any wardrobe. Calfhyde lined, zipper pocket, mirror and change purse. In Black or Brown. Size 11" x 10".

6T-10820 X1197 Black	Ret. 19.95
6T-10821 X1197 Brown	Ret. 19.95



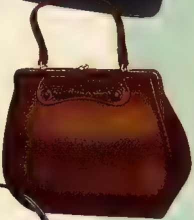
Here's a classic design that's elegantly simple. Has that slim-trim-fashionwise look for day or evening use. Styled in Black or Navy GENUINE CALFSKIN with full faille lining. Has zippered pocket, mirror and change purse. Size 9⅜" x 9¼".

6T-10817 X957 Black	Ret. 15.95
6T-10818 X957 Navy	Ret. 15.95



There's rich, modern styling and graceful beauty in this fashionwise design. In GENUINE CALF with calfhyde lining, mirror, change purse and zipper pocket. Colors Black or Navy. Size 10" x 9¼". ▶

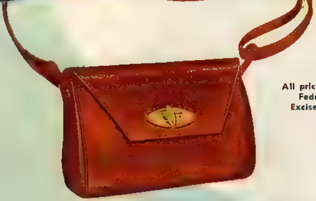
6T-10826 X1437 Black	Ret. 23.95
6T-10827 X1437 Navy	Ret. 23.95



The exclusive styling and graceful elegance of this latest design in bag fashion make it perfect for any occasion. In Black or Brown GENUINE CALFSKIN with faille lining. Has zippered compartment, mirror, change purse. Size 10¾" x 9" x 3½".

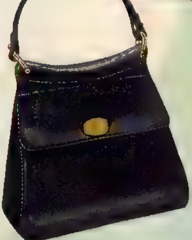
6T-10824 X1260 Black	Ret. 21.00
6T-10825 X1260 Brown	Ret. 21.00

All prices plus
Federal
Excise Tax



The perfect Town 'N Country carryall—big, smart and roomy with adjustable handle for carrying or over-the-shoulder wear. Magnificently crafted in top grain, glove soft GENUINE COWHIDE. Leather and faille lining, zippered compartment, mirror and change purse. Black or Honey Tan color. Size 9½" x 7½" x 4".

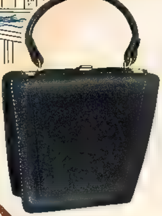
6T-10819 X1137 Tan	Retail **18.95**



There's simple styling, beautiful design and real spaciousness in this Black or Navy handbag made in GENUINE CALFSKIN, with faille lining. Zipper pocket, mirror and change purse. Size 10¾" x 10¾".

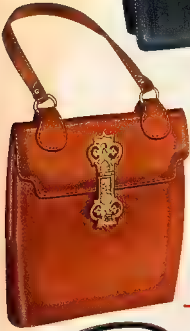
6T-10822 X1377 Black	Retail **22.95**
6T-10823 X1377 Navy	Retail **22.95**

Luxury Leather HANDBAGS
FASHIONCRAFTED *by* FONTAINE



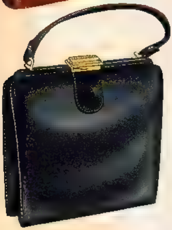
Unusual in shape, yet casual in design and appearance. An elegant creation of *finest calfskin* with genuine leather lining for day or date. Colors Black or Brown. Zipper pocket, leather change purse and mirror. Size 10⅛" x 9¼".

6T-10837 X2217 Black . . . Ret. 36.95
6T-10838 X2217 Brown . . Ret. 36.95



Soft and supple, roomy and beautiful. Here's the popular "Big" bag styled in Black or Tan GENUINE COWHIDE with ornamental brass catch. Calfhyde lined with zipper pocket, change purse and mirror. Measures 12¾" x 11½".

6T-10828 X1677 Black . . . Ret. 27.95
6T-10829 X1677 Tan . . . . . Ret. 27.95

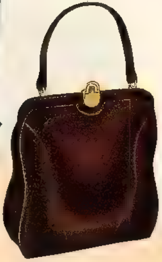


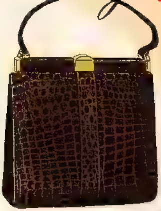
Classic elegance is yours with this velvet smooth FINE GENUINE CALFSKIN original that's smartly styled and richly trimmed to satisfy the most discriminating taste. Fully calfhyde lined, complete with mirror and change purse. In Black and Navy. Size 9⅞" x 9¼".

6T-10850 X2397 Black . . . Ret. 39.95
6T-10852 X2397 Navy . . . Ret. 39.95

There's exclusive styling and truly beautiful lines in this wide framed bag that has lots of room. Tailored in Black or Brown GENUINE CALFSKIN with calfhyde lining, mirror, change purse and zippered pocket. Size 10" x 9½".

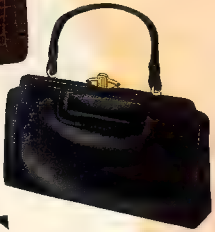
6T-10815 X1737 Black Ret. 28.95
6T-10816 X1737 Br. . . Ret. 28.95





Fine *imported alligator* fashioncrafted in a smart, magnificent tailored bag for town or country wear. Leather lining throughout, with zippered pocket, change purse and mirror. Here is the ultimate in fine quality at a popular price Size 8" x 8¼".

6T-10855 X2700 . . . . Ret. 45.00

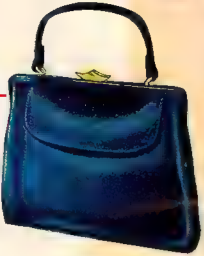


It's sleek, slim and long with a really roomy interior. Styled in Black or Brown GENUINE CALFSKIN with calfhyde lining. Two zipper pockets inside, fitted with mirror and change purse. Size 13¼" x 7½".

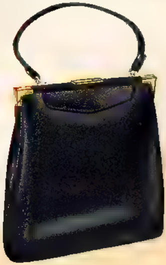
6T-10835 X2037 Black . . . Ret. 33.95
6T-10836 X2037 Brown . . . Ret. 33.95

For the style conscious woman who wants the very best. It's full, long, deep and slim—tailored from the finest GENUINE CALFSKIN with soft calfhyde lining. Concealed zipper pocket on the outside, change purse, mirror and zippered compartment inside. In Black or Navy. Size 13½" x 10⅜".

6T-10833 X1797 Black . . . Ret. 29.95
6T-10834 X1797 Navy . . . Ret. 29.95



All prices plus
Federal
Excise Tax

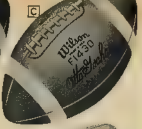


The ultimate in styling for the woman who wants the finest. Created by America's foremost designers, this FINE CALFSKIN handbag is a luxurious addition to any wardrobe. Fitted with mirror and change purse. In Black and Brown. Size 10½" x 10¼".

6T-10853 X2577 Black Ret. 42.95
6T-10854 X2577 Br. . . Ret. 42.95

A
SPALDING
OFFICIAL

B
Wilson
F1134
Official



D
SPALDING
VARSITY

E
Wilson
F1150
Official

A PAUL BROWN

Spalding Approved and autographed by the famous coach of the Cleveland Browns. Designed for flawless spin, flight and control. Official size and weight Deep-pebbled top grain leather, specially tanned to bring out best playing qualities. Double laced, laces tucked under. Triple lined and lock-stitched Rubber valve bladder.
6T-12069 X847 . . .Retail 12 95

B FRANK GIFFORD

Wilson. Endorsed and autographed by popular All-American Frank Gifford. Official size and wt. Full-grain cowhide cover is double-lined for longer life. Leather laced; rubber valve bladder Tan finish with 2 white stripes for visibility on cloudy days or at twilight. This is a durable, fine-quality ball at a very low price.
6T-12368 X560 . . . . . Retail 8.50

C OTTO GRAHAM

Wilson. An exceptionally fine low-priced leather football, ruggedly built for lots of tough handling. Endorsed and autographed by Super-Star Otto Graham Official size and weight. Genuine cowhide, with durable double lining, strong white lacing, rubber valve bladder. Tan color with two white stripes for visibility.
6T-12057 X400 . . . . . .Retail 5.95

D JOHN UNITAS

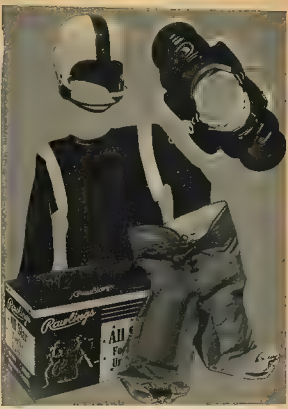
Spalding. Bears the signature and approval of the 1957 "Player of the Year" of the National Professional football league Official size and weight; select pebble grain cowhide, with Spalding tannage for better feel and control. Double-lined and lock stitched for durability. Double rawhide laced. White banded for fine visibility.
6T-19360 X793 . . . . . .Retail 11.95

E 'HOPALONG' CASSADY

Wilson. Endorsed and autographed by one of the all-time greats — "Hopalong Cassady". Official size and weight. Made of a good grade pebbled cow hide, with double lining for longer life. Leather laced; rubber valve bladder. Tan finish with 2 white stripes for increased visibility. Tremendous value at this low price:
6T-12058 X480 . . . . .Retail 6 95

F DURA-HIDE

Spalding. One of the lowest-priced, official size and weight balls that Spalding offers Recommended for youngsters who want a good ball without spending too much. Approved and autographed by Norm Van Brocklin, 2-time professional passing champion. Has rugged "Dura-Hide" cover, Tuf-Fab lacing 2 white stripes.
6T-12066 X260 . . . . . . .Retail 3.95



Rawlings ALL STAR UNIFORM

For any boy or youth who wants to play the game right—with protection for his body, so he can keep his mind on the game without excessive worry of injury! **Football helmet** is white with triple scarlet stripe, white face bar Web suspension in helmet top; vinyl covered, padded jaw pads. **Shoulder pads** are thickly cushioned with quilted Kapok padding for great comfort and protection. Cantilever model, with corrugated fiber taking up the shocks. **Jersey** is all cotton, with double thickness shoulder Scarlet color, with 2-color trim. **Pants** have quilted hip pads, and knee pads—both sewn into pants Thigh guards for insertion into pants are also included. Tan color SIZES. Small, Medium and Large.
6T-19359 X797 Specify size. Ship. wt. 7 lbs . . . . .**Retail 13.50**

Wilson

HIGH SHOES

By Wilson. Tough, long-lasting protection, full ankle-high shoes that give excellent support and actually help to promote speed and power. Made with specially tanned, yellow-back athletic cowhide uppers, Little-way lock-stitched to one piece straight Drilite outsole. **Alloy spring steel inner sole** and heel plates for maximum strength, protection New type last construction with molded counters, spring-steel lock washers and detachable steel-tipped Nylon game cleats SIZES: 4 to 13, including ½ sizes. In "D" width only **Specify** size when ordering. F.O.B. Ill Ship. wt. 2 lbs.
7T-12051 X920 . . . . . .Retail 13.95

LOW CUT SHOES

By Rawlings. Excellent for the backfield and end positions—helps any player to obtain swift running speed, more deceptive stride. You get running control by imparting a sense of lightness and balance indispensable to the football field.
Shoes are made of high-grade, high quality tanned athletic Leather. Have inside counter pockets; water-proofed counters Waterproof Everlite outsole. Goodyear lock-stitched. Steel-tipped Nylon cleats; leather sock liner SIZES- 6 thru 13, athletic width. Be sure to **specify** size when ordering F.O.B Mo. Shipping weight 2½ lbs.
7T-91900 X879 . . . . .Retail 13.50

SHOULDER PADS

By Wilson. Durable youth model pads, made of corrugated fibers for tough, resilient body. Web cantilever and wing-swept epaulets give your youngster maximum protection about the shoulder and neck area. Sturdy leather hinges connect epaulets and shoulder caps.
Completely padded with rubber and lined with jeans cloth. Adjustable elastic web body straps and front and back laces assure a comfortable fit at all times. Ship. wt. 1½ lbs.
6T-12072 X480 . . . . . .Retail 7 95
ECONOMY MODEL (Not shown) Cantilever style construction Full quilt padding. Wt. 1½ lbs
6T-12071 X320 . . . . . . .Retail 4.95

YOUTH'S HELMET

By Wilson Designed for the saefty and increased football enjoyment of young boys. Made of 1-piece molded, solid plastic shell, colored with contrasting Northwestern stripes. New web suspension gives full top protection. One-piece leather chin strap.
This helmet comes complete with double bar face mask for added protection; now becoming a standard feature in high school, collegiate and even professional uniforms — and with excellent results in safety Light gold with black stripe. Be sure to **specify** size when ordering small, medium, large Shipping weight 2 lbs.
6T-19355 X480 . . . . . .Retail 7 95

"WL" HELMET

Really a fine Wilson helmet Composite vinyl foam and latex foam rubber padding under a one-piece, molded Etholite shell. 6-point, 1½ inch web suspension with leather padding at center. Padding at front, back and ears is covered with tan leather. Cradle type chin strap. This superb helmet answers every need for lasting satisfaction and protection. Available in sizes 6⅜-6½; 6⅝-6¾. 6⅞-7; 7⅛-7¼; 7⅜-7½; 7⅝-7¾ In these colors: White, Scarlet, Black, Royal Blue, or Gold Shipped from Illinois factory **Specify** size and color when ordering. Shipping weight 2 lbs.
7T-91901 X787 . . . . .Retail 11.95

DEPENDABLE EQUIPMENT PROVIDES YEARS OF HEALTHFUL FUN

THERE'S LOTS OF FUN IN STORE FOR YOUNG AND OLD ALIKE . . .

Wilson
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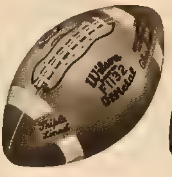
Official

INTERSCHOLASTIC FOOTBALL

- **All-leather ball by Wilson!**
- **Triple-lined for long life!**
- **Lasting, durable construction!**

Features all-leather construction for better gripping and steadier handling in any kind of weather. Tough water-repellent football of quality high-grade pebbled cowhide is triple-lined to stand up under rugged use. Lock-stitched with double lacing of tough rawhide Rubber valve bladder. Tan color with two white stripes Made for lasting use through hard play! Official size and weight for practice and play. Shpg wt. 1½ lbs.

41-1033 A 1167.......Retail **$17.50**



AMECHE AUTOGRAPHED BALL

- **Dependable Wilson quality!**
- **Autographed by Alan Ameche!**
- **Top-grade full-grain cowhide!**

Highly durable ball made for rough-and-rugged play—endorsed by Alan Ameche, fullback for the Baltimore Colts! Features excellent feel and gripping qualities for assured control in any weather. Popularly priced—made of top-grade full-grain cowhide Strong lock-stitched construction, triple-lining, rubber valve bladder. White leather lacing. Tan with white stripes. Official size and weight. Shpg. wt. 1½ lbs.

41-0696 A 900....... Retail **$13.50**

Wilson
F1134
Official

GIFFORD-AUTOGRAPHED BALL

- **Wilson—for top performance!**
- **Autographed by Frank Gifford!**
- **Made of full-grain cowhide!**

Popularly priced, yet expertly crafted! Highly recommended for beginners and young players. Takes rough-and-rugged playing in its stride—handles like new indefinitely. Made of durable top-quality full-grain cowhide with long-lasting double lining Strong white leather lacing and rubber valve bladder Tan color with white stripes. Official size and weight. Shipping weight 1½ lbs.

41-0712 A 567.......Retail **$8.50**

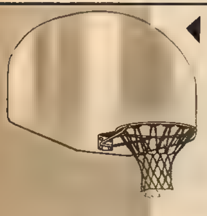
DUBOW
Official

DUBOW OFFICIAL FOOTBALL

- **New-type valve bladder!**
- **Specially tanned cowhide!**
- **Gives steady performance!**

Sturdy ball for sand-lot or playing field. Rugged and well-made at an economical price—especially good for tomorrow's football heroes. Made of quality top-grain cowhide—carefully tanned for longer life and better handling Double-laminated lining. White end stripes and leather laces. Specially designed new-type valve bladder. Tan color. Official size and weight. Shipping weight 1½ lbs.

41-1082 A 477.......Retail **$7.95**



BASKETBALL SET—BACKBOARD, GOAL AND NET

Fan-shaped backboard of ½-in. double-laminated masonite Presdwood with non-glare white enamel finish. 48 in. wide, 35 in. high. Heavy-duty steel backplate supports regulation 18-in. diam goal—⅝-in. steel ring, orange enamel finish. 12 welded spiral net holders. 48-thread net. Easy to install—set it up for year-round use—won't rust or corrode **Shipped from Pennsylvania—pay shipping on delivery.**

67-1107 F 1200—Complete Set. Wt. 45 lbs...Retail **$19.95**

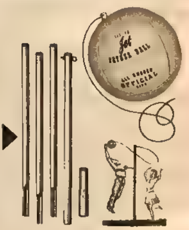
As described above, but includes goal and net only. **Mailable.**

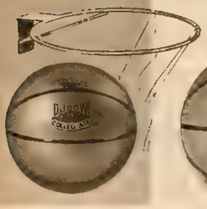
41-0852 W 360—Goal and net. Wt. 15 lbs....Retail **$5.95**

JET TETHER BALL SET FOR FAMILY FUN

A great sport for all ages! Fun for the entire family—players and spectators alike! Exciting Jet Tether Ball set provides hours of safe pleasure. Official design for backyard, school, or playground—set is complete and ready to use Includes galvanized rust-resistant 4-section 10-ft. steel pole, permanent corrosion-proof ground sleeve, 8½-in. diameter official-sized white rubber tether ball with inflating needle and heavy-duty nylon tether cord. An excellent investment for occupying leisure hours—season after season of fun for your entire family. Set is attractively boxed.

41-1181 W 665—Set. Shpg. wt. 10 lbs.......Retail **$10.00**





DUBOW BASKETBALL GOAL SET

- **Use on indoor, outdoor courts!**
- **Complete set—for years of fun!**
- **Ball and goal are official size!**

Ideal set for practicing long shots, hook shots, and free throws. Set includes rubber-covered fabric-reinforced basketball plus goal and net. 3-ply laminated ball construction outlasts leather in rough play—won't stretch or lose its shape. Pebble-grained tan finish. Rubber bladder, needle valve. Official size and weight. Goal has orange-enameled steel frame. Attached heavy-duty net. Shpg. wt. 6 lbs.

41-1199 A 647—Set...Retail **$10.25**

Wilson
OFFICIAL SIZE AND WEIGHT
Indestructo
VARSITY

WILSON VARSITY BASKETBALL

- **For indoor-outdoor practice!**
- **It's completely waterproof!**
- **Designed for lively action!**

Very popular basketball with the younger players—handles easily on any playing surface, indoors or out. Moderately priced—yet high in quality and value. Strong, durable tan rubber cover over fabric carcass. Specially designed for long hard use. Completely waterproof. Includes rubber bladder and needle-type valve. Official size and weight for use in practice or tournaments. Shipping weight 2 lbs.

41-1041 A 630.........Retail **$8.75**

Wilson
COLLEGIATE
Indestructo
OFFICIAL

COLLEGIATE BASKETBALL

- **Famous Wilson craftsmanship!**
- **Multiple fabric carcass!**
- **Pebble-grained rubber cover!**

Popular Collegiate "Indestructo"—another fine Wilson model. Meets all quality standards in the most rugged play. Sturdy tan pebble-grained rubber cover for better grip and easier handling. Multiple fabric carcass takes rough use, keeps its shape for lively action season after season. Rubber bladder and needle-type valve. Official size and weight for practice and play. Shipping weight 2 lbs.

41-0514 A 800......Retail **$12.50**

Wilson
TV
Official

WILSON "TV" BASKETBALL

- **"TV" means tested value!**
- **Exclusive "Grip-Tite" cover!**
- **100% nylon reinforced carcass!**

New orange color plus 100% nylon-wound reinforced carcass—ball retains its liveliness. Wilson's exclusive "Grip-Tite" process enables dry or perspiring fingers to retain a secure non-slip grip on the ball. Full-grain leather cover with pebble finish. Flat leather laces. New Interlok seam construction. Strong butyl bladder. Top quality in every detail. Official size and weight. Shipping weight 2 lbs.

41-1066 A 1420.....Retail **$21.25**

Buy all your athletic equipment at GMC—you can be confident it's the best!

7
Best Outfit
4.99

8
Good Outfit
Low as
2.99

9
Sport Set
4.99

GRIDIRON
Favorites
for Jr. stars!

(7) **DELUXE FOOTBALL SET** for young Pros Molded, adjust. plastic shoulder pads, lined with thick quilting. Plastic helmet has adjustable elastic headband, chin strap, sponge rubber and leather ear pieces. Protective face guard of sturdy plastic. Mail

35 Y 6602—Helmet, Pads. 2 lb. 14 oz.....**4.99**
35 Y 6627—Helmet only. 1 lb. 12 oz.......**3.69**
35Y6628—Shoulder Pads only. 1 lb. 5 oz. **2.69**

(8) **HELMET AND SHOULDER PADS.** Helmet strong Ethocel plastic. Covered sponge rubber protectors, elastic band, 4-point sling with dome button—fits all heads. Adjustable cowhide chin strap. Pads of tough fiber with heavy quilt lining, elastic web arm straps, adjust. lacings, fiber end caps, floppets

35 Y 6608—Mail. Ship. wt. 2 lb. 10 oz....**4.69**
BEGINNERS'—fiber helmet all-wool felt lining. Adjust. fiberboard shoulder pads.
35 Y 6607—Shipping weight 2 lb..........**2.99**

(9) **SPORT SET**—Football-Basketball combo. Official size, weight. Rubber balls have pebble-grain finish to take abuse. Needle.

35 Y 7375E—Mail. Shipping weight 5 lb. **4.99**

(10) **RAWLINGS STURDY 4-PC. FOOTBALL** uniform. Padded Red pants, Red jersey. Crew neck, long sleeves, numeral in front. Shock resistant helmet has double bar face guard. White "Armor-Lite" shoulder pads. Sizes: Small (5-8), Med. (9-11), Lg. (12-14).

35 Y 7356E—State size wanted. Wt. 6 lb **9.98**
3-PC. UNIFORM as above, but no pants.
35 Y 7357—State size. Wt. 2 lb. 10 oz. **5.98**
STURDY HELMET, as above in Red with White stripes. White face guard with double bar. Chin strap. State: Small, Med., Large
35 Y 7358—State size. Wt. 1 lb. 14 oz ..**3.98**

(11) **RAWLINGS FOOTBALLS.** Top quality leather. Official size, weight. Each with FREE Tee, Inflating Needle.

HARLON HILL Professional Football.
35 Y 7299—Mail. Ship. wt. 1 lb. 10 oz **8.99**
BOBBY LAYNE Professional Football
35 Y 7371—Mail. Ship. wt. 1 lb. 10 oz.. **6.99**
TOBIN ROTE Professional Football.
35 Y 7383—Mail. Ship. wt. 1 lb. 10 oz. .**2.99**
JOHNNY LATTNER Official Size Football by Trio. Leather. Kicking tee included.
35 Y 7384—Mail. Ship. wt. 1 lb. 8 oz.....**4.87**

(12) **FRANK GIFFORD*** Football, Kick Tee, Pump. Top quality, full-grain cowhide football, made by Wilson. Official size and weight. Tan w/White stripes, autographed by famous New York Giant half-back. Molded plastic pro-type kick tee, hand pump.

35 Y 7377—Shipping wt. 2 lb. 2 oz......**7.99**

(13) **OTTO GRAHAM*** Cowhide football.
35Y7376—W/tee, pump. 1 lb. 14 oz **5.98**

* *"T-Formation" Booklet with #12 only.*

Only $3 DOWN Opens Your Account for Any Amount! see page 280

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11
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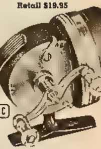
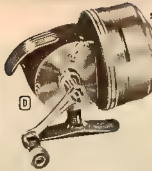
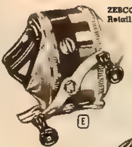
SHAKESPEARE "1776"
Retail $19.95



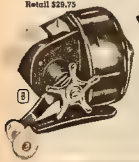
SHAKESPEARE "1797"
Retail $24.95



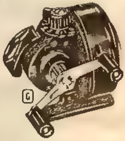
ZEBCO "33"
Retail $19.50



GARCIA ABU-MATIC
Retail $29.75



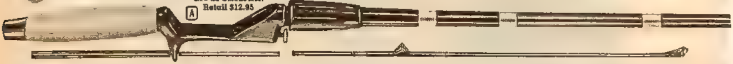
JOHNSON CENTURY
Retail $17.95



Nationally Famous Spincast Rod and Reels of Superb Quality!

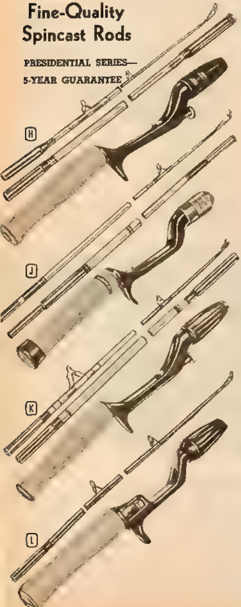
THEY'RE EXPERTLY CRAFTED TO GIVE TOP PERFORMANCE

GM SPORTSMAN
Retail $12.95



Fine-Quality Spincast Rods

PRESIDENTIAL SERIES—
5-YEAR GUARANTEE



A to G FAMOUS SPINCAST ROD AND REELS SEPARATELY OR IN OUTFITS

Save up to $5.40 retail on GMC's rod and reel combinations! You get GM Sportsman rod [A] in 6- or 6½-ft. length, plus your choice of spincast reels [B] to [G] and you save money on any outfit you choose! See chart below to make your selection. Rod and reels also sold separately

Stock No. With 6-ft. Rod	Stock No. With 6½-ft. Rod	OUTFIT—Includes GM Sportsman Spincast Rod [A] . . . and Reel Listed Below	Value	Retail
45-0270 A 2387	**45-0288 A 2387**	Outfit—with Garcia Abu-Matic Reel (Right-hander model).........See [B]	$42.70	**$37.50**
45-0254 A 1695	**45-0262 A 1695**	Outfit—with Shakespeare "1776" Reel (Right-hander model).........See [C]	$32.90	**$28.50**
45-0023 A 1998	**45-0072 A 1998**	Outfit—with Shakespeare "1797" Reel (Right-hander model). ....See [D]	$37.90	**$33.50**
45-0213 A 1750	**45-0221 A 1750**	Outfit—with Zebco "33" Reel (Right-hander model).........See [E]	$32.45	**$27.50**
45-0239 A 1650	**45-0247 A 1650**	Outfit—with Johnson Century Reel (Right- or left-hander model)..See [G]	$30.90	**$25.50**

[A] GM Sportsman Spincast Rod. Lightweight two-piece tubular glass shaft in golden-bronze metallic finish. Anodized ferrule. Three chromed guides. Screw-locking reel fastener. Screw-locking chuck Tenite hosel. All-metal handle. Specie cork grip, rubber butt cap. Wt. 7 oz.

46-0022 A 777—6 ft. Medium action.....**$12.95**
46-0030 A 777—6½ ft. Medium action...**$12.95**

As above, but one-piece solid glass shaft.

46-0683 A 510—5½ ft. Medium action....**$8.50**

[B] Garcia Abu-Matic Closed-Face Reel. Automatic anti-reverse. Exclusive Star Drag—operates from reel handle. Stainless steel winding cup. Black and maroon finish. Prewound with 8-lb. test monofilament line. Combination tool, oiler, and ⅜-oz casting plug Leather case Act. wt. 8 oz.

45-0015 A 1785—Right-hander model ...**$29.75**

[C] Shakespeare "1776" Wondercast. Deluxe closed-face Spin-N-Cast reel. Lever-type non-reverse. Outer cone adjusts for drag. Aluminum construction anodized in golden-bronze—enamel trim. Double crank. Machined aluminum spool prewound with 100 yds. 6-lb. test monofilament. Wt. 8.9 oz.

45-0056 A 1197—Right-hander model ...**$19.95**

[D] Shakespeare "1797" Wondercast Reel. "Push-button magic" on closed-face model with level wind—no backlash, no line snarling. Carboloy pick-up, full-circle Micro drag, non-reverse thumb lever control. Aluminum drive gear, brass pinion 4-unit takedown Aluminum alloy frame—anodized brown crinkle finish. Prewound with 75 yds. 12-lb. test monofilament line. Act. wt. 10.5 oz.

45-0999 A 1497—Right-hander model ...**$24.95**

[E] Zebco "33" Spin-N-Cast Reel. Here's a favorite at a moderate price! Fits all offset-handle rods. Features positive anti-backlash. Automatic—no bail to open or close. Naval bronze gears. Anodized aluminum construction. Prewound with 150 yds. 6-lb. test monofilament line. Act. wt. 6.5 oz.

45-1112 A 1170—Right-hander model ...**$19.50**

[G] Johnson Century Reel. Designed to deliver top performance! Fits all offset-handle rods. Features smooth-operating Selecto-Dial drag adjustment with drag click control. Dual anti-reverse. Tungsten carbide pick-up pin. Fast retrieve—18½ in. per turn of handle. Lightweight aluminum construction. Prewound with 6-lb. test monofilament line. Act. wt. 8 oz.

45-4371 A 1077—Right- or left-hander...**$17.95**

H to L POPULAR SPIN-N-CAST RODS TO SUIT EVERY FISHERMAN'S PREFERENCE

[H] Shakespeare "P1594" Wonderod. Two-piece tubular glass shaft, swelled butt. Wonderod white. Bronze anodized aluminum ferrules. Spin-type guides and tip-top. "Reel-Tyte-Lok" reel seat, Tru-Aim double-offset aluminum handle. Select specie cork grip. Cloth bag, tip-protector.

46-0311 A 1677—6 ft. Medium action....**$27.95**
46-0352 A 1677—6½ ft Light action....**$27.95**
46-0360 A 1677 7 ft. Light action.... **$27.95**

[J] Garcia Companion Spin-N-Cast Rod. For closed-face or baitcasting reels. Two-piece hollow glass shaft, golden finish. Serrated ferrule is not embedded in fiber-glass—can't weaken rod! Agate guides, tip-top. Screw-locking reel seat. Specie cork offset handle. Fiber case.

46-5666 A 1497—6 ft. Medium action... **$24.95**
46-5674 A 1497—6½ ft. Light action....**$24.95**

[K] Shakespeare "1579" Wonderod. Two-piece tubular glass shaft with swelled butt construction. Wonderod white. Bronze anodized aluminum ferrules. Spin-type stainless steel guides and tip-top. "Reel-Tyte-Lok" reel seat Tru-Aim aluminum handle. Specie cork grip. Cloth bag

46-1657 A 1077—6 ft. Medium action...**$17.95**
46-1665 A 1077—6 ft. Light action......**$17.95**
46-1723 A 1077—6½ ft. Light action... **$17.95**

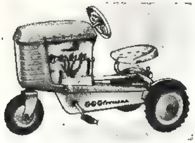
[L] True Temper Flipline Spincast Rod. Two-piece hollow glass shaft. Chrome-plated stainless steel guides, tip-top, and rolled welt ferrule. Aluminum offset handle—detachable. Chuck foregrip, select cork grip. Cloth bag

46-0527 A 897—6 ft. Light action.......**$14.95**
46-0535 A 897—6½ ft. X-light action....**$14.95**
46-0543 A 897—7 ft. X-light action......**$14.95**

Shipping weight of rod and reel outfits—4 lbs.; of individual items—1 lb.

TRACTORS 8

GARTON



Chain Drive

37 in. long, 20 in. wide, 25 in. high. Equipped with simulated spark plugs and ignition system, rear fenders, and step plate, spring mounted adjustable seat, two bar and hitch. Gear shift lever produces motor sounds when engaged. Ball bearing adjustable chain drive, completely enclosed for safety. Ball bearing rear axle supports. 8 in. ball bearing front wheel turns full 360° arc. 10 in. ball bearing rear wheels, 1.75 tractor tread semi-pneumatic tires.

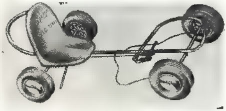
No.
5620.......................................**Each $26.95**

(B)	IBM	34970	1 or 2	(12)	c s s n
(A)	IBM	34970	3 or More	(20)	c e o l

One in a Shipping Container—36 Lbs.

AUTOMOBILES

MANNING



Speed Car

Colorful design. Custom built, form fitting seat. Fits shortest to tallest drivers. Exclusive styling. Seat made of miracle Norolon non-breakable material. Bright zinc finish on sturdy heavy gauge steel tubing. 53 in. in length. Sturdy adjustable foot brake. Four 8 x 1.50 in. wheels with Nylon bearings. Faster and smoother riding, semi-pneumatic tires. Reinforced polyethylene steering cord attached to the front axle for easier steering, safer cornering.

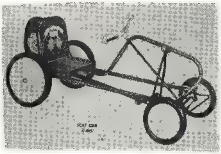
No.
M888.......................................**Each $11.95**

(D)	IBM	00319	1 or 2	(12)	t n n
(A)	IBM	00319	3 or More	(20)	s e n

One in a Shipping Container—15 Lbs.

AUTOMOBILES 8

JUNIOR



Pedal Drive — Scat Car

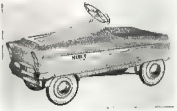
Designed for the three to seven year old child. 39 in. long, 19 in. wide, 19 in. high. Frame is constructed of ¾ in. diam. lightweight steel tubing. Front wheels are 7½ x 1¼ in. with semi-pneumatic tires. Rear wheels are 9¾ x .¼ in. with semi-pneumatic tires. All wheels are plain bearing. The pedal drive is adjustable to five positions with ball bearing pull straps. The finish is bright red baked enamel with black and white trim side wheels

No.
495.......................................**Each $14.95**

(D)	IBM	33954	1 or 2	(17)	o t n
(A)	IBM	33954	3 or More	(25)	o a l

One in a Shipping Container—23 Lbs.

GARTON



Pedal Drive—Auto

Length overall 37 in. Ball bearing rear axle supports. Adjustable pedals. Improved gear eliminating dead center. Shorter turning steering mechanism. 8 in. nylon bearing wheels, 5/8 in. rubber tires. Green, with ivory trim.

No.
5605.......................................**Each $14.95**

(D)	IBM	34971	1 or 2	(10)	c n l n
(A)	IBM	34971	3 or More	(28)	c n c n

One in a Shipping Container—27 Lbs.

BMC

Pedal Drive—Auto

37 in. long and 18 in. wide. Attractive embossed continental back-end. Pedal drive with adjustable 3-position pull straps. Smooth ball bearing construction. Plated plastic hood ornament. Gleaming white enamel windshield. Metallic turquoise with white trim.

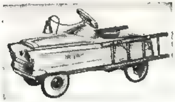
No.
911.......................................**Each $17.50**

(D)	IBM	34973	1 or 2	(16)	c c l l
(A)	IBM	34973	3 or More	(24)	c c n n

One in a Shipping Container—29 Lbs.

AUTOMOBILES 8

GARTON



Pedal Drive—Ladder Truck

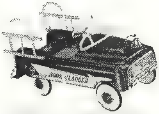
Length overall 37 in. Ball bearing rear axle supports. Adjustable pedals. Improved gear eliminating dead center. Shorter turning steering mechanism. Two wood ladders. Fire bell with chain. 8 in. nylon bearing wheels. 5/8 inch rubber tires. Red with white trim.

No.
5608.......................................**Each $18.95**

(D)	IBM	34982	1 or 2	(17)	c h e n
(A)	IBM	34982	3 or More	(25)	c h n n

One in a Shipping Container—30 Lbs.

JUNIOR



Pedal Drive—Ladder Truck

43 in. long and 18 in. wide. Pedal drive with adjustable 3-position pull straps. Smooth ball bearing construction. Equipped with chrome plated bell with red cord, white hand rails with two 3-rung yellow ladders. Heavy steel hub-caps—red finish. Gleaming white enamel windshield. Red with white trim. Silver plated grille.

No.
508.......................................**Each $20.95**

(D)	IBM	00202	1 or 2	(10)	c a o n
(A)	IBM	00202	3 or More	(28)	c a h l

One in a Shipping Container—34 Lbs.

JUNIOR

Pedal Drive—Pumper

43 in. long and 18 in. wide. Pedal drive with adjustable 3-position pull straps. Smooth ball bearing construction. Chrome plated bell with red cord. White hand rails, yellow ladder (4 rung) 8-ft. length of black hose with nozzle. Electric flasher light mounted on hood. (Batteries not included). Plated plastic hub-caps. Gleaming white enamel windshield. Red with white trim. Silver painted grille.

No.
919.......................................**Each $24.95**

(B)	IBM	00264	1 or 2	(10)	c e e s
(A)	IBM	00264	3 or More	(28)	c l o l

One in a Shipping Container—34 Lbs.

NOTE:—PRICES ON 3 OR MORE ARE ON INDIVIDUAL ITEMS—NOT ASSORTED

SIDEWALK BIKES 8

GARTON

Boys With Coaster Brake

Cantilever suspension type frame. Length overall 50 in. Height overall 29 in. Fork re-inforced and equipped with long wearing bronze bushings. Ball bearing crank and high grade Perry coaster brake. Chain guard. 16 in. ball bearing wheels with 1.625 in. semi-pneumatic tires. 5 in. rubber tired removable trainer wheels.

No.
1630–16 in. wheels........................Each $29.95

(A)	IBM	34940	1 or 2	(15)	hcll
(A)	IBM	34940	3 or More	(23)	hnll

One in a Shipping Container—36 Lbs.

GARTON

Girls With Coaster Brake

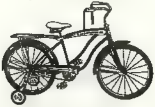
Double bar type frame. Length overall 50 in. Height overall 29 in. Fork re-inforced and equipped with long wearing bronze bushings. Ball bearing crank and high grade Perry coaster brake. Chain guard. 16 in. ball bearing wheels with 1.625 in. semi-pneumatic tires. 5 in. rubber tired removable trainer wheels.

No.
1631–16 in. wheels........................Each $29.95

(A)	IBM	34941	1 or 2	(13)	hcll
(A)	IBM	34941	3 or More	(21)	hnll

One in a Shipping Container—35 Lbs.

JUNIOR ROADMASTER



Convertible With Coaster Brake

Sturdy, bicycle type tubular steel frame with double bar construction. Rear luggage carrier. Streamline design tank, Hinged at front and swings down from rear support bracket to convert from boy's to girl's model. Ball bearing hub. Bicycle type coaster brake in rear wheel. 1.75 in. molded rubber tires. Semi-pneumatic, puncture proof. Handlebar of ¾ in. steel tubing—bicycle type with white plastic grips, streamers. Chrome plated. Adjustable. Two-tone saddle with padded vinyl top. Coil springs enamelled red. White bow type bicycle pedals. Training outrigger—5 in. steel disc wheels with 5/8 in. rubber tires. Heavy duty stabilizer frame. Adjustable and removable. Flamboyant red with white trim.

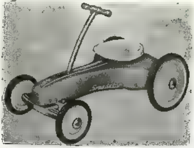
No.
988–20 in. wheels........................Each $35.75

(A)	IBM	00317	1 or 2	(16)	hlln
(A)	IBM	00317	3 or More	(24)	hrln

One in a Shipping Container—41 Lbs.

SPEEDSTER 8

GARTON



35 in. long, 21 in. wide, 23 in. high. One piece heavy gauge steel body. Large adjustable steel seat. Ball bearing chain drive completely enclosed. Ball bearing connecting rod, drive shaft, and rear axle supports. 8 in. front and 12 in. rear ball bearing wheels. 1.25 in. semi-pneumatic tires. Baked-on enamel finish; yellow body, black seat and gear. Black wheels striped yellow. Yellow handle.

No.
5630..Each $21.95

(D)	IBM	37566	1 or 2	(15)	crel
(A)	IBM	37566	3 or More	(23)	crnn

One in a Shipping Container—35 Lbs.

TRACTOR TRAILERS 8

JUNIOR

Heavy gauge channelled tongue and heavy gauge steel box with safe curled rim. Wheels have 8 in. x 5/8 in. solid rubber tires and nylon bearings. Self-locking caps on axles. Red body and yellow tongue, wheels and lettering.

No.
580..Each $7.95

(D)	IBM	37567	1 or 2	(13)	lll
(A)	IBM	37567	3 or More	(21)	lan

One in a Shipping Container—14 Lbs.

TRACTORS 8

JUNIOR

Pedal Drive

32 in. long, 19 in. wide, 24 in. high. Pedal drive in ball bearing pull straps with rubber pedals. Front fork made of heavy gauge steel. Steel seat—adjustable. Semi-pneumatic tractor tread tires, puncture proof. Trailer hitch made of heavy gauge spring steel. Bright red with white trim, yellow wheels.

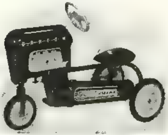
No.
890..Each $14.50

(D)	IBM	34943	1 or 2	(19)	osn
(A)	IBM	34943	3 or More	(21)	ohn

One in a Shipping Container—23 Lbs.

TRACTORS 8

GARTON



Chain Drive—Ball Bearing

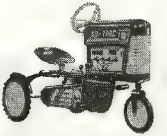
37 in. long, 17¾ in. wide, 26 in. high. Ball bearing chain drive with adjustment feature, completely enclosed for safety. Universal steering joint on front wheel, permitting full 360° turn. Adjustable bucket seat. 8 in. ball bearing front wheel, 10 in. ball bearing rear wheels with 1.25 tractor tread semi-pneumatic tires.

No.
5619..Each $16.95

(D)	IBM	34953	1 or 2	(18)	ccol
(A)	IBM	34953	3 or More	(26)	ccal

One in a Shipping Container—26 Lbs.

JUNIOR



Chain Drive—Ball Bearing

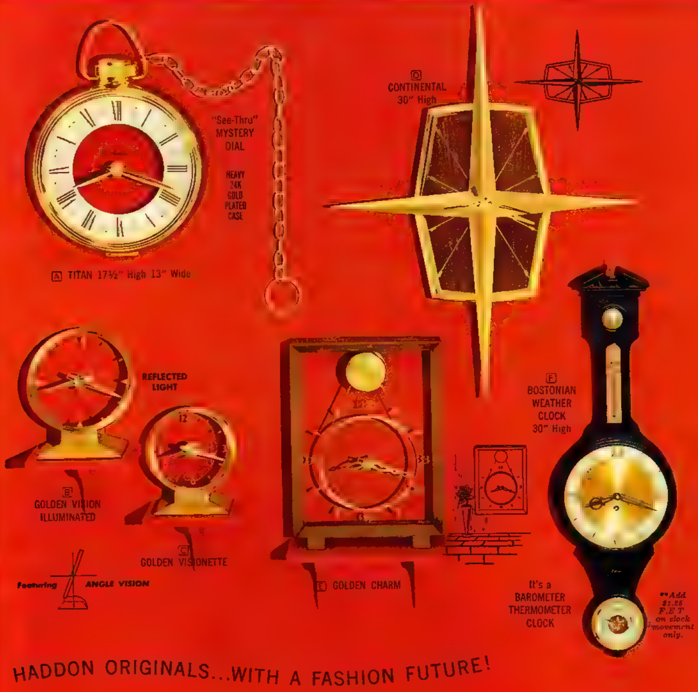
39 in. long, 21 in. wide, 28 in. high. Massive hood of heavy gauge steel. Front fork with exclusive knee action feature to absorb shocks. Simulated motor block with realistic spark plugs. Bicycle type chain drive with ball bearing construction for easier pedaling. Spring mounted seat—adjustable. Semi-pneumatic tractor tread tires. Puncture proof. Trailer hitch made of heavy gauge spring steel. Simulated gear shift with play-tone noise maker. Fenders over rear wheels. Red baked enamel with gleaming white trim. Silver painted grill.

No.
518..Each $23.50

(B)	IBM	00318	1 or 2	(14)	clll
(A)	IBM	00318	3 or More	(22)	crsl

One in a Shipping Container—35 Lbs.

NOTE:—PRICES ON 3 OR MORE ARE ON INDIVIDUAL ITEMS—NOT ASSORTED.


"See-Thru" MYSTERY DIAL
HEAVY 24K GOLD PLATED CASE
A TITAN 17½" High 13" Wide
D CONTINENTAL 30" High
REFLECTED LIGHT
B GOLDEN VISION ILLUMINATED
C GOLDEN VISIONETTE
Featuring ANGLE VISION
E GOLDEN CHARM
F BOSTONIAN WEATHER CLOCK 30" High
It's a BAROMETER THERMOMETER CLOCK
HADDON ORIGINALS...WITH A FASHION FUTURE!

***Add $1.25 F.E.T on clock movement only.*

Timely Remembrances For Home and Office by HADDON

A **TITAN POCKET CLOCK ILLUMINATED**—New Turn of the Century charm in a unique, nostalgic, giant sized, eye catching replica of Grandfather's own favorite pocket watch. Complete with polished brass chain. Handsome metal case in heavy 24K gold plate. Large crystal See-Thru Mystery Glass Dial highly decorated in beautiful gold Roman time markers on an ivory time track. Golden hands. Illuminated dial controlled by a concealed light switch. 17½" high, 13" wide. Shpg. Wt. 8 lbs.

5M-2394 X1761 ELECTRIC . . . . Retail **29.95***
5M-2395 X1878 8 DAY MOVEMENT . . . . Retail **31.95***

B **ILLUMINATED GOLDEN VISION**—Hands seem to float in space as you look through the amazing See-Thru Mystery Dial. 3-dimensional golden time markers are deep etched on the crystal clear dial. 24K gold plated metal base and rim. REFLECTED LIGHT controlled by concealed switch allows clock to be used as a night light or as a TV light. 8¾" high, 7¾" wide, 4¾" deep. Shpg. Wt. 4 lbs. Handsomely gift packaged.

[redacted] . . . . Retail **22.95***

C **GOLDEN VISIONETTE**—Same features as the Golden Vision but not lighted. Petite size—ideal for office or home. 7½" high, 6¼" wide, 4⅛" deep. Attractively gift packaged. Shpg. Wt. 3 lbs.

5M-2408 X1114 ELECTRIC . . . . Retail **18.95***

D **CONTINENTAL**—Dramatic 30" star in gleaming metalized gold against a contrasting background of Walnut and gold. Its lovely simplicity bespeaks its outstanding beauty and good taste. Can be hung in a vertical or horizontal position to best complement your room setting. Also available with Ebony Star and gold frame with white and gold fleck background. Shpg. Wt. 6 lbs. Please state choice of Gold Star with walnut frame, or Ebony Star with gold frame.

5M-50442 X1197 8 DAY MOVEMENT . . Retail **19.95***

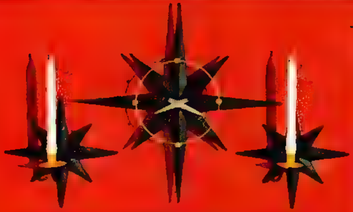
E **GOLDEN CHARM**—Truly a conversation piece that gives the illusion of time hanging in space. Crystal glass See-Thru Mystery Dial with 24K gold plated die-cast metal parts. Rich wood frame finished in lovely fruitwood or antiqued gold. State choice. Golden time indicator and hands. The tiny feet can be removed when used as a wall clock. 14½" high, 10½" wide, 2½" deep. Shpg. Wt. 7 lbs.

5M-50440 X2097 ELECTRIC . . . . Retail **34.95***

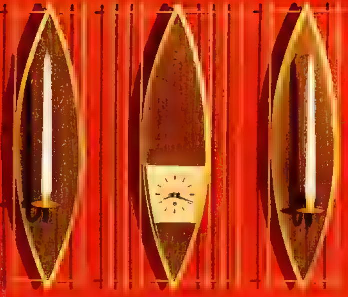
F **BOSTONIAN WEATHER CLOCK**—It's a clock . . . barometer . . . thermometer all in one! An Early American design in either Ebony black or Mahogany finish Haddonwood case. Imported brass dial with spun center and ivory track to accent polished time numerals. A perfect gift for any office or home. 30" high, 9" wide. Shpg. Wt. 10 lbs. Specify Black or Mahogany.

5M-50441 X2697 CORDLESS ELECTRIC. Battery Operated Retail **44.95****
5M-2399 X2172 8 DAY MOVEMENT . Retail **36.95****

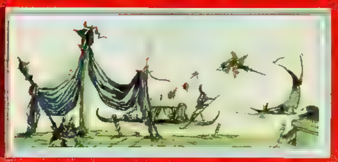
*ALL ELECTRIC CLOCKS (UL) APPROVED, 110V, 60 Cy. A.C Current Only. Guaranteed Against Mechanical Defects. *Plus 10% Fed. Exc. Tax.*



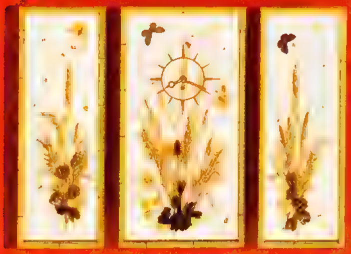
Ⓐ ILLUMINATED STARLITE



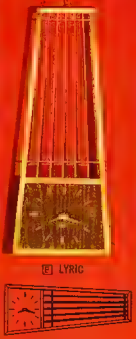
Ⓓ VANGUARD



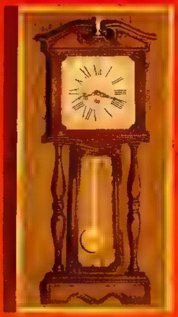
Ⓑ VENETIAN



Ⓒ GOLDEN HARVEST



Ⓔ LYRIC



Ⓕ COLONIAL

Perfect Gifts....Decorative Wall Clocks by HADDON

Ⓐ **ILLUMINATED STARLITE**—Dramatic jet-black 8 pointed Haddonwood Star is a focal point of beauty for any wall. Gleaming 24K gold plated marker ring and golden hands. Hidden chain controls light that gives silhouette illumination, and allows clock to be used as a soft night light. 21″ dia. Shpg. Wt. 6 lbs.

5M-2400 X1055 ELECTRIC ILLUMINATED . . . Retail **17 95***
5M-2401 X1173 8 DAY MOVEMENT, Not Lighted.. . . Retail **19 95***
5M-2402 X761 STARLITE CANDELABRA—Exquisite matching candelabra with polished brass holders. 12″ dia. Sold in pairs (candles not included). Shpg. Wt. 3 lbs. No tax.............................Retail **12.95** pr.

Ⓑ **VENETIAN**—A romantic scene of Venice in graceful, permanent beauty between crystal-clear glass fibre. A background scene of Venetian buildings creates *Cinerama Vision* and depth. The exotic design picks up natural light making the scene unbelievably realistic. Artistic hands, dial and complementary wood frame antiqued in blue. 14″ wide, 32″ high. Shpg. Wt. 8 lbs.

5M-50434 X1917 8 DAY MOVEMENT.............................Retail **31.95***

Ⓒ **GOLDEN HARVEST**—Real butterflies, shafts of wheat and flora are captured in their natural state and protected in clear plastic in life like beauty and color. The background scene is laminated between decorative fibre glass. The overall effect is of deep, dimensional natural realism. Bamboo frame in complementary finish, distinctive dial and hands complete this exquisite clock. 12″ wide, 24″ high. Shpg. Wt. 6 lbs.

5M-50435 X1797 8 DAY MOVEMENT.............................Retail **29.95***
5M-50436 X1797 Golden Harvest Plaques, 8″ x 24″. Shpg. Wt. 4½ lbs
Retail **29.95** pr.

Ⓓ **VANGUARD**—The "shape of the future" in a distinctive wall clock design for today's rooms with a decorator flair. An artistic combination of golden brass and walnut wood finished panels. Contrasting dial and midnight black hands and markers. 16″ wide, 30″ high. Shpg. Wt. 8 lbs.

5M-50431 X2337 CORDLESS ELECTRIC. Battery Operated Retail **38.95***
5M-50432 X1797 8 DAY MOVEMENT ....Retail **29.95***
5M-50433 X1797 VANGUARD SCONCES with polished brass and jet black candle holders. (Candles not included.) 9″ x 30″. Shpg. Wt. 7 lbs. Retail **29.95** pr.

Ⓔ **LYRIC**—A delightful timekeeper and decoration most attractively designed in a warm Walnut and golden brass finish. Can be hung vertically or horizontally to create the "just right" eye-pleasing emphasis to enhance the decor of your room. 26½″ long, 10″ wide at base, 6″ wide at top. Shpg. Wt. 5 lbs.

5M-50437 X1197 ELECTRIC ....Retail **19.95***
5M-50438 X1317 8 DAY MOVEMENT. . . . . Retail **21.95***

Ⓕ **COLONIAL GRANDFATHER**—An exquisite version of an authentic reproduction of a priceless handmade original of the Colonial period. Provides a piquant touch in a contemporary setting. Haddonwood case in rich Mahogany finish, mounted on a warm fruitwood panel and delightfully framed in glowing brass. Golden brass finial and decorative hands add the final touch of heirloom realism. 32″ high, 16″ wide, 3¾″ deep. Shpg. Wt. 12 lbs.

5M-50439 X1797 8 DAY MOVEMENT.............................Retail **29.95***

*ALL ELECTRIC CLOCKS (UL) APPROVED, 110V, 60 Cy. A.C. Current Only. Guaranteed Against Mechanical Defects. *Plus 10% Fed. Exc. Tax.*

(A) * CABLE REEL JACKS

For lifting and holding heavy reels on outdoor jobs. Weather-proof with non-rocking, solid oak "T" Frame Base. Furnished with single round sockets and steel operating lever 1¼" x 60" long. Standard with major utility companies throughout the country.

Nos.	Cap. Tons	Ht. in.	Raise in.	Wt. Lbs.	Each
*1030-CR	10	30	14	112	$168.00
					cctnn

(A) DUFF-NORTON JOURNAL JACKS · 6

Powerful, low-height ball bearing screw jacks for inspecting and renewing journal brasses, for bridge and structural steel erection, machine and mill work, ship-building, etc. All models are furnished with solid steel operating levers with pinch bar ends which are useful as pry bars. Also available in aluminum models.

Nos.	Cap. Tons	Ht. in.	Raise in.	Wt. Lbs.	Each
1507	15	7	2½	22	$99.00
		IBM	07859	(10)	eohl
*111	15	10	5	26	$100.00
					srsl
*2509	25	9	4½	37	$125.00
					ohhl
2510	25	10	5	38	$125.00
		IBM	24414	(13)	ohhl
3510	35	10	5	48	$147.00
		IBM	24417	(16)	cctsl
*5010	50	10	4½	64	$260.00
					hnenn

*Direct Shipment, F.O.B. Pittsburgh, Pa.

(A) * HEAVY DUTY SCREW JACKS

For bridge and wrecking work, handling heavy machinery, rigging, on construction jobs, and for other rough outdoor lifting service. Furnished with steel operating lever. The 50-ton sizes have large head.

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
*B-1522	15	22	10	3	112	$202.00
						cehsl
*B-2522	25	22	10¼	3½	137	$285.00
						hhthl
*B-2526	25	26	14 3/8	3½	148	$290.00
						haasl
*B-3522	35	22	10¼	3½	183	$410.00
						ahehl
*B-3526	35	26	14¼	3½	207	$435.00
						alnnn
*B-5024	50	24	10½	5¼	289	$510.00
						rnssl
*B-5027	50	27	13½	5¼	300	$510.00
						rnssl

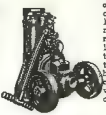
*GOVERNOR-CONTROLLED JACKS

Durable, smooth-operating jacks for empty and loaded freight car repair work, for moving machinery, and for handling heavy materials in machine shops, mills, and factories. Governor-controlled, self-lowering—these jacks will not twist under load, will not exceed safe limit of raise. Furnished with steel operating lever.

Nos.	Cap. Tons	Ht. in.	Raise in.	Base Diam. in.	Wt. Lbs.	Each
*2825	25	28	15¾	12	175	$535.00
						rhthl
*2835	35	28	15¾	12	190	$615.00
						rohln
*2650	50	26	13½	14	238	$750.00
						enehl
*2850	50	28	15½	14	240	$790.00
						earnn

*Direct Shipment, F.O.B. Pittsburgh, Pa.

(A) *AIR MOTOR JACKS



Screw Jacks operated by rotary air motor—save time and labor—lower operating costs. Will not exceed safe limit of raise, lower automatically. One man can operate two jacks simultaneously by means of "Y" connection. The "Y" consists of two 20-ft. sections of ¾" hose with necessary ends, couplings, clamps and "Y" valves. Available at extra cost.

Nos.	Cap. Tons	Ht. in.	Raise in.	Base Diam. in.	Wt. Lbs	Each
*228-R	20	28	18	12	238	$830.00
						eelnn
*326-R	35	26	14¾	14	258	$1100.00
						telnn
*528-RX	50	28	17	14	370	$1485.00
						cconnn
*536-RX	50	36	25	15	425	$1550.00
						chrnnn
*126-RX	75-100	26	13¾	13	448	$1650.00
						caclnn
*144-RX	75-100	44	18	18	530	$1925.00
						clannn

(A) HY-POWER HYDRAULIC JACKS 6

For all industrial applications—in mines, mills, factories, oil fields, and shipyards, in railroad shops, and on repair tracks. All 3 to 12 ton models have extension screws which can be run up by hand to load height. 30-H-11, 50-H-12, and 100-H-12 models have Dual Pumps—which bring head quickly to load height.

Nos.	Tons	Closed Height in.	Power Raise in.	Total Hgth. in.	Wt. Lbs.	Each
3-H-9	3	8½	6	18	13	$23.75
		IBM	24432		(15)	ctol
5-H-9	5	9	6¼	19¼	19	$29.00
		IBM	24439		(10)	haan
8-H-9	8	9	6¼	19½	22	$34.50
		IBM	24442		(14)	hsln
12-H-9	12	9¼	5½	18	28	$44.00
		IBM	24447		(13)	alol
20-H-11	20	10¾	7¾	18½	40	$72.00
		IBM	24448		(11)	lsel
*30-H-11	30	11	7	18	66	$142.00
						ccahn
*50-H-12	50	12	7	19	123	$225.00
						cstnn
*100-H-12	100	12	6-1/8	18-1/8	225	$445.00
						alron

*Direct Shipment, F.O.B. Pittsburgh, Pa.

(A) HEIN-WERNER HYDRAULIC JACKS 6

Special Hein-Werner Features

The Heinite piston is "the heart of the jack" — an exclusive Hein-Werner engineering achievement accomplished through years of concentrated attention to one product. Proven by actual tests to withstand ten times the wear of conventional cups or packings. Completely engineered and manufactured in their own plant to assure positive accuracy and uniformity, it guarantees maximum operating efficiency

Precision Built

All machined parts for Hein-Werner hydraulic jacks are made in their own plant with the most modern equipment Each part must meet exacting tolerances and pass thorough, rigid inspection. Established over a quarter century ago, Hein-Werner has acquired the know-how for precision accuracy through the exclusive manufacture of hydraulic jacks.

HEIN-WERNER

20 Ton Industrial

Features a solid steel base of special analysis. Its broad flat surface assures security of operation, and is adaptable to mounting on press frame or other equipment. It can be drilled for pressure gauge upon special order. From base to ram head, precision accuracy in machining and assembly assures powerful, dependable operation. The Heinite piston and positive release valve provide efficient, safe control when raising or lowering load.

Capacity tons	20	Weight lbs.	45
Low, in	10	Handle lgth., in	20
Hydr. lift, in.	6½	Steel base, in.	
Height, in.	16½		7 x 5½ x 1 5/8

No.
20-10AA .... Each **$86.25**

IBM 04041 (18) lsln

HEIN-WERNER

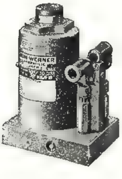
50 Ton Industrial

Offers smooth, powerful operation for heavy industrial use. Popular jack for filter presses, shop conversion work, pressing gears, production line applications, or any job requiring a sturdy, compact power unit. Steel base, already drilled to permit pressure gauge attachment, incorporates dual release valves—permitting release from either side of jack. Equipped with safety valves, oil filter and tandem pump.

Capacity tons	50	Weight, lbs.	124
Low In.	12	Handle lgth in.	20
Hydr. lift, in.	7	Steel base, in	
Extreme screw	0		10 x 7½ x 2¼
Height, in.	19	Effect. ram diam.	3¾"

No
***50-12AA** .... Each **$267.00**

cstnn.



30 Ton Industrial

A versatile industrial performer. Its applications are unlimited for lifting heavy loads, moving machinery, bending rods, pressing bushings, and other tough jobs in any plant. The exclusive Hein-Werner tandem pump permits operator to contact load quickly and raise it easily Base is drilled and tapped to permit ready attachment of hydraulic pressure gauge

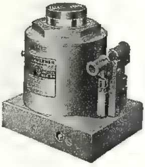
Capacity tons	30	Weight, lbs.	71
Low in.	11"	Handle Lgth., in	20"
Hydr. lift, in.	7	Steel base, in.	
Height, in.	18		8½ x 6 x 1 7/8

No
***30-11AA.** .... Each **$180.00**

ccahn

All Above, One in a Shipping Container

*Direct Shipment, F.O.B. Waukesha, Wis.



100 Ton Industrial

Fulfills the need for an extra heavy duty portable hydraulic jack. All the features noted on the 50 ton jacks also apply to this jack Hein Werner's vast experience as the world's largest exclusive builder of hydraulic jacks is embodied in this rugged industrial jack

Capacity tons	100	Weight lbs	225
Low, in.	12	Handle lght in	20
Hydr. lift in.	6 1/8	Steel base in	
Height, in.	18 1/8		12 x 9½ x 3

No.
***100-12AA** .... Each **$532.00**

alron

All Above, One in a Shipping Container

*Direct Shipment, F.O.B. Waukesha, Wis.

(A) DUFF-NORTON JACKS 6

TRACK JACKS

For railroad track maintenance, mine and industrial service. All Genuine Barrett Track Jacks are furnished with single square socket without lining bar. Round socket and wooden operating lever may be furnished (2 7/16" x 48" long) at extra cost

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
***117**	15	22	13	2	66	**$68.00**
						ronn
***217**	15	16½	7½	2	52	**$58.00**
						rahl

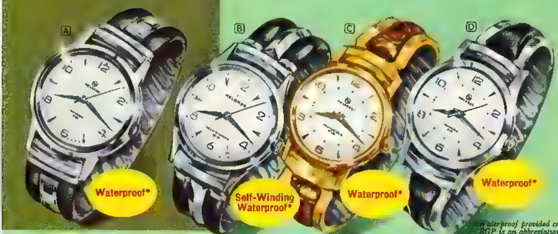
RATCHET LOWERING JACKS

For general shop service, such as lifting and moving, setting or bracing machinery, lifting or lowering loads All 5-ton models furnished with double round sockets and steel operating lever 1" x 30" long; 10-ton (right) and 15-ton models have lever 1¼" x 62" long; 20-ton jack has single round socket and steel operating lever 1¼" x 62" long.

Nos.	Cap. Tons	Ht. in.	Raise in.	Foot Lift Ht. in.	Wt. Lbs.	Each
514	5	14	7½	1½	31	**$45.00**
		IBM	04046		(17)	aasl
516	5	16	9½	1½	34	**$48.00**
		IBM	04047		(15)	aesl
***521**	5	21	14½	1½	41	**$54.00**
						rcnn
***1017**	10	17¼	9	2¼	55	**$65.00**
						rsnn
1020	10	20	10½	2¼	59	**$78.00**
		IBM	04048		(13)	ltsl
1022	10	22	12½	2¼	65	**$78.00**
		IBM	04049		(11)	ltsl
***1522**	15	22	11½	2½	82	**$106.00**
						sonn
***1528**	15	28	17½	2½	96	**$110.00**
						tcsl
***2028**	20	28	18	2½	103	**$119.00**
						tosl

All Above, One in a Shipping Container

*Direct Shipment, F.O.B. Pittsburgh, Pa.



C HARDY. Priced to please! Equally smart for dress or sport wear. Waterproof*. 7 Lifetime jewels you can count on for accuracy. Yellow top, stainless back . . . leather decorated expansion band.
10-6823 V 1595. $35.00

D HARDY "W." A winner for dress or leisure wear. Waterproof*! Shock-protected too! Modern chrome top case complements a leather inlaid expansion band. Stainless steel back. 7 Lifetime jewels.
10-6815 V 1395. $31.50

Waterproof provided crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate

A CAPTAIN "W." Waterproof*, shock-resistant 17 Lifetime jewel movement for hardy service. Chrome case has stainless steel back . . . matching leather-inlaid expansion bracelet.
10-6773 V 1895 Retail **$42.50**

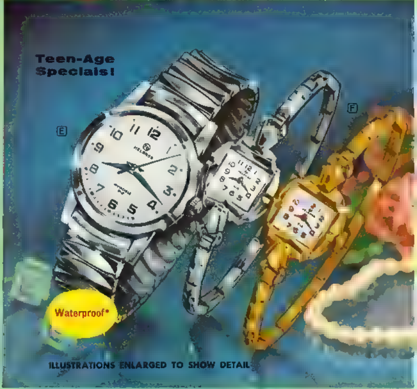
CAPTAIN. Same as above, yellow top case; stainless steel back.
10-6781 V 2195 Retail **$47.50**

B SATURN "W." Self-winding and waterproof*! Priced right for any pocket! Leather-expansion band matches chrome top, stainless steel back case. Dependable 7 Lifetime jewel movement.
10-6799 V 1945 Retail **$42.50**

SATURN. Same as above, with yellow top; stainless steel back.
10-6807 V 2225 Retail **$49.75**

HELBROS

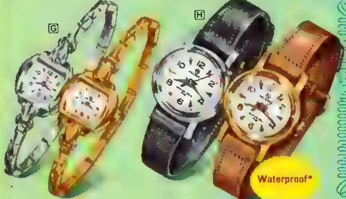
Price-perfect, yet distinguished in design and performance! Precision Lifetime Jewel Movements . . . guaranteed unbreakable mainsprings. Styles for the whole family. Nationally advertised in Life, Look, the Saturday Evening Post, Good Housekeeping, on TV and Radio.



ILLUSTRATIONS ENLARGED TO SHOW DETAIL

E SALUTE. A manly watch for the young lad about town or school. Rugged! Waterproof*! Shock-protected, anti-magnetic. Chrome case has matching expansion band, stainless steel back. Distinct full numeral dial. Well suited in price and styling to a youngster. 7 Lifetime jewels.
10-6831 V 1325 Retail **$29.75**

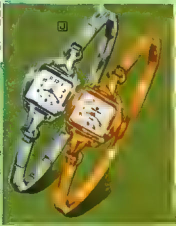
F MERRY. Low priced fashion, designed to thrill Miss Teen. Glamorous 10K yellow RGP case with matching expansion band. Stainless steel back. Full numeral dial. 7 Lifetime jewels.
10-6849 V 1495 Retail **$33.75**
MERRY "W." Same as above, 10K white RGP case; steel back.
10-6856 V 1495 Retail **$33.75**



Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.

Guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with each watch contains instructions for validating.



Costs So Little to Give Her a Watch She'll Cherish

G NINA. Costs so little, looks so expensive! Slender expansion bracelet matches the lovely faceted case of 10K yellow rolled gold plate. Stainless steel back. 7 Lifetime jewels.
10-6864 V 1545. . . . .Retail **$33.75**
NINA "W." As above, 10K white RGP.
10-6872 V 1545. . . . Retail **$33.75**

H SEA SHELL "W." For the active woman! Waterproof*! Shock and dust protected, anti-magnetic. Chrome top, stainless steel back . . neatly tailored strap. 7 Lifetime jewels.
10-6880 V 1635. . . .Retail **$35.00**
SEA SHELL. Yellow top, steel back.
10-6898 V 1795. . . . .Retail **$39.75**

J CELIA. Artistry in simplicity! Easy-to-read full numeral dial. Distinctive 10K yellow RGP case, stainless steel back . . . matching expansion bracelet. Accurate 17 Lifetime jewel movement.
10-6906 V 2235 . . . . .Retail **$49.75**
CELIA "W." As above, 10K white RGP
10-6914 V 2235 . . . Retail **$49.75**

Retail prices include Federal Excise Tax; dealer prices do not.
Shpg. wt. about ½ lb.

. . WITH TOP-FLIGHT SPORTS EQUIPMENT FROM GMC!

Wilson
F1150
Official

Wilson
F1430
Otto Graham

Wilson
F1454
OFFICIAL

CASSADY-AUTOGRAPHED BALL

- **Wilson quality at a low price!**
- **Howard Cassady autograph!**
- **Pebbled-grained cowhide cover!**

Expertly designed for the player who aims at pinpoint passes and towering punts. Features quality and durability at a low price. Autographed by Howard Cassady Fine pebbled cowhide—for sure-grip ball handling. It's double-lined for long life! White leather laces. Rubber valve bladder. Tan color with white stripes for better visibility. Official size and weight. Shipping weight 1½ lbs.

41-0027 A 485.......Retail **$6.95**

GRAHAM-AUTOGRAPHED BALL

- **A Wilson value—quality, economy!**
- **Autographed by Otto Graham!**
- **Well-made—economically priced!**

Autographed by one of the all-time greats of football, Otto Graham. A well-made rugged football at an economical price. Tough pebble-grained cowhide cover and strong double lining will take the beating a hard, fast football game gives. Sturdy plastic lacing. Equipped with rubber valve bladder. Tan color with white stripes—for better visibility. Official size and weight. Shipping weight 1½ lbs.

41-1017 A 405.........Retail **$5.95**

CASSADY PASS-MASTER BALL

- **Wilson—for top performance!**
- **Proven Tuf-Kover covering!**
- **Endorsed by Howard Cassady!**

Rugged design for steady performance and long life. Endorsed by Howard Cassady of football fame. Made of pebble-grained Tuf-Kover, a material that resembles leather in feel and appearance. Tuf-Kover makes it possible for Wilson to produce a fine football at a much lower cost. Plastic lacing, rubber valve bladder. Official size and weight. Shipping weight 1½ lbs.

41-0720 A 245—White **$3.95**
41-0738 A 245—Tan .Retail **$3.95**

DUBOW "SMALL FRY" SET

- **3-pc. set for safe, realistic play!**
- **Official ball—"Pro" helmet!**
- **For boys up to 10 years old!**

Set contains helmet, football, and shoulder pads. Tan and white ball of pebble-grained rubber - official size and weight. Helmet of one-piece molded plastic — ventilated. 4-point web suspension, lining and shock absorber. Adjustable chin strap, face guard. Cantilever shoulder pads have red fiber arches, caps and flaps, quilted padding, elastic straps, white drill covering—secure front lacing Shpg. wt. 4½ lbs.

41-0882 A 749—Set ..Retail **$12.35**

WINGS BASKETBALL SHOES

Designed for hard play, rugged outdoor wear. Non-scuffing outsoles have molded suction cup design. Strong nylon stitching Ventilated duck uppers, cotton drill backs to absorb perspiration. Cushioned arches —full-length sponge-cushion insoles. Heavy toe caps. White. Athletic width in whole sizes 6 to 12—specify

41-0860 MJ 325—Pair. 2½ lbs.....**$4.95**

[A] WILSON FOOTBALL SHOES

Top-quality in every detail to take hard use! Specially tanned blue-black cowhide uppers lock-stitched to 1-pc. Drilite outsoles. Alloy spring steel soles and heel plates. Reinforced vamp construction. Detachable nylon cleats with steel tips Athletic width in whole sizes 5 to 12—specify.

41-0779 AZ 985—Pair. 3 lbs...**$14.50**

[B] [C] WILSON QUALITY FOOTBALL GEAR FOR YOUTHS

[B] Helmet. One-piece molded plastic shell. New web suspension design. One-piece leather chin strap—double-bar face mask. Sizes: small (6¾-6⅞), medium (7-7⅛), or large (7¼-7⅜)—be sure to specify size. Shipping weight 2 lbs.

41-1660 AB 498 ..Retail **$7.95**

[C] Shoulder Pads. Corrugated fiber body. Web cantilever and wing-swept epaulets. Leather hinges. Rubber padding, jeans cloth lining. Elastic web body straps, front and back laces adjust for boys 10 to 16 years old. Shpg wt. 2 lbs.

41-0688 A 498....Retail **$7.95**

OFFICIAL
DUBOW
SCHOLASTIC

OFFICIAL
DUBOW
CORD-BILT

Wilson
OFFICIAL SIZE AND WEIGHT
Indestructo

DUBOW RUBBER BASKETBALL

- **Rubber cover—scuff-resistant!**
- **Lock-spliced construction!**
- **Keeps its weight and shape!**

Dubow "Scholastic" all-rubber basketball. Four panel overlapping lock-spliced construction. Withstands toughest playing conditions on in door and outdoor courts. Wide-chanel black seams, tan pebble-grained finish—looks and feels like leather—wears like leather, too. No stretching—keeps its weight and shape. Valve-inflated Official size and weight for practice and play. Shipping weight 2½ lbs

41-0019 A 285.......Retail **$4.75**

CORD-BILT BASKETBALL

- **Durable construction—by Dubow!**
- **Vulcanized rubber cover!**
- **Cord winding reinforcement!**

A fine Dubow model—designed for consistent and dependable performance season after season. Strong cord winding reinforcement—ball keeps its weight and shape. Vulcanized tan rubber cover compounded for rugged wearing power and fingertip control. For use outdoors and indoors, on wood or cement floors. Bladder and needle-type valve. Official size and weight. Shipping weight 2½ lbs.

41-1900 A 385 ......Retail **$6.50**

SCHOLASTIC BASKETBALL

- **Another superior Wilson model!**
- **Rubber cover for sure grip!**
- **Superb performance in play!**

Scholastic "Indestructo" basketball—designed to meet strict standards of material and workmanship for superb performance in play Handles easily on any surface, indoors or outdoors. Tough rubber cover for sure grip, sturdy lining for long wear. Rubber bladder, needle-type valve. Tan-colored cover with black seams. Official size and weight for practice or competitive play. Choose Wilson! Shipping weight 2½ lbs.

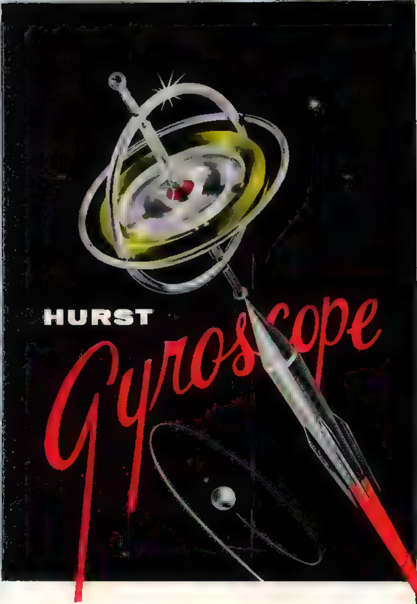
41-0753 A 560.........Retail **$8.50**

WILSON VOLLEYBALL

- **Lasting 12-pc. construction!**
- **"Sting-free" rubber cover!**
- **Easy to control—good feel!**

Scholastic "Indestructo"—a top-flight volleyball by Wilson. High in quality and value—a popular ball for fast-stepping rugged play. Durable 12-pc. construction — withstands rough-and tumble play, indoors or out, assures consistent performance on any surface. Waterproof—won't lose its shape or bounce when used on wet ground. White rubber cover with cord-wound carcass. Official size and weight. Shpg. wt. 1½ lbs.

41-0761 A 560.........Retail **$8.50**



DEFIES GRAVITY AND COMPARISON... IT'S THE ORIGINAL HURST GYROSCOPE

Ever since Hurst introduced the toy gyroscope, it has continued to mystify and amuse both young and old. Endless hours of fun and scientific experiments can be performed with this precision balanced toy. Operating on the same principle as those in our satellites, rockets and future space stations, the Hurst Gyroscope demonstrates the principle of rotation, attraction and equilibrium of bodies in motion, the center of gravity and centrifugal force. You'll be profit dollars ahead when you sell the original Hurst Gyroscope.

CONSUMERS QUICKLY RECOGNIZE THE SOLID CONSTRUCTION, PRECISION QUALITY

The Hurst Gyroscope boasts a heavy duty, cast flywheel which is precision machined and attractively finished. The heavy gauge steel frame is plated and polished and all joints are electrically welded to insure durability under the most rugged abuse.

Packed in the colorful display box are the gyroscope, pedestal, string and illustrated instruction sheet . . . everything necessary to make this scientific toy perform.

PACKING: 4 and 12 dozen in strong corrugated carton.
WEIGHT: 4 dozen carton, 15 lbs.; 12 dozen carton, 42 lbs.
DELIVERY: Shipped F.O.B. factory, Indianapolis, Indiana.

Manufactured by

CHANDLER MANUFACTURING COMPANY
708 EAST 16th STREET • INDIANAPOLIS 2, INDIANA

SOLD THROUGH

National Representatives

RIEMANN, SEABREY CO., INC.
1107 Broadway • New York 10, N. Y.

GEO. BORGFELDT CO., INC.
44-60 E. 23rd St. • New York 10, N. Y.

SELLS ON SIGHT IN THIS ATTRACTIVE COUNTER DISPLAY CARTON

Set this profit builder display carton on your counter and watch sales jump. Requires only 38 square inches of space and will pay its way over and over again. Sets up in a matter of seconds.

(12 to carton)

SILICONE SHOE SAVER C

DOW—CORNING

Silicone
SHOE
SAVER
PROTECTS AND PRESERVES LEATHER
KEEPS YOUR FEET DRY

Penetrates leather to form a durable water repellent Keeps feet dry. Lets air in — keeps water out Keeps leather goods of all types soft and pliable. Does not discolor and will make your favorite polish shine even better. Works well on canvas goods of all types, including tennis shoes. 4 oz. bottle.

No.
80 ....Each **$1.00**

(L)	IBM	03851	2 to 5	(11)	s l
(D)	IBM	03851	6 to 11	(29)	e l
(D)	IBM	03851	12 or More	(37)	e n

Twelve in a Display Carton

WEATHERPROOF SPRAY

GARD

GARD Weatherproof Spray!
GARD
GARD
GARD

Keeps water out — lets air in Can't see it, feel it or smell it. Weatherproofs all fabrics and leather A must for children's clothing, sportsmen, makes every coat a raincoat and eliminates need for rubbers. 11 oz aerosal can.

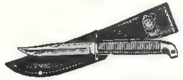
No.
195 ....Each **$1.95**

(L)	IBM	03852	2 to 5	(19)	c r n
(B)	IBM	03852	6 to 11	(27)	c a n
(B)	IBM	03852	12 or More	(35)	c h n

Twelve in a Display Carton

OUTDOOR KNIVES C

IMPERIAL



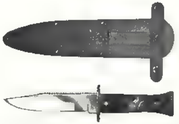
High carbon cutlery steel blade, mirror polished. Stamped handle is simulated aluminum and leather washer type. Simulated leather sheath. Overall length 8¼ in.; blade length 4 in.

No.
H37 ....Per Card (6) **$6.00**

(L)	IBM	35190		(16)	r n n
(B)	IBM	35190	2 Cards or More	(24)	a e n

Six on a Card

IMPERIAL



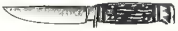
Moulded plastic handle in brown and ivory tones. Blades are of high carbon cutlery steel, tempered and hand edged. Full tang and large brass compression rivets. Genuine leather sheath. Serrated fish scaler on back edge of blade. 9 in. overall; 5 in. blade.

No.
H51 ....Each **$1.49**

(L)	IBM	03854	2 to 5	(15)	c n n
(A)	IBM	03854	6 or More	(23)	o n

Twelve in a Carton

BBB



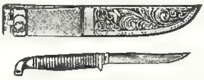
3 5/8 in. medium pattern blade. Genuine bone stag handle, securely held by four brass rivets with aluminum knob and brass leather trim. Length overall 7½ in. Complete with embossed leather sheath.

No.
611 ....Each **$2.75**

(A)	IBM	03862	2 to 5	(18)	c l l
(A)	IBM	03862	6 or More	(26)	c h l

Six in a Carton

KINFOLKS



3 in. full polished blade made from high carbon chrome vanadium steel, hand ground to a sharp edge.. Laminated leather handle with brass and colored fiber trim, drop knob and shaped to fit the hand. Recommended for hunters, trappers campers and others. Length overall 6½ in. Embossed leather sheath.

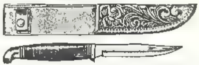
No
333-3 ....Each **$2.95**

(D)	IBM	03856	2 to 5	(10)	c o n
(A)	IBM	03856	6 or More	(28)	c s s

Six in a Carton

OUTDOOR KNIVES C

KINFOLKS



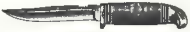
Full polished 3½ in saber blade of high carbon chrome vanadium steel. Leather handle with brass and colored fibre trim Solid aluminum knob and shaped to fit hand. Beautiful tooled heavy leather sheath, strongly stitched Length overall 7 in

No.
331-3½ ....Each **$3.25**

(D)	IBM	03857	2 to 5	(18)	h n l
(A)	IBM	03857	6 or More	(26)	c o l

Six in a Carton

KINFOLKS



Trapper

Streamlined pattern for all kinds of outdoor use Saber blade of hardened and tempered steel, full polished. Leather handle with brass and colored fibre trim. Solid aluminum knob and shaped to fit hand. Complete with leather sheath

4½ in. blade, length overall 8½ in.

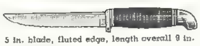
No.
330-4½ ....Each **$3.95**

(D)	IBM	04083	2 to 5	(10)	h a s
(A)	IBM	04083	6 or More	(28)	h h l

4 in. blade, length overall 8 in.

No
330-4 ....Each **$3.75**

(D)	IBM	03859	2 to 5	(14)	h a n
(A)	IBM	03859	6 or More	(22)	h c l

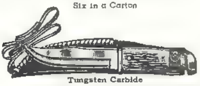


5 in. blade, fluted edge, length overall 9 in.

No.
332F-5 ....Each **$3.75**

(D)	IBM	03860	2 to 5	(12)	h a n
(A)	IBM	03860	6 or More	(20)	h c l

Six in a Carton

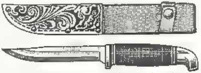


Tungsten Carbide

The dark edge on the blade is not steel, but tungsten carbide, hardest metal known to man. Available exclusively on this knife due to a revolutionary cutlery process developed by Union Carbide, originally for jet engine nozzles, heavy industrial drills, etc. Holds its edge so long you can dress out a half-ton moose without resharpening India stag handle black leather sheath with white lacing and leg thongs. 5½ in. blade

No.
568 ....Each **$10.00**

(D)	IBM	34907		(14)	e n n
(A)	IBM	34907	2 or More	(22)	l t l



Same blade as No. 568; leather handle, heavy, leather sheath. 4½ in. blade.

No.
330TC ....Each **$8.00**

(D)	IBM	04094		(17)	r o l
(A)	IBM	04094	2 or More	(25)	r s l

One in a Box

HANDY SEWING COMPARTMENT

Now! A handy compartment to store your sewing incidentals. No more hunting for needles, threads, Bobbins, etc. 3 handy sizes which can be placed in any room and accent its decor. (Notice Sewing Items Shown not Included)

A	**No. 7A-91128**	**X855**	**7½x13¼x8" (As Shown) Ret.**	**$14.95**
B	**No. 7A-91129**	**X1100**	**9½x15½x10" (w/Car. Handle)**	**19.95**
C	**No. 7A-91130**	**X1455**	**11x18x21" (w/Handle & Legs)**	**24.95**

INTERNATIONAL® Stitch-O-Matic SEWING MACHINES
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Factory Authorized Service Centers available throughout U. S.

Free Bonus

A select rainbow assortment of quality mercerized thread. With each Sewing Machine

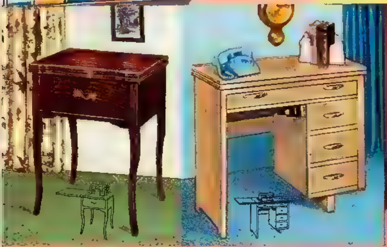
MONOGRAM
FANCY STITCHES
APPLIQUE
AUTOMATIC BUTTON HOLES

INTERNATIONAL No. 955 AUTOMATIC ZIG-ZAG

Something fabulously new for the homemaker Now create galaxie of new designs, either automatically or imaginatively. All the latest features of design are combined in this sensationally styled, durable, trouble free, automatic Sewing Machine Finger tip control for creating 100's of fancy designs. This unit includes the latest pushbutton features for ease of sewing complicated patterns and design Easily sews on buttons, makes button holes, blind stitches, darns, quilts, braids, zig-zag and straight stitches. Weight 58 lbs.

No. 7A-91150 X11665 **Retail $195.00**

Lifetime **GUARANTEE**
ON HEAD AND ALL MOVING PARTS IN HEAD
*MOTOR, ELECTRICAL PARTS, AND ATTACHMENTS GUARANTEED FOR ONE YEAR.
INTERNATIONAL STITCH-O-MATIC CORP



QUEEN ANNE CONSOLE

Styled for beauty, constructed for durability, unexcelled in quality. Leaf folds over to supply working area. The head can be lowered, enabling cabinet to be used as end table or any other decorative use. Specify Wal, Mah, or Oak. Size 18"x22"x31".

No. 7A-91151	X9135	#225 Head	$149.00
No. 7A-91152	X11700	#885 Head.	199.00
No. 7A-91153	X15400	#955 Head	249.00
No. 7A 91154	X20335	#1055 Head	329.00

DELUXE "MODERNE" DESK

Designed to blend in any room. Easy glide drawers have ample storage space. Twin leafs fold out for spacious working area. Machine lowers, enabling the desk to be used in any room. Specify Wal, Mah, or Oak finish. Size 18" x 34½" x 31".

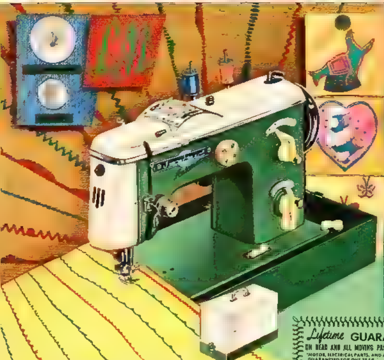
No. 7A-91155	X12135	#225 Head	$199.00
No. 7A-91156	X14700	#885 Head	249.00
No. 7A 91157	X18400	#955 Head	299.00
No. 7A-91158	X23335	#1055 Head	379.00

INTERNATIONAL No. 885 AUTO ZIG-ZAG

Sew and save! This budget priced ultra-modern sewing machine has all the latest features for easily sewing fancy designs. No guesswork or tedious adjustments. Simply dial the length of the stitch, push-a-button and it instantly starts sewing in reverse. Fancy designs are easily created with the push-button drop feed. Expertly designed built-in sight saving sew light. 2 tone finish designed to blend with present day color schemes. This machine sews straight and zig-zag stitches, darns, sews on buttons, makes buttonholes, hems, braids, and quilts. Simplified instruction book. Weight 58 lbs.

No. 7A-91159 X7960 .... **Retail $139.95**

All Units shipped F.O.B. Factory, Illinois • All Sewing Machine Units Packed in 2 Cartons.

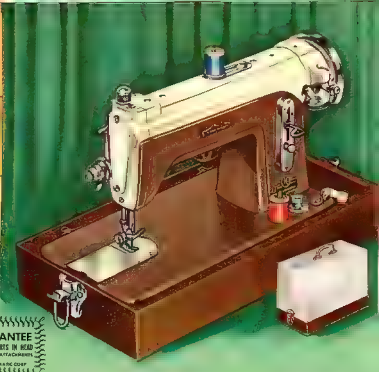


INTERNATIONAL No. 1055 ORNAMENTAL DESIGN ZIG ZAG

For a new experience in sewing try this full Rotary Automatic Machine loaded with plus features. Features include, non-jamming race assembly, built in light, two retractable spool pins, adjustable thread tension, concealed auto. bobbin winder, flip-over drop feed lever, single or double needle operation, variable width ZZ stitch lever, forward and reverse locking device, eight position dial, sews left, middle, or right positions, allows sewing of buttonholes, sewing on buttons, mending, embroidery, hemming, braiding, cording, quilting, monogramming and appliqueing. Illustrated instruction book and seven speed foot control. Weight 58 lbs.

No. 7A-91119 X16600 **Retail $275.00**

Lifetime GUARANTEE
ON HEAD AND ALL MOVING PARTS IN HEAD
*MOTOR, ELECTRICAL PARTS, AND ATTACHMENTS GUARANTEED FOR ONE YEAR
INTERNATIONAL STITCH-O-MATIC CORP



INTERNATIONAL No. 225 DELUXE

An economical modern sewing machine, which any woman would be proud to own. Easy to operate. Calibrated tension assembly, easy accessible, non-jamming race assembly. Built-in sewing light. Sews forward and reverse while in operation. Automatic bobbin winder, automatic drop feed. Simplified instruction book. Weight 50 lbs.

No. 7A-91120 X5400 **Retail $89.95**

Attachments for the above machine available when ordered with the Sewing Machine.

No. 7A-91121 X730 Button Hole Attachment	**Retail $10.95**
No. 7A-91122 X400 Zig Zag Attachment .	**Retail 6.95**

INTERNATIONAL® Stitch-O-Matic SEWING MACHINES

NATIONALLY ADVERTISED . . . NATIONALLY FAMOUS

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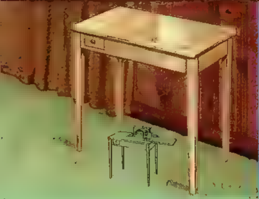
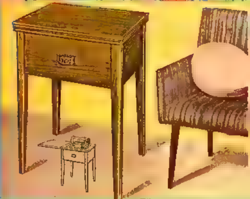
A select rainbow assortment of quality mercerized thread. With each Sewing Machine

Factory Authorized Service Centers available throughout U. S.





MODERN SEWING TABLE

An attractive sewing table in simple modern styling to blend with any room setting, constructed of select kiln-dried Northern Hardwood. This amazing duo-purpose table—built to proper sewing height—is easily changed into a utility table, coffee table, etc., upon completion of your sewing chores. Specify Wal, Mah, or Oak. Size 23½x18x30".

No. 7A-7790 X1725 . . . **Retail $29.95**

ROLL-TOP SEWING BASKET

Handsomely designed Roll-Top Sewing Basket offers a large storing area for your sewing necessities. This unique Roll-Top Basket will be the envy of your friends. 2 removable trays, allows storing large items, such as patterns. (Sewing materials shown not incld.) Wal, Mah, & Oak. Size 12¾x22x22½".

No. 7A-91123 X1635 . . . . . . **Retail $28.95**

CUSTOM CONSOLE

A cabinet to harmonize with any room decor. Swing-out door has attached accessory tray. Flip over leaf supplies large working area. Specify Wal, Mah, or Oak finish. Size 7½" x 22" x 32".

No. 7A-91124 X9000	**#225 Head**	**$145.00**
No. 7A-91125 X11565	**#885 Head**	**195.00**
No. 7A-91126 X15265	**#955 Head**	**245.00**
No. 7A-91127 X20200	**#1055 Head**	**325.00**

All Units shipped F.O.B. Factory, Illinois • All Sewing Machine Units Packed in 2 Cartons.

C&A

TOY PLUSH

You're always sure to find something fresh, new and imaginative in toy plush fabrics from C&A. Because we're always developing playful new ideas in design and color that mean business. And of course, quality standards of our woven plush are maintained at the highest level, keeping our position of leadership in the field untouchable. Not to mention our established record for quick, efficient service you know you can depend on.

America's largest weavers of fine pile fabrics

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See The Popular, New!

BALL-O-FUN*

ROPE TOYS

*Trademark

COLORFUL • DURABLE • ADJUSTABLE

MADE OF 1000 LB. TEST POLY-BRAID ROPE

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SWING 1.98 Retail

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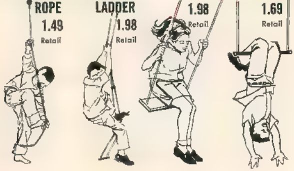

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AMERICA'S FASTEST MOVING SLEDS AND SNOW TOYS

Yes, for over 66 years Champion has been the pace setter . . . on every hill . . . in every store across the country.

And now 1960 promises to be the greatest year ever! For Champion has a brand new look—an exciting blend of the quality you've come to expect from Kalamazoo . . .with the very latest in sled styling and design. There are sizes to suit every need . . . models to meet every budget . . . and, above all, prices to give you greater profits.

See this exciting new 1960 Champion line in Room 918-920 of the Sheraton-Atlantic Hotel in New York City, during the Toy Fair, March 7-16 . . . or write for the new 1960 Champion catalog today.

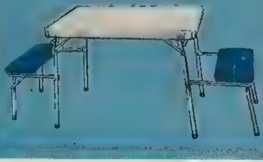
KALAMAZOO SLED COMPANY

844 Crosstown Parkway, E. Kalamazoo, Michigan

KIDEE-KROME BRANCHES OUT!

NEW ITEMS!
NEW VALUES!
NEW SALES!

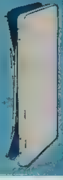
SEE US AT PARLORS "A" and "B", HOTEL NEW YORKER



- **FIRST WITH TABLE & CHAIR SETS!**

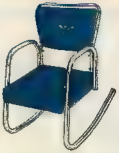
C46 FOLDING SET: Kidee-Krome leads the way with this sensational table with attached benches. Everything folds flat for easy storage and carrying. Big 20" x 30" table with heavy gauge vinyl top. Upholstered benches for comfort. Chrome plated tubular steel.

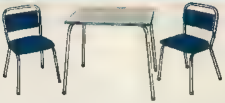
Never before such a set, at such a low price!



A LEADER IN CHROME ROCKERS!

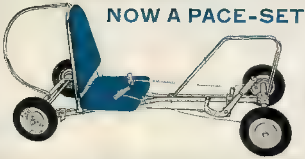
R14 UPHOLSTERED-BACK ROCKER: Combines top quality features, including sparkling chrome finish and sturdy stain-resist plastic upholstered seat and back (wipes clean fast). Non-tip safety design. Priced for profit!





C28 KIDEE SET: Kidee-Krome does it again! Here's super *style* and super *value* in a quality table with 2 vinyl plastic upholstered chairs, of rigid chrome-plated tubular steel. Laminated plastic-topped table 18" x 24" —heat, stain, acid and alcohol resistant. Polished aluminum trim.

NOW A PACE-SETTER IN WHEEL GOODS!



HR1 FUNDERBOLT: Looks like a miniature racing car . . . more exciting, more fun than any other toy for a youngster! Here's a rugged, well-built 55" of chrome-plated tubular steel. Upholstered seat and back, in heavy gauge sturdy, washable plastic. Complete with foot and hand brake . . . a *real* buy for a *precision* car!

Write for catalog sheets and samples

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★ SOFTBALL

Regulation Softball
TJ12
12 INCH

Official flatseam. 12 inch. Wool-tite center, leather covered.

No. TJ12...**Each $1.50**

★ IBM 92648 (13) on

Six in a Carton

★ BASEBALLS

Official Little
Herb Score
STRIKEOUT KING
TJ02

Little League

Herb Score

HERB SCORE

Patented gum yarn wound core of resilient materials. Compressed wool felt center. Horsehide cover, double sewn with red thread.

No. TJ02...**Each $1.00**

★ IBM 92649 (11) en

LITTLE LEAGUE

Built to exact specifications of Little League Baseball, Inc. Cushioned cork center. Wound with selected baseball yarn. Cover of quality horsehide, double-stitched with all red thread.

No. LLB...**Each $2.00**

★ IBM 92650 (19) chn

Twelve in a Carton

★ FIELDER'S GLOVE

"Gene Green"

A boys model that features a solid leather ball trap and inner-greased "Deep Well" pocket. Laced fingers, palm crotch extension. Closed heel. Unoiled.

No. TJ80...**Each $3.00**

★ IBM 92651 (17) ctn

One in a Box

★ FIELDER'S GLOVE

Bob Nieman

Inner-greased "Deep Well" pocket with adjustable laced finger. Lazy "S" skip laced pocket hinged pad, and solid leather ball trap. Bound edges and closed heel. Unoiled.

No. TJ60...**Each $5.00**

★ IBM 92652 (15) ann

One in a Box

★ TRAPPER FIRST BASEMEN'S MITT

Nippy Jones

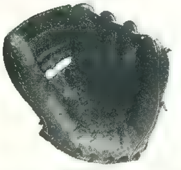
Junior size Trapper with lined palm and thumb sections, adjustable ball trap lacing, adjustable little finger loop with adjustable wrist piece. Unoiled.

No. TJ409...**Each $5.00**

★ IBM 92653 (13) ann

One in a Box

★ FIELDER'S GLOVE



"Dick Groat"

Streamlined thumb and little finger. "Deep Well" pocket, full welted seams Leather laced heel and fingers. Solid leather ball trap and full leather lining. Lazy "S" skip laced pocket. Light oiling.

No. TJ40...**Each $8.00**

★ IBM 92654 (11) rtn

One in a Box

★ FOOTBALL

Unbreakable Polythene

Football with air holes to soften flight for play in smaller areas. Colors; red, white and tan with contrasting colored end strips. Size: 10½ in. x 6 in.

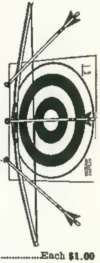
No. 43...**Each $1.00**

★ IBM 92655 L/C (18) es

IBM 92655 F/C (26) en

12 in a Shipping Container - 5½ lbs.

★ ROBIN HOOD ARCHERY SET



Set consists of 36 in. oval Hickory bow, three 18 in. feathered, rubber-tipped arrows. All assembled in a colorful box

No. 95½...**Each $1.00**

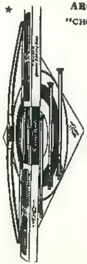
IBM 92656 (16) en

FULL S.C. ONLY

Six in a Shipping Container - 4½ lbs.

★ ARCHERY SET

"CHOCTAW CHIEF"



46 in. professionally styled hickory bow with persimmon handle and bright red velour grip. Strong Flax bowstring. Three 18 in. feathered arrows, completely lacquered and with rubber safety tips. Target included. All assembled in color box.

No. 250½...**Each $2.00**

★ IBM 92657 (14) chn

FULL S.C. ONLY

Six in a Shipping Container - 9 lbs.

(D) CHRISTMAS TREE LIGHTING OUTFITS - NOMA 46-6

MULTIPLE TYPE SETS

SAFETY PLUG
NOMA LITES

7 Light Multiple Outfit

7 light candelabra base multiple set in assorted colors. Equipped with genuine No. C7½ G-E lamps, extension connector at end and safety fuse plug. Each lamp burns independently, no burnt out lamp will affect the burning of the remainder

No. 3010SF—Indoor ....Each $2.30

(L)	IBM	47677	L/C	(18)	cla
(A)	IBM	47677	F/C	(26)	cat

One in a Carton,
Twenty in a Shipping Container — 14 Lbs.

NOMA
SAFETY PLUG

15 Light Multiple Outfit

Same as No. 3010SF except being a 15 light multiple outfit for 110-120 volt circuit. A popular 15 light straight line set with No. C7½ candelabra base 110-120 volt G-E lamps in assorted colors, with adjustable berry beads for fastening lamps to branches and safety fuse plug. Each lamp burns independently. When one lamp burns out the others remain lighted.

No. 3415SF—Indoor ....Each $4.90

(L)	IBM	47690	L/C	(11)	ahs
(A)	IBM	47690	F/C	(29)	hor

One in a Carton,
Twenty in a Shipping Container — 25 Lbs.

20 Light Multiple Outfit

Same as No. 3415SF except being 20 light set with No. C7½ G-E lamps.

No. 3420SF—Indoor ....Each $6.60

(L)	IBM	47694	L/C	(13)	rrn
(A)	IBM	47694	F/C	(21)	aoe

One in a Carton,
Ten in a Shipping Container — 17 Lbs.

25 Light Multiple Outfit

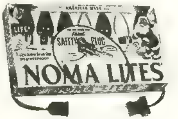
Same as No. 3415SF except being 25 light set with No. C7½ G-E lamps.

No. 3425SF—Indoor ....Each $8.60

(L)	IBM	47696	L/C	(18)	lsa
(A)	IBM	47696	F/C	(26)	lce

One in a Carton,
Ten in a Shipping Container — 20 Lbs.

OUTDOOR MULTIPLE TYPE



7-Light Multiple Red-Cap Outfit

Equipped with 7 inside coated No. C9½ intermediate base genuine G-E lamps in assorted colors. Thoroughly weatherproofed, for outdoor use. Spring contacts keep lamps from becoming loose. Each lamp burns independently, no burnt out lamp will affect the burning of the remainder Has add-on extension connector and safety fuse plug

No. 3005SF—Outdoor ....Each $3.30

(L)	IBM	47697	L/C	(16)	hhn
(A)	IBM	47697	F/C	(24)	cot

One in a Carton,
Twenty in a Shipping Container — 20 Lbs.

MULTIPLE TYPE SETS

NOMA
SAFETY PLUG

15 Light Multiple Red-Cap Outfit

Same as No. 3005SF except being 15 light multiple outdoor set with No. C9½ intermediate base 110-120 volt G-E lamps. Thoroughly weatherproof for outdoor use, spring contact sockets, each lamp burns independently Extension connection at end of cord and safety fuse plug.

No. 3215SF—Outdoor ....Each $6.70

(L)	IBM	47698	L/C	(14)	rrs
(A)	IBM	47698	F/C	(22)	rnh

One in a Carton,
Ten in a Shipping Container – 19 Lbs.

20 Light Multiple Red-Cap Outfit

Same as No. 3215SF except being 20 light multiple outdoor set with C9½ intermediate base G-E lamps.

No. 3020SF—Outdoor ....Each $8.90

(L)	IBM	47699	L/C	(12)	loa
(A)	IBM	47699	F/C	(20)	lar

One in a Carton,
Ten in a Shipping Container — 31 Lbs.

25 Light Multiple Red-Cap Outfit

Same as No. 3215SF except being 25 light multiple outdoor set with C9½ intermediate base G-E lamps.

No. 3025SF—Outdoor ....Each $11.20

(L)	IBM	47700	L/C	(18)	srs
(A)	IBM	47700	F/C	(26)	esh

One in a Carton,
Ten in a Shipping Container — 31 Lbs.

MULTIPLE INDOOR SET

NEW!
Big Ten
NOMA LITES

10 Light "Big 10" Set

Using C7½ Lamps. Safety socket with clips, add-on plug and connector.

No. 3410—Indoor ....Each $3.40

(L)	IBM	47701	L/C	(16)	hhs
(A)	IBM	47701	F/C	(24)	hnr

One in a Carton,
Ten in a Shipping Container — 9 Lbs.

MULTIPLE TYPE SET

NOMA
KRISTAL
LITES

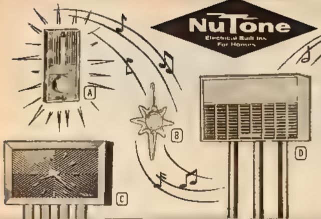
7 Light Krystal Set

Seven light candelabra base set incorporating the new G.E type D30 120 volt lamps — "Lighted-Ice" in an assortment of colors. These new lamps are unusual, burn at a low temperature. Large enough and beautiful enough to replace regular tree ornaments.

No. 3027—Indoor ....Each $4.00

(L)	IBM	47702	L/C	(14)	hes
(A)	IBM	47702	F/C	(22)	hrn

One in aCarton,
Ten in a Shipping Container – 10 Lbs.



Rich-Toned Door Chimes

ADD MELODIOUS "GRACE NOTES" TO YOUR HOME

Make your home more inviting with a pleasant musical "hello." NuTone door chimes are delightful to hear, attractive to see. Add genuine charm to hallway, living room, or kitchen with contemporary and traditional models designed to suit the mood of any interior. 110-120 volts, AC-DC.

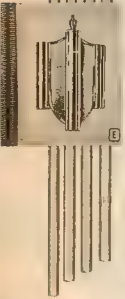
NUTONE PUSH BUTTONS

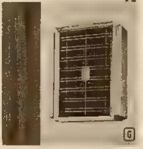
[A] Pushlight. It's a push button, night light, and nameplate! Weatherproof golden finish. 1½ x 3 in.
31-3791 A 163—Wt. ½ lb. **$2.50**

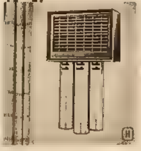
[B] Starbrite. Petite, but effective. Golden anodized finish won't rust, tarnish. 2½ x 3½ in.
31-7354 A 163—Wt. ½ lb.. **$2.50**

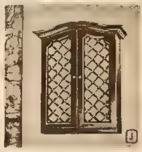
NUTONE CHIME TRANSFORMER

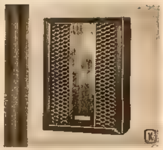
Not illustrated 16-volt transformer for use with chimes [D], [E], [G], [J], and [K]. Exclusive NuTone quick clamp mounting feature—mounts quickly and sturdily. Bi-metal thermal cutout for protection against overload or short circuit Measures 2⅝ x 2 x 2 in.
31-3817 A 202—Wt. 1 lb.. .**$3.10**











[C] Century. Combination Telechron clock and door chime! Sleek, contemporary styling adds distinction to any room. Selector switch for eight or four notes for front door, two notes for rear door, one note for third door Transformer included. Two finishes 10⅜ x 5 x 48½ in. long. 13 lbs.
58-0985 W 3597—Limed oak .. .**$59.95**
58-0993 W 3597 Ebony **$59.95**

[D] Cornet. Superb simplicity! Three satin brass tubes. Two notes front door, one note rear door. 8½ x 2¾ x 39¾ in. Order transformer above. Shpg. wt. 5 lbs.
31-1068 W 1102—Walnut **$16.95**
31-0011 W 1102—Limed oak . **$16.95**

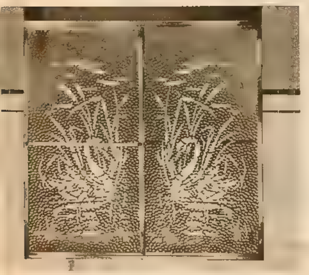
[E] Mt. Vernon. Colonial hammered brass. Two notes front door, one note rear. 7 x 11¾ in Order transformer above.
31-0003 A 712—Wt. 3 lbs..Retail **$10.95**

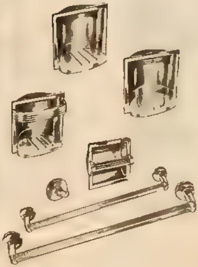
[G] Chord-Tone. Desert sand cover. Two chords front door, two notes rear. 7½ x 2¾ x 9½ in. Order transformer above.
31-5499 A 907—Wt. 4 lbs..Retail **$13.95**

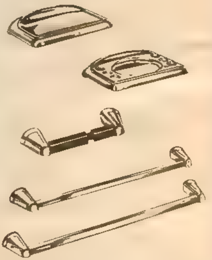
[H] Chorale. New elegance! Golden anodized grill and tubes. Four or eight notes for front door, one note rear, one different note for third. Transformer included. 7¾ x 3½ x 14 in. long. Shpg. wt. 7 lbs.
31-7313 A 2097—Walnut **$34.95**
31-7321 A 2097—Desert sand ...**$34.95**

[J] Provincial. Charming design! A handsome addition to any room! Walnut-finished cabinet with antique grill. Two chord tones for front door, two notes for rear. 8¼ x 3½ x 10 in. long. Order transformer listed above.
31-7362 A 972—Wt. 4 lbs.....**$14.95**

[K] Golden Eight. Elegant design with wood-grain plastic cover—choice of finishes. Textured golden anodized grill. Eight or four notes for front door, one note for rear door, different note for third door. 11¼ x 7¾ x 3⅜ in. Order transformer listed above. 6 lbs.
58-0969 A 1557 Walnut **$25.95**
58-0977 A 1557—Limed oak ..**$25.95**







PANELED SHOWERITE BATHTUB ENCLOSURE

Luxury at a moderate price—no more clammy shower curtains, chilling drafts, wet floors! Sandblasted swan design on hammered-frosted glass panels. Two panels glide on DuPont nylon rollers—double top track. Extruded polished aluminum frame. Aluminum towel bar. Water seal insulation. Adhesive included to seal panels to tub. All 5 ft. high **Shipped from Illinois.***
63-5482 F 4800—4½-ft. width. Wt. 68 lbs......Retail **$79.95**
63-5490 F 4800—5-ft. width. Wt. 75 lbs........Retail **$79.95**
63-5508 F 5300—5½-ft width. Wt. 93 lbs......Retail **$88.95**

Paneled Enclosure. Same as above, but without the swan design. Distinctive hammered-frosted glass or fluted glass panels—please specify. **Shipped from Illinois.***
63-1218 FF 4200—4½-ft. width. Wt. 68 lbs.....Retail **$69.95**
63-1226 FF 4200—5-ft. width. Wt. 75 lbs.......Retail **$69.95**
63-1234 FF 4800—5½-ft. width. Wt. 93 lbs.....Retail **$79.95**

DELUXE 7-PC. BATHROOM SET

Whether you're building or remodeling—here's a gleaming chromed accessory set that's sure to bring new beauty, welcome convenience to your bathroom! Complete 7-pc. set includes a robe hook, 18-in. and 24-in. towel bars and brackets, plus four recessed fixtures: toilet tissue holder, soap dish and grab-bar, tumbler holder, and soap holder—fitted with clear plastic trays. Durable triple-plated chrome—lasts a lifetime, won't chip, peel, or crack! Recessed accessories measure 6¼ x 6¼ in. overall, fit wall openings 5 x 5 in. All fixtures easy to install on any wall surface—no special tools needed.
59-1073 W 1597—Set. Wt. 8 lbs **$26.65**

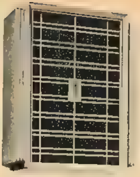
ECONOMY 5-PC. BATHROOM SET

Luxury at a budget price! Dress up your old bathroom, or glamorize your new bathroom with this fine-quality surface-mount 5-pc. accessory set. Gleaming chrome adds modern beauty to your home—smartly accents any color scheme. Complete set includes 18-in. and 24-in. towel bars, toilet tissue holder with wood roller, soap dish, and combination toothbrush-tumbler holder that holds six toothbrushes. Durable triple-plated chrome for functional beauty, lifetime service—won't chip, peel, crack, or tarnish! All accessories mount easily on any type of wall surface—ideal for the do-it-yourself handyman!
59-0166 A 528—Set. Wt. 3½ lbs..**$8.80**

*** Not mailable—pay shipping charges at time of delivery**

A

B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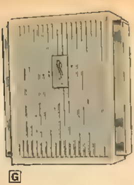
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NUTONE ELECTRIC DOOR CHIMES

J

K

L
M

N

P

R

(A) "CORONET" LONG-TUBE CHIME. Three slender satin-brass tubes accent the delicate lines of its handsome Walnut or Limed Oak finished cover. Sounds 2 notes for front door, 1 for rear door. Size: 8½x39¾ in. long, 2⅞ in. deep. Use transformer (R). Wt. 6½ lbs.
4E-23316 X1102 Walnut ... } **Retail**
4E-23317 X1102 Limed Oak } **16.95**

(B) "REGAL" LONG-TUBE CHIME. Two slender satin-brass tubes with cover in lovely Ivory color with gleaming gold-finish trim panel. Sounds 2 notes for front door, 1 for rear. Use with transformer (R). Size: 7x39¼ in. long, 3 in. deep. Ship. wt. 4 lbs. 14 oz.
4E-41631 X777 ....**Retail 11.95**

(C) "CHORD TONE" 2-NOTE CHIME. Its beautiful Desert Sand cover is accented by an enchanting gold-color grille with gold-flecked black grille cloth. Sounds 2 notes for front door, 1 for rear. Size: 7½x9⅛ in. high, 2⅞ in. deep. Use transformer (R) Wt. 3¾ lbs.
6E-23312 X907 ....**Retail 13.95**

(D) "MAYFAIR" 2-NOTE CHIME. Smart modern styling with 2 short gold-anodized tubes. Walnut or Limed Oak cover has gold-color accent panel. Sounds 2 notes for front door, 1 for rear. Size: 7⅝x11¾ in. long, 3 in. deep. Use transformer (R) Ship. wt. 2 lbs. 10 oz.
6E-17029 X582 Walnut . } **Retail**
6E-17030 X582 Limed Oak } **8.95**

(E) "MOUNT VERNON" 2-NOTE CHIME. Traditional Colonial design with rich, gold-anodized, antique hammered-finish shield. Sounds 2 notes for front door, 1 for rear. Use transformer (R) at right. Size: 7x11¾ in. high. Ship. wt. 3½ lbs.
6E-23307 X712 ....**Retail 10.95**

(F) "CHAMPION" 2-NOTE CHIME. Compact and low in price. Ideal for hallway or small apartment. Luxurious Ivory plastic cover with gold-anodized center piece. Sounds 2 notes for front door, 1 for rear. Use with transformer (R) at right. Size: 7½x4⅝ in. high. 2½ in. deep. Shipping weight 1 lb. 4 oz.
6E-23302 X322 ....**Retail 4.95**

(G) "RYTHMATIC" REPEATING CHIME. Perfect for traditional or modern interiors. Sounds repeating chime for front door, 2 notes for rear door, 1 note for a third door. Use transformer (R) at right. Size: 6⅜x7⅝ in. high, 2⅝ in. deep. Shipping weight 2 lbs.
IVORY color, gold-anodized trim.
6E-17032 X647 ... .**Retail 9.95**
WHITE, silver-color trim.
6E-17031 X647 ....**Retail 9.95**

(H) "DECORATOR" 2-NOTE CHIME. For traditional or modern interiors. Desert Sand cover. Brass grille. Sounds 2 notes for front door, 1 for rear. Use transformer (R) at right. Size: 4⅞x7¾ in. high, 2⅞ in. deep. Ship. wt. 1½ lbs.
6E-23785 X452 ....**Retail 6.95**

(J) (K) NON-ELECTRIC CHIMES. Need no wiring! Sound 2 notes as you lift or turn handle. Adjust to fit wood or metal doors, ⅞ to 2¼ in. thick. Gold anodized nameplate outside. Walnut or Oyster White cover inside 3⅛x5⅜ in.

(J) "CAROLEER". Wt. 1 lb. 10 oz.
6E-17034 X549 Walnut ..... } **Retail**
6E-17033 X549 Oyster White } **8.45**

(K) "GREETER". Ship. wt. 1½ lbs.
6E-23315 X322 Walnut ..... } **Retail**
6E-23314 X322 Oyster White } **4.95**

NUTONE PUSH BUTTONS. All finished in "Lifetime" Gold-anodized finish; won't rust or tarnish!

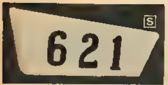
(L) "CONCORD". Combines nameplate and pushbutton. 5x2 in.
6E-17035 X211 7 oz. ...**Retail 3.25**

(M) "STAR BRITE". Made of forged aluminum. 2¼x3½ in. Wt. 2 oz.
6E-17036 X163 ....**Retail 2.50**

(N) "PUSH-LITE". Push button plus electrically lighted nameplate for after-dark convenience. Use with any chime on page or other 16V. Chime. 1½x3 in. Wt. 2 oz.
6E-23322 X163 ....**Retail 2.50**

(P) "MOUNT VERNON". Colonial style. Size 1½x3¼ in. high.
6E-23320 X65 2 oz. ....**Retail 1.00**

(R) 16-VOLT TRANSFORMER for any single-unit chime hookup. Quick clamp mounting. Thermal cutout to guard against overloads. UL listed 115V, 50-60 cyc. AC. "Lifetime" guarantee. 2¼x2x2⅝ in.
6E-23313 X192 1 lb. ....**Retail 2.95**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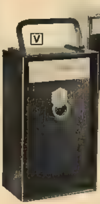
(S) (T) LIGHTED HOUSE NUMBER. Installs in minutes! Black 2¼ in. high numerals lighted by 2 low-voltage bulbs to stand out against white background. Black plastic frame in 2 styles **Gives 150-ft. illumination!** Bulbs, hardware, instructions included. Ship. wt. 1 lb. 8 oz.
(S) **5E-51644 X531** 10x5 in. } **Retail**
(T) **5E-51643 X531** 11x5 in. } 7.95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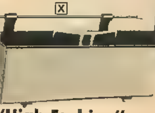
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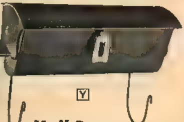
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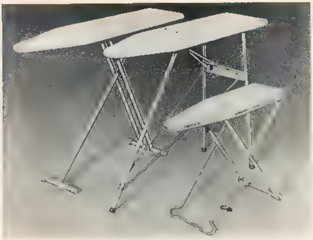
GALAXY "High-Fashion" Mail Boxes

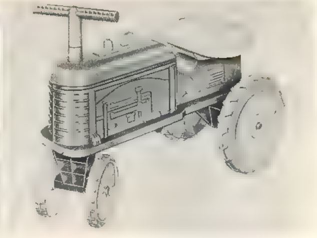
(V) "CLASSIC" MAIL BOX. An ultra-smart, self-closing box, with panel for name on the gold-color top panel. Weather-proof deep satin black box has vertical ribbed recessed front panel with attractive, majestic lion's head and ring pull in lovely gold finish. Size: 7¼x16x4½ inches deep.
5E-51641 X597 Shipping weight 7 lbs. ... ...**Retail 9.95**

(W) "STARLIGHT" MAIL BOX. Superb ranch-type styling. Rich gold-color box has ebony black front panel with gold-and-white medallion. Recessed top panel has gold-color pull and a place for your name. Size: 15¾x7¼x4½ in. deep.
5E-51640 X897 Shipping weight 7 lbs. 8 oz.......**Retail 14.95**

(X) "PARAGON" MAIL BOX. Rich vertical-ribbed golden front and sides. Pebbled black top; golden decorator handle. Concealed magazine rack. Size: 17½x7x6½ inches deep.
5E-51639 X537 Wt. 6 lbs .**Retail 8.95**

(Y) "SUBURBAN" MAIL BOX. Low-priced self-closing box with sheltered magazine rack. Rich satin black; golden handle. Size: 12¾x9½x5 in. deep.
5E-51642 X237 Wt. 3 lbs....**Retail 3.95**





Ironing Boards, Tractor Made by Ohio Art

Among the wide number of toys, staples and newly introduced items that will be on display in the Ohio Art Company's Toy Fair suite (801-8), Hotel New Yorker, will be heavy-gauge metal Ironing Boards and a completely-assembled linear poly Tractor

Available in two sizes (29" and 20" long), the metal Ironing Boards have safe, curled edges; turquoise and pink colors; a baked enamel finish; and safety tip ends that actually grip without scratching the surface. The items, complete with secure snap locks, are bag-packaged and shipped in one-dozen quantities.

The Tractor (#260) is a big 14¾" long overall and has been designed for kindergarten-age-and-younger children. It is made of sturdy flexible linear polyethylene in three attractive colors: red body, yellow wheels and bucket-seat, and blue undercarriage. Rustproof and unbreakable, the tractor will not mar furniture. Detail includes an engine, lights, exhausts, levers, and so forth.

One Tractor is packed per carton weighing 4 pounds.

HERMAN ALTSHULER, CHICAGO, ADDS MONOGRAM, ELY LINES

Herman Altshuler, well-known Midwest sales representative, announces that he has recently been appointed by Monogram Models, Inc., and the Thomas J. Ely Mfg Company as their representative in Illinois and Wisconsin. Mr. Altshuler is enthusiastic over the sales potential for Monogram plastic hobby kits and Ely pianos, toy chests, musical novelties, in the two-state area in which he concentrates his selling efforts.

Herman Altshuler

Other manufacturers currently represented by Mr. Altshuler in Illinois and Wisconsin are Maco Toys, manufacturers of military toys in plastic; Fli-Back Sales Corporation, manufacturers of sponge and inflated balls, paddle-ball games, spinning tops, balloons, et cetera; Rosko-Steele, Inc., friction and battery-operated toys; Jet Jumper Mfg. Company, manufacturers of volley ball sets, tether ball sets, and pogo sticks; and Robert Ray Mfg. Company, manufacturers of wood and animal playmate toys.

STROMBECKER ADDS NEW REPRESENTATIVES

F. K. Strombeck, president of Strombeck Becker Mfg. Company, Moline, Ill., announces the addition of two new sales representatives to its selling organization. East Coast coverage will be given by Noel Siegel, with offices at 200 Fifth Avenue, New York City. The Mountain States will be covered by the E. K. Curry Company, Denver. Both organizations have extensive contacts in the toy and hobby trade.

Strombeck-Becker is represented in the fast-growing hobby sport of sports car racing with a series of electric-powered race car kits and race track sets. Included are models of outstanding race cars, track, transformer, decorative fence and other items.

New preschool items, including Takapart trucks and a Takapart TV set, are being introduced. The playthings line includes doll house and furniture, the ever popular Bill Ding with clowns, and pull trains which have entertained generations of young Americans.

"BACK IN 1931"

A safe and harmless noisemaker was brought out in the form of an Automatic Repeater Paper Gun which reproduced the rapid fire action of a gun. It made extremely loud resounding noises, but used only paper for ammunition.

NEW PUPPETS BASED ON 2 TV WESTERN HEROES

Tops in Toys, 1909 Pontius Street, Los Angeles, has been licensed to manufacture puppet characters based on two popular TV western series

Puppets modelled on Rory Calhoun, star of "The Texan," a Texas sheriff, and a cowgirl are being produced from that series.

"Johnny Ringo"

Johnny Ringo, Cully, and Laura, featured on the series, "Johnny Ringo," will also appear in puppet form. Both stars, Rory Calhoun and Don Durant, who plays "Johnny Ringo," will make personal appearances at Tops In Toys' showroom, 1416, Hotel New Yorker, during the Toy Fair, the company says, the exact time to be announced later.

Representation in some territories is still available.

3 SMART FOREIGN MODELS

No 80

KARMEN GHIA SPORT SEDAN
2-doz pack, assorted colors, 10 lb

No. 81

OPEL SEDAN
2-doz pack, assorted colors, 10 lb

No. 79

VOLKSWAGEN SEDAN
2-doz pack, assorted colors, 9 lb

PMC 1960 motorized SCALE MODEL CARS 98¢

4 PMC CHEVS

No. 72

CHEV CORVETTE
2-doz pack, assorted colors, 9 lb

No 78

CHEV SPORT SEDAN
2-doz pack, assorted colors, 10 lb

Whiz-z-z
Whiz-z-z
No. 76

CHEV FIRE CHIEF
with high-pitch siren
2 doz pack, 10 lb

Whiz-z-z
CITY POLICE
Whiz-z-z
No. 77

CHEV CITY POLICE
with real-life siren
2-doz pack, 10 lb

4 SOLID-SELLING TRUCKS

No. 74

FORD RANCHERO
2-doz pack, assorted colors, 10 lb

No. 70

CHEV CAMEO TRUCK
2-doz pack, assorted colors, 10 lb

No. 71

INTERNATIONAL TRUCK
2-doz pack, assorted colors, 10 lb

No. 75

INTERNATIONAL METRO-MITE
with rear door that opens
2-doz pack, assorted colors, 9 lb

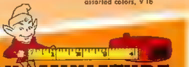
FAST-MOVING ASSORTMENTS

No. 100 — Compact, eye-catching metal display which holds 18 packaged models and one feature car. Assortment includes complete line of 3 dozen cars and trucks, 2 each of Nos. 70, 71, 74 and 75; 4 each of Nos. 72, 76, 77, 78, 79, 80 and 81 — 16 lb

No. 104 — Truck Assortment of 2 dozen includes 6 each of Nos 70, 71, 74 and 75 — 11 lb.

No. 105 - Foreign Car Assortment of 2 dozen models includes 8 each of Nos. 79, 80 and 81 — 11 lb.

No. 106 — Chev Assortment of 2 dozen includes 6 each of Nos. 72, 76, 77 and 78 — 10 lb.



TRU MINIATURE

famous for . . .

Exclusive Friction Motor with quick pickup speed. Authentic body styling and latest colors. Sturdy construction—cellulose acetate body mounted to steel chassis. Brilliant chrome-plated grille, bumpers, tail- and headlights. Each model individually packaged in crystal-clear, tamper-proof poly bag with "sales talk" header.

PRODUCT MINIATURE CO., INC. • Pewaukee, Wisconsin

new PMC kits 98¢

best buy anywhere!

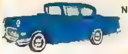
5 DELUXE MODELS

Authentic 1960 cars and trucks with interiors and windows

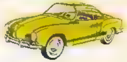
EACH KIT CONTAINS . . .

- Steel chassis
- Tough, plastic body
- White-wall tire wheels
- Chrome-plated hubs
- Axles
- Chrome-plated bumpers
- Chrome-plated grille
- Color-cordinated seats
- Clear plastic windows
- Steering wheel
- Corvette kit only . . . removable top
- Complete, easy-to-follow instructions
- Assembly screws

Biggest value kit on the market

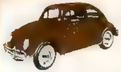


No. 81K OPEL SEDAN
2-doz pack,
assorted colors, 9 lb

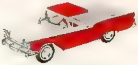


No. 80K KARMEN GHIA SPORT SEDAN
2-doz pack,
assorted colors, 9 lb

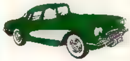
Individually packaged in divided, crystal-clear, tamper-proof bags with complete car and boy attractively illustrated on 3-color header label.



No. 79K VOLKSWAGEN
2-doz pack,
assorted colors, 9 lb



No. 74K FORD RANCHERO
2-doz pack,
assorted colors, 10 lb



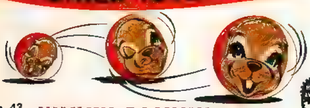
No. 72K CHEV CORVETTE
with removable top
2-doz pack,
assorted colors, 9 lb

ASSORTMENTS

108K — Special metal display rack which holds 18 Deluxe Kits. Assortment of 3 dozen Kits includes 6 each of Nos. 72K and 74K, 8 each of Nos. 79K, 80K and 81K.

107K — Assortment of 2 dozen Deluxe Kits includes 3 each of Nos. 72K and 74K; 6 each of Nos. 79K, 80K and 81K.

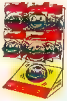
OTHER TOYS WITH PROVEN SALES APPEAL!



No. 43

WINKY-BLINKY BALL

The amazing roly-poly ball with animated face that winks, laughs and frowns. Fascinates children 9 months to 4 years old. Available in 3 magic moving faces, chipmunk, clown and Raggedy Ann — face on one half — other half is bright red. Marble is enclosed for rattle play value. Colorful display package for baby, gift and toy counters.



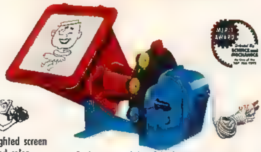
4-in. diameter, packed 2 doz
assorted faces — wt. 7 lbs

Ask our salesman about
special display deal.
Display wt., 4 lb

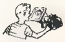
MERIT AWARD Selected By SCIENCE and MECHANICS As One of the TOP TEN TOYS

No. 300 **the popular**

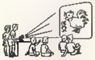
cartoon-O-scope



MERIT AWARD Selected By SCIENCE and MECHANICS As One of the TOP TEN TOYS



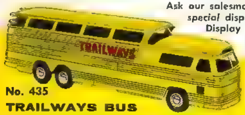
watch on lighted screen
. . . trace and color



project cartoon characters on wall or ceiling

- Only toy of its kind . . . turn dials to create over half a million different human characters and animals on lighted screen.
- Keeps children laughing and busy for hours.
- NEW LOW PRICE

All parts enclosed. Nothing to break or lose. 14 in. wide x 8½ in. high x 9 in. deep. Individually boxed in a 200-lb. test carton. Packed ½ doz. — wt. 19 lbs.



No. 435

TRAILWAYS BUS

BIG-value, JUMBO-size authentic bus in colorful, unbreakable Poly-Tuf. Front wheels turn, dual back wheels. BIG — 20 in. long. Individually packaged

Assorted colors. Packed 1 doz. — wt. 18 lbs.

PRODUCT MINIATURE COMPANY INC. PMC
PEWAUKEE, WISCONSIN

New York Showroom: 200 Fifth Avenue, Room 209
Chicago Showroom: Merchandise Mart, Room 1432
Showrooms in San Francisco, Dallas, Atlanta, [illegible]

Litho in U.S.A. d-m

Pewter

BY

HANLE & DEBLER

Distinctive glamour pieces, skillfully handcrafted of finest Pewter that embodies all the warmth and richness of silver, yet is decidedly lower in price. And pewter requires no special care! Keeps its handsome quality without polishing or buffing. Made of 92% pure tin, 4% copper, 4% antimony—**with no lead to cause discoloration.** Every piece highly polished for lasting loveliness! **Non-Tarnishing.**

(A) PAIR OF CANDLESTICKS. Distinctive low styling A gift that's always useful. Diameter 3½ in.; 3⅝ in. high.
6M-5931 X420 Shipping wt. per pair 1 lb...... **Retail, pr. 7.00**

(B) FOOTED MINT JULEP GOBLET. A touch of the Old South! Holds 10 ounces in all. Over-all height 4⅛ in.
6M-5927 X330 Shipping wt. each 1 lb.......... **Retail, ea 5.50**

(C) OPEN TANKARD. Big 20-ounce capacity. Delightful Old World styling you'll be proud to display. Height 4⅞ in.
6M-5926 X540 Shipping weight each 1½ lbs... **Retail, ea. 9.00**

(D) GLASS BOTTOM BEER MUG. Full 14-ounce capacity. Over-all height 4½ in Glass bottom comes in view as you finish your drink. Comfortable, easy-to-hold handle.
6M-5925 X570 Shipping weight each 1 lb....... **Retail, ea 9.50**

(E) SEA SHELL ASH TRAY. Intricately fashioned with unusual seashell design that's sure to excite interest among your guests. Big 5-in. diameter with sturdy ball feet.
6M-5930 X222 Shipping weight each 6 oz..... **Retail, ea 3.70**

(F) CANDY DISH WITH COVER. Charming in its utter simplicity! Removable cover decorated with a fascinating leaf and berry design handle. Broad base. Over-all diameter 5¼ in.; over-all height with cover 3½ in. A wonderful gift idea!
6M-5933 X600 Shipping weight each 1 lb...... **Retail, ea 10.00**

(G) WALNUT AND PEWTER PEPPER MILL AND SALT SHAKER SET. Beautifully finished walnut with gleaming pewter trim. The pepper mill is fitted with an imported mechanism—one of the finest available anywhere! Grinds the hardest of peppers with ease. Pepper mill 4 in. high. Salt shaker 3⅝ in. high.
6M-5924 X720 Shipping weight, set, 1 lb... **Retail, set 12 00**

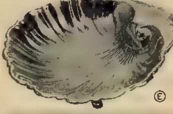
(H) "ACORN" SALT AND PEPPER SET Over-all height 2 in.
6M-5928 X240 Shipping weight, pair, 8 oz.. .. **Retail, pr. 4.00**

(J) "APPLE AND PEAR" SALT AND PEPPER SET. 2⅜ in. high.
6M-5929 X390 Shipping weight, pair, 8 oz...... **Retail, pr. 6.50**

(K) RELISH SET WITH MATCHING SPOON. Attractively styled divided glass relish bowl sits upon a gleaming pewter plate with lovely beaded trim. Matching serving spoon is highly polished to give it the look of polished silver. Bowl is 5½ in. in diameter, 2¾ in. high. The plate measures 6⅜ in. in diameter over-all. A superb gift suggestion.
6M-5932 X600 Shipping weight, complete, 2¼ lbs. **Retail 10.00**

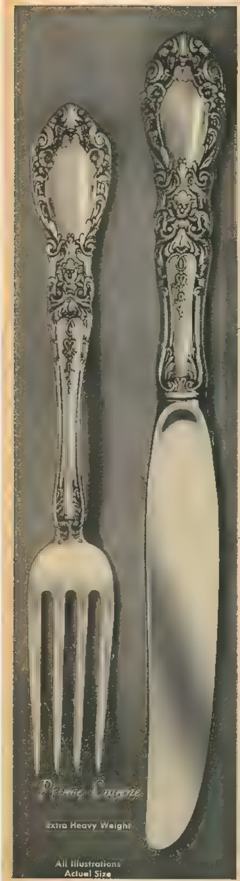
(L) BUTTERFLY GRAVY BOAT WITH MATCHING PLATE An unusual creation of enduring appeal. Always a welcome gift because it is so useful! Lovely gravy boat holds 8 ounces and has a beautifully finished wood butler handle. Gravy boat is 5 in. in diameter, 3⅛ in. high. Plate diameter 5¾ in
6M-5934 X660 Shipping weight, complete, 1½ lbs.. **Retail 11.00**

(M) PAUL REVERE BOWL. Authentic reproduction of the original Paul Revere bowl, in beautifully polished pewter. Two sizes —7 and 9¼ in. in diameter. The 9¼-in bowl is 5 in. high over-all; the 7-in. bowl, 3¾ in. high.
6M-5923 X660 7-IN DIAMETER Ship. wt. 1½ lbs.. **Retail 11 00**
6M-5922 X990 9¼-IN. DIAMETER Wt. 2½ lbs .. **Retail 16.50**

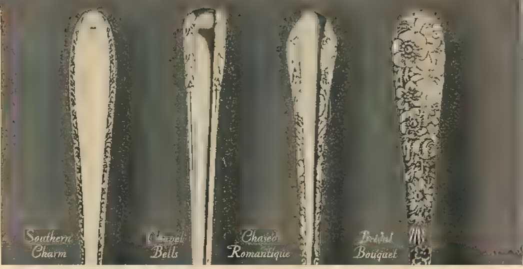


FINE PEWTER LASTS A LIFETIME—LOOKS BEAUTIFUL WITH NO SPECIAL CARE

ALVIN STERLING MANUFACTURED BY GORHAM MFG. COMPANY



All Illustrations Actual Size



ORIGINAL ALVIN DESIGNS, FINEST QUALITY

Nationally Advertised, Nationally Known, Nationally Enjoyed...Fully Guaranteed, Stunningly Designed Patterns Fashioned to Create Super Table Settings

PRINCE EUGENE

Magnificent, rich pattern capturing all the charm and elegant tradition of the French Renaissance period. Here, superbly executed in **extra heavyweight sterling** in a soft, butler finish. Knives have hollow handle mirror finish, stainless steel blades.

STOCK NO.	ITEM	WT	RETAIL
8M-33078 X12110	30-Pc. Set	7 lbs.	201.84
8M-33079 X16147	40-Pc. Set	9 lbs.	269.09
8M-33080 X21206	52-Pc. Set	9½ lbs.	353.41

LUNCHEON PLACE SETTINGS

8M-32973 X2018	5-Pc Setting	18 oz.	33.64
8M-32974 X2318	6-Pc. Setting	21 oz.	38.64

OPEN STOCK PIECES

8M-32975 X546	Butter Knife	3 oz.	9.09
8M-32976 X900	Cold Meat Fork	3 oz.	15.00
8M-32977 X845	Gravy Ladle	3 oz.	14.09
2M-32978 X696	Pie Server	3 oz.	11.59
8M-32979 X477	Sugar Spoon	3 oz.	7.95
8M-32980 X818	Table Spoon	3 oz.	13.64

SOUTHERN CHARM

Smart, youthful pattern with concaved surfaces to capture and reflect all the sparkling beauty of a perfectly set table. Delicately executed design borders the entire handle.

CHAPEL BELLS

Dainty in outline, yet strong in character, to add brilliant importance to the finest table setting. Captures all the dignity and purity of the ringing of chapel bells. Soft butler finish.

CHASED ROMANTIQUE

Flute-like panels created by deep-cut chased effect scroll and floral borders of Louis XV origin. A lovely, always fashionable design . . . a perennial sparkling highlight Soft, butler finish.

BRIDAL BOUQUET

Exquisitely detailed pattern with all the charm of garden and wild flowers, deep cut in solid silver. Recreates forever the glowing memory of the bride's bouquet. Soft, butler finish.

5-, 6-PC. SETTINGS AND 30-, 40-, 52-PC. SETS

(See Below for Composition of Sets)

PATTERN	Southern Charm	Chapel Bells	Chased Romantique	Bridal Bouquet	SHIP WT.	RETAIL
SET SIZE	STOCK NO.	STOCK NO	STOCK NO	STOCK NO.		
5-Pc.	8M-33103 X1637	8M-33102 X1637	8M-33105 X1637	8M-33104 X1637	18 oz.	27.27
6-Pc.	8M-33111 X1909	8M-33110 X1909	8M-33113 X1909	8M-33112 X1909	18 oz.	31.82
30-Pc.	8M-33084 X9819	8M-33083 X9819	8M-33087 X9819	8M-33085 X9819	7 lbs.	163.64
40-Pc.	8M-33063 X13092	8M-33062 X13092	8M-33066 X13092	8M-33064 X13092	9 lbs.	218.18
52-Pc.	8M-33072 X17428	8M-33071 X17428	8M-33075 X17428	8M-33073 X17428	10 lbs.	290.46

OPEN STOCK PIECES FOR PATTERNS ABOVE

PATTERN	Southern Charm	Chapel Bells	Chased Romantique	Bridal Bouquet	SHIP. WT.	RETAIL
ITEM	STOCK NO	STOCK NO	STOCK NO.	STOCK NO		
Butter Knife	8M-33119 X491	8M-33118 X491	8M-33121 X491	8M-33120 X491	3 oz.	8.18
Cold Meat Fork	8M-33127 X655	8M-33126 X655	8M-33129 X655	8M-33128 X655	4 oz.	10.91
Gravy Ladle	8M-33154 X750	8M-33153 X750	8M-33156 X750	8M-33155 X750	4 oz.	12 50
Pie Server	8M-33162 X641	8M-33161 X641	8M-33164 X641	8M-33163 X641	4 oz.	10.68
Sugar Spoon	8M-33170 X382	8M-33169 X382	8M-33172 X382	8M-33171 X382	3 oz.	6.36
Table Spoon	8M-33178 X641	8M-33177 X641	8M-33180 X641	8M-33179 X641	4 oz.	10.68

GORHAM SILVER POLISH

GORHAM
LIQUID SILVER POLISH

A superior polish that works gently but quickly to remove tarnish and produce a beautiful luster Also for use on nickel, chrome, stainless steel, porcelain, enamel, etc. New, modern all metal container is safe, fast, convenient, economical. Guaranteed by Gorham. Shipping wt. 12 oz.
8M-33202 X45....... 75¢

PLACE SETTING COMPOSITION . . .

5-PC. PLACE SETTING

The 5 most-used pieces in all these beautiful patterns . . . consists of a knife, fork, teaspoon, salad fork, and cream soup spoon. Each piece is new, modern luncheon size and shape.

6-PC. PLACE SETTING

A deluxe place setting in modern luncheon size. Available in all patterns with a knife, fork, teaspoon, salad fork, cream soup spoon and hollow handle butter spreader in each setting.

ALL ALVIN STERLING SILVER SUBJECT TO 10% F.E.T.

BAITS

CASTING SPOONS

WORTH

WORTH
CASTING SPOONS

Brass

The shape of the spoon causes it to wobble and create action in the water that always attracts bass, pike and other game fish. Equipped with extra sharp nickel plated treble hooks. Made of brass and have split rings. Assortment contains twelve each of the following on a display:

Red And White

Nos.	Spoon Lgth, In.	Hook Size	Each
702RWN	3-1/2	2/0	$0.35
703RWN	2-7/8	1/0	.30
704RWN	2-1/4	1	.25

All Nickel

Nos			
702N	3-1/2	2/0	$0.35
703N	2-7/8	1/0	.30
704N	2-1/4	1	.25

No
CS3 .... . . .Per Assortment (36) **$10.80**
IBM 08677 (15) e r t

REFILLS FOR NO. CS3 ASSORTMENT

RED AND WHITE

Nos.	Spoon, Lgth, In.	Hook Size	Each
702RWN	3-1/4	2/0	**$0.35**
	IBM 08678	(13)	hc
703RWN	2-7/8	1/0	**$0.30**
	IBM 08679	(11)	ct
704RWN	2-1/4	1	**$0.25**
	IBM 08680	(19)	cl
7045RWN	1-3/4	4	**$0.25**
	IBM 08681	(17)	cl

BLACK AND WHITE

Nos.			Each
702BWN	3-1/2	2/0	**$0.35**
	IBM 08682	(15)	hc
703BWN	2-7/8	1/0	**$0.30**
	IBM 08683	(13)	ct
704BWN	2-1/4	1	**$0.25**
	IBM 08684	(11)	cl
7045BWN	1-3/4	4	**$0.25**
	IBM 08685	(18)	cl

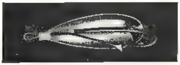
ALL NICKEL

Nos.			Each
702N	3-1/2	2/0	**$0.35**
	IBM 08686	(16)	hc
703N	2-7/8	1/0	**$0.25**
	IBM 08687	(14)	ct
704N	2-1/4	1	**$0.25**
	IBM 08688	(12)	cl
7045N	1-3/4	4	**$0.25**
	IBM 08689	(10)	cl

All Above One in an Envelope, Twelve in a Box

Full Boxes Only

JOHNSON SPOONS



Silver Minnow

Especially constructed for fishing in weedy waters, among lillies, bulrushes and other obstacles. Will not spin or gather weeds, but wiggles through. The weed guard is entirely different from any other, will not interfere with hooking the fish, but will help to keep him hooked should he get a slack line.

Its fast wiggling motion and its silver color makes it a perfect imitation of a live minnow Spoons and hooks plated with pure silver.

Nos.	Size Hook	Spoon In.	Wt., Oz.	Each
1010-S	4	1¼	1/24	**$1.00**
	IBM	08695	(17)	en
10105-S	2	1¾	1/8	**$1 35**
	IBM	08696	(15)	tc
1110-S	3/0	2¼	1/4	**$1 35**
	IBM	08697	(13)	tc
1210-S	4/0	2½	1/2	**$1.35**
	IBM	08698	(11)	tc
1310-S	6/0	3	3/4	**$1.50**
	IBM	08699	(19)	on
1410-S	8/0	3¾	1 1/8	**$1.50**
	IBM	08700	(15)	on
		24-K Gold		
1230-G	4/0	2½	1/2	**$1.50**
	IBM	08701	(13)	on

One in a Box, Twelve in a Carton

PFLUEGER LUMINOUS TANDEM

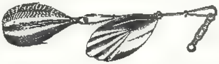
PFLUEGER
LUMINOUS TANDEM
SPINNERS

Assortment contains six luminous tandem spinners, sizes 3/0 to 2 for muskallunge, trout, black bass, pike and pickerel.

No
1945 .... Per Card (6) **$6 35**
IBM 08715 (13) a tc

Six on a Card

PFLUEGER STANDARD FLUTED

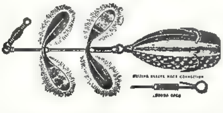


Brass barrel swivel, nickel plated blades, painted red inside, feathered treble hooks.

Nos.	Lgth. Blade In.	Size Hooks	Each
1910-2	1-1/8	5	**$0.50**
	IBM 08709	(16)	an
1910-3	1-5/16	4	**$0.50**
	IBM 08710	(14)	an
1910-4	1-1/2	2	**$0.60**
	IBM 08711	(12)	ae

Twelve in a Box

PFLUEGER LUMINOUS TANDEM



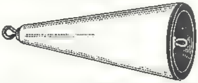
For day or night fishing, blades have polished nickeled tops and painted with luminous underneath, white hair and red feather tail, long shank nickel plated treble hooks.

Nos.	Lgth. Blade In.	Size Hooks	Each
1998-3/0	23/32	10	**$0.85**
	IBM 08712	(10)	lc
1998-2/0	11/16	6	**$1.00**
	IBM 08713	(18)	en
1998-1/0	1–5/16	4	**$1.10**
	IBM 08714	(16)	ee

One on a Card, Twelve in a Box

AGITATORS

OSTER–SUPER



Made of an indestructible high impact plastic with two brass plated eyes and keeled right to give you blurp and wake to attract the fish. White body, red end.

Casting Size

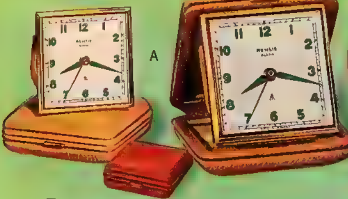
Nos
90C—Approximately 1 oz.............Each **$0.40**
IBM 08771 (16) hr

Spinning Size

90S—Approximately ¾ oz.............Each **$0.35**
IBM 08772 (14) bc

One in a Box, Twelve in a Display Box

Full Boxes Only

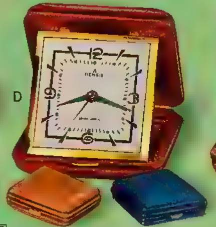

A

B

A **EMINY**
8-day combination travel alarm and desk clock. Clock can easily be taken out of genuine leather case and used on desk or in boudoir. Luminous dial and hands. 2½" x 3" closed.
8M-34505 X750 Pigskin . Retail 12.50
8M-34506 X750 Brown . . . . . . Retail 12.50
8M-34507 X750 Red . . . . Retail 12.50

B **EXACT**
The last word in styling of a travel alarm clock. Brass trimmed genuine leather case in assorted colors. Black or white luminous dial with raised gold numerals. 2¾" x 2".
8M-34508 X447 . . . . Retail 7.45

C


D

E

C **DATOMAT**
First calendar travel clock with automatic date setting. Silver-white luminous dial. Genuine leather case with polished brass metal frame. Closed 2¾" x 1¼".
8M-34509 X630 Pigskin . . . . Retail 10.50
8M-34510 X630 Red . . . . Retail 10.50
8M-34511 X630 Green . . . . Retail 10.50

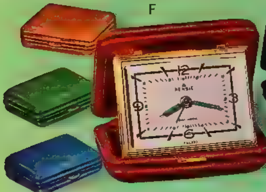
D **RENSIE SQUARE**
Folding travel clock. 7-jewel movement with alarm. Satin finished dial with luminous figures and hands. Closed clock about 2¾" x 3".
8M-34512 X630 Red . . . . Retail 10.50
8M-34513 X630 Pigskin . . . . Retail 10.50
8M-34514 X630 Blue . . . . Retail 10.50

RENSIE SQUARE
Same as D but with 8-day movement. Closed size 3" x 3¼".
8M-34519 X930 Red . . . . Retail 15.50
8M-34520 X930 Pigskin . Retail 15.50
8M-34521 X930 Blue Retail 15.50

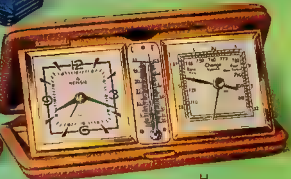
E **DIAMOND**
Travel alarm of distinction. "Diamonds Are A Dial's Best Friend." Rhinestones as numerals on black dial create a rich looking clock that blends with cases of pigskin, red, blue, green or brown. 3" square when closed. 1⅛" deep
8M-34532 X510 Specify Color Retail 8.50

RENSIE

GENUINE LEATHER TRAVEL ALARM CLOCKS
WITH 40 HOUR AND 8 DAY MOVEMENTS


F

G


H

F **RENSIE RECTANGULAR**
Folding travel clock. 7-jewel movement with alarm Luminous satin finished dial. Closed clock about 2⅜" x 3". Genuine leather case in red, green, blue, brown and natural pigskin grain
8M-34515 X630 Specify Color . . . . Retail 10.50

RENSIE RECTANGULAR
Same as F but with 8-day movement.
8M-34522 X1005 Specify Color . . . . . . Retail 16.75

G **RENSIE BABY**
Smallest folding travel clock. 7-jewel movement with alarm. Satin finished dial with luminous figures and hands. Closed clock about 2⅜" x 2½". Genuine leather case in red, green, blue, brown and pigskin grain
8M-34516 X630 Specify Color . . Retail 10.50

RENSIE BABY
Same as G but with 8-day movement.
8M-34518 X1005 Specify Color . . . . . . Retail 16.75

H **PRINCETON**
For travel, desk and home. 7-jewel alarm clock, thermometer and barometer. Your own weather station wherever you are. Luminous dial and hands. Beautiful pigskin grain genuine leather folding case. Clock closed 5¼" x 3".
8M-34517 X1257 Pigskin . . . . Retail 20.95

All prices subject to Federal Excise Tax.

RENSIE

THE MOST UNUSUAL IN DESK, BOUDOIR AND MUSICAL CLOCKS

A **DATOTEMP**
Unique and useful combination of time, date and temperature. Pleasant alarm, calendar with automatic date setting and lantern shaped thermometer, mounted on polished brass base, 7½" x 5".
8M-34523 X1380 .... Retail 22 95

B **RENSIE SPHERE**
Unusual desk clock. Miniature globe. Beautiful silver and gold finish. Base of jeweler's brass. Opens into 7-jewel alarm clock and picture frame. Diameter 2⅓" x 4" high.
8M-34524 X1380 .... Retail 22.95

C **GALAXIE**
Three reliable instruments. Swivels carrousel-like around center column. 7-jewel alarm clock, precision barometer and perpetual calendar. Case two-tone, jeweler's brass. An executive gift of high prestige.
8M-34525 X2505 .... Retail 41.75

D **QUARTETTE**
Handsome modern styled musical alarm clock, finished in two-tone solid brass case. Silver-white luminous dial, raised gold numerals OUTSTANDINGLY NEW! Assorted tunes available. 2⅝" x 4".
8M-34526 X1005 .... Retail 16.75

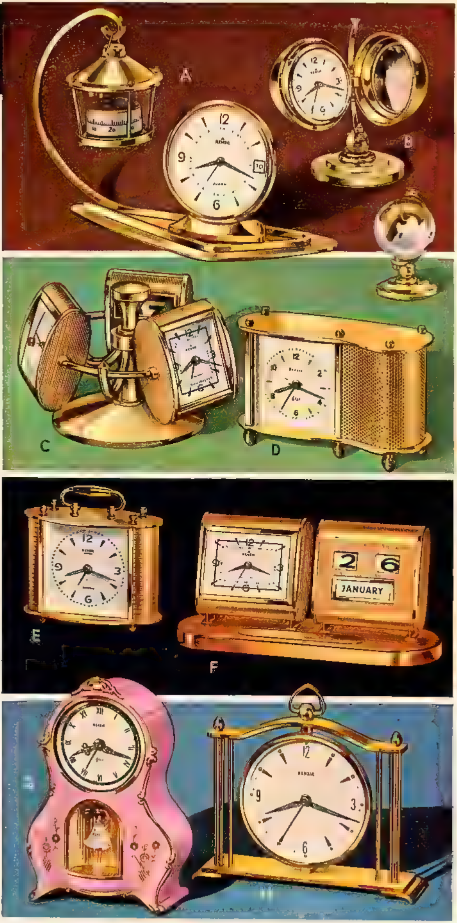
E **ROMA**
Beautifully styled 7-jewel desk or boudoir alarm clock movement in satin finished and polished brass case. Elaborate silver-white dial with raised figures and wedges, luminous dots and hands 3½" x 3½".
8M-34527 X930 Retail 15.50

F **PRESIDENT**
7-jewel, two-tone, brass, engine-turned alarm clock with luminous dial and perpetual calendar. Brightly polished plaque for engraving. Smartest, most dignified and useful accessory for the executive's desk. 7" x 3⅛".
8M-34528 X1500 .... Retail 24 95

G **CARILLON**
A lovely musical clock plays every hour on the hour while the dancing doll pirouettes. To convert from music to regular alarm, just press a knob and automatically the clock becomes a bell alarm. Case in ivory or pink with contrasting hand-painted decorations and gold trim. Metal dial with luminous dots. Size 6" high by 4" wide. Assorted tunes
8M-34529 X825 Ivory .... Retail 13 75
8M-34530 X825 Pink .... Retail 13.75

H **CAMDEN**
Jeweled alarm clock of fine design with two-tone raised numerals and luminous dial and hands. Brightly polished brass case. 4¾" x 5".
8M-34531 X750 .... Retail 12.50

All prices subject to Federal Excise Tax



(A) SKATE STRAPS 60

Black Pigskin

Good quality leather, with buckle.

No. 0—½ x 20 in.........................Per pair **$0.25**
IBM 24905 (10) c l

Russet Grain Leather

No. 10—5/8 x 20 in...................Per pair **$0.35**
IBM 24906 (18) c o

No. 20—5/8 x 30 in....................Per pair **$0.50**
IBM 24907 (16) a n

Twelve Pair in a Bundle
FULL BUNDLES ONLY

(A) SKATING AND SKIING SOCKS C

White

Fine quality, 50% wool, and 50% nylon, medium weight, rib leg, 11 in. height, straight up. The heel and toe reinforced for additional wear and service. An excellent sock for all around sports wear.

Nos.		Size		Per Pair
1307		7		**$1.25**
	IBM	24908	(14)	s l
1308		8		**$1.25**
	IBM	24909	(12)	s l
1309		9		**$1.25**
	IBM	24910	(10)	s l
1310		10		**$1.25**
	IBM	24911	(18)	s l
1311		11		**$1.25**
	IBM	24912	(16)	s l
1312		12		**$1.25**
	IBM	24913	(14)	s l

Six Pairs of a Size in a Box
FULL BOXES ONLY

(B) ICE CREEPERS 60

NORLUND—DIAMOND

Norlunds
TRADE MARK
DIAMOND

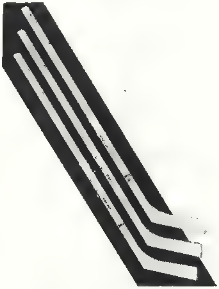
This style has been popular because of its detachable feature and the way it prevents the user from slipping on ice. These creepers are worn beneath the instep of the foot, being held securely in place by a good quality adjustable strap.

No. 6030-1—For men... ....Per pair **$0.60**
IBM 24914 L/C (12) r n
IBM 24914 F/C (20) a e

No. 6030-2—For women.............Per pair **$0.60**
IBM 24915 L/C (19) r n
IBM 24915 F/C (27) a e

Twelve Pairs in a Box

(T) HOCKEY STICKS 6



Rocket—Canada

Blades are made of air seasoned rock elm with handle of northern white ash which are laminated and bonded into one sturdy unit.

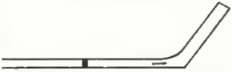
No. 200—45 in. to 50 in. long. . ... Each **$1.15**
IBM 24916 (17) e s

No. 300—53 in long .. . . .Each **$1.75**
IBM 24917 (15) c n n

Six in a Shipping Container
DO NOT BREAK

(T) HOCKEY STICKS 6

ROCKET—SPECIAL



Made of good quality stick-material; popular with amateur teams Permabonded lamination. Nicely balanced Lacquered and finished with two green bands

No. 400—53 in. long.......................Each **$2.50**
IBM 24918 (13) c r l

Six in a Shipping Container
DO NOT BREAK

ROCKET—FIBER GLASS

Made from good quality stock, permabonded lamination. Reinforced with fiberglass for tremendous strength, durability and impact resistance.

No. 500—53 in. long.......................Each **$2.95**
IBM 24919 (11) c s n

Six in a Shipping Container
DO NOT BREAK

ROCKET—GOALIE

A well made centered goal stick. Lacquered blade & built-up sections. All pinned.

No. 600—53 in. long. ....Each **$3.50**
IBM 28442 (10) h c n

Six in a Shipping Container
DO NOT BREAK

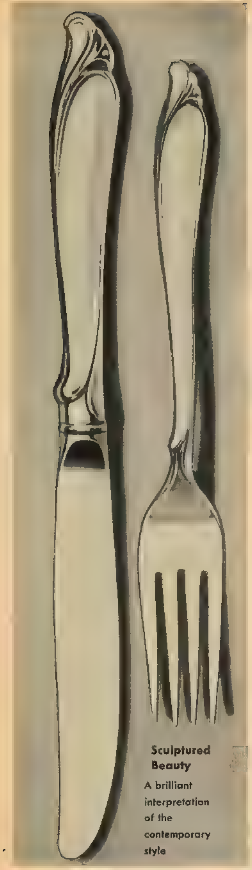
(B) HOCKEY PUCKS 60

Regulation

Hard rubber that will stand considerable play without splitting or chipping. Official size.

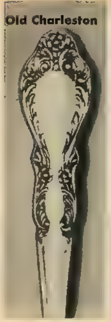
No. 410..Each **$0.30**
IBM 24920 (19) c t

Twelve in a Box

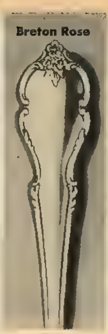


Sculptured Beauty

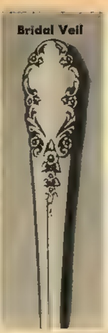
A brilliant interpretation of the contemporary style



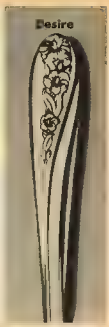
Old Charleston



Breton Rose



Bridal Veil



Desire

ROGERS STERLING

Proudly crafted by

THE INTERNATIONAL SILVER COMPANY

IS

Here's heirloom beauty of enduring loveliness! For generations, famous Rogers Sterling has been a symbol of gracious living. Every piece is made of almost pure silver (925/1000 fine). Every piece artistically sculptured by master craftsmen in a choice of 5 gracious, charming patterns that you will cherish forever Superbly weighted for lasting service and wonderful ease of handling. Each of the 5 patterns may be purchased in 52-piece service for eight, 5-piece or 6-piece individual place settings, or as separate serving pieces to replace pieces damaged or lost.

SCULPTURED BEAUTY

A magnificent pattern of eternal loveliness, brilliantly interpreted. Graceful flowing lines and smooth surfaces are accented by a deft touch of deep-carved detail.

OLD CHARLESTON

Luxurious elegance and charm that gracefully reflects the nostalgic serenity of the Old South.

BRETON ROSE

Blends smooth lines and exciting scrolls to form a perfectly balanced pattern. Its delicately carved flowers form a magnificent frame for the unadorned center.

BRIDAL VEIL

Graceful in line with exquisitely wrought garland of scrolls and flowers to frame a shining mirror panel. Radiantly lovely!

NEW! DESIRE

One of the most exquisitely lovely patterns ever offered by Rogers Sterling! Proudly crafted and handsomely fashioned with a popular, modern floral theme. A garland of deep-carved flowers enriched with bold fluting add romantic interest and sparkling highlights to the handles. Beautifully proportioned; expertly balanced. Here's heirloom beauty to enhance any table setting.

5-Pc. Place Setting

Each setting consists of a Luncheon Knife, Luncheon Fork, Salad Fork, Teaspoon, Cream Soup Spoon . . . a complete setting of the world's finest silver.

8M-21290 X1738 Sculptrd. Beauty
8M-20987 X1738 Old Charleston
Ship. wt. 2 lbs.........**Retail 32.50**

8M-21293 X1617 Breton Rose
8M-20988 X1617 Bridal Veil
8M-33370 X1617 Desire
Ship. wt. 2 lbs.........**Retail 30.25**

6-Pc. Place Setting

Each deluxe 6-piece place setting includes Luncheon Knife, Luncheon Fork, Teaspoon, Salad Fork, Cream Soup Spoon and Hollow Handle Butter Spreader.

8M-21291 X2004 Sculptrd. Beauty
8M-20989 X2004 Old Charleston
Ship. wt. 2 lbs.........**Retail 37.50**

8M-21294 X1871 Breton Rose
8M-20990 X1871 Bridal Veil
8M-33371 X1871 Desire
Ship. wt. 2 lbs.........**Retail 35.00**

52-Pc. Service for 8

The 52-pc. service consists of 8 Luncheon Knives, 8 Luncheon Forks, 16 Teaspoons, 8 Salad Forks, 8 Cream Soup Spoons, 2 Tablespoons, 1 Butter Knife and 1 Sugar Shell.

8M-21292 X17919 Sculptrd. Beauty
8M-20991 X17919 Old Charleston
Ship. wt. 12 lbs.. ..**Retail 335.25**

8M-21295 X16746 Breton Rose
8M-20992 X16746 Bridal Veil
8M-33369 X16746 Desire
Ship. wt. 12 lbs.....**Retail 313.25**

TEASPOON

8M-21273 X254 Sculptured Beauty
8M-20993 X254 Old Charleston
Ship. wt 3 oz.. **Retail, ea 4.75**

8M-21211 X240 Breton Rose
8M-21014 X240 Bridal Veil
8M-33375 X240 Desire
Ship. wt. 3 oz. . .**Retail, ea. 4.50**

TABLESPOON

8M-21282 X601 Sculptured Beauty
8M-21003 X601 Old Charleston
Ship. wt 3 oz.. . **Retail, ea. 11.25**

8M-21221 X575 Breton Rose
8M-21024 X575 Bridal Veil
8M-33376 X575 Desire
Ship. wt. 3 oz.... **Retail, ea. 10.75**

SUGAR SPOON

8M-21286 X361 Sculptured Beauty
8M-21005 X361 Old Charleston
Ship. wt 3 oz. . **Retail, each 6.75**

8M-21223 X334 Breton Rose
8M-21026 X334 Bridal Veil
8M-33373 X334 Desire
Ship. wt. 3 oz.....**Retail, each 6.25**

BUTTER KNIFE

8M-21285 X428 Sculptured Beauty
8M-21007 X428 Old Charleston
Ship. wt. 3 oz.........**Retail, each 8.00**

8M-21225 X401 Breton Rose
8M-21028 X401 Bridal Veil
8M-33372 X401 Desire
Ship. wt. 3 oz.........**Retail, each 7.50**

COLD MEAT FORK

8M-21283 X828 Sculptured Beauty
8M-21009 X828 Old Charleston
Ship. wt. 3 oz..........**Retail, each 15.50**

8M-21227 X802 Breton Rose
8M-21030 X802 Bridal Veil
8M-33377 X802 Desire
Ship. wt. 3 oz..........**Retail, each 15.00**

GRAVY LADLE

8M-21284 X668 Sculptured Beauty
8M-21008 X668 Old Charleston
Ship. wt. 3 oz.........**Retail, each 12.50**

8M-21226 X641 Breton Rose
8M-21029 X641 Bridal Veil
8M-33378 X641 Desire
Ship. wt. 3 oz.........**Retail, each 12.00**

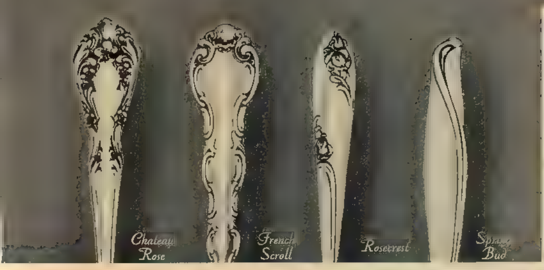
PASTRY SERVER

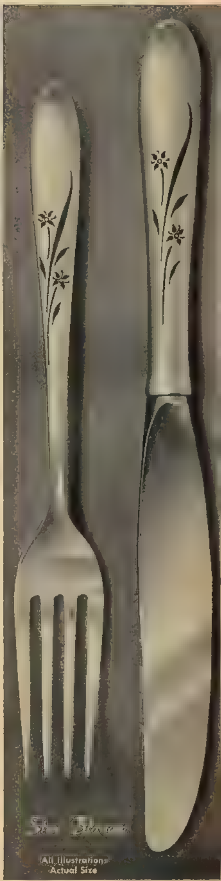
8M-21287 X535 Sculptured Beauty
8M-21004 X535 Old Charleston
Ship. wt. 3 oz....... .**Retail, each 10.00**

8M-21222 X521 Breton Rose
8M-21025 X521 Bridal Veil
8M-33374 X521 Desire
Ship. wt. 3 oz......... **Retail, each 9.75**

ALL STERLING SILVER IS SUBJECT TO 10% FEDERAL EXCISE TAX

FINE SILVER DESIGNED AND MADE BY GORHAM ALVIN STERLING





All Illustrations Actual Size

STERLING SILVER

FINEST QUALITY SILVER ... FOR GENERATIONS

CHATEAU ROSE

Exquisitely combines the beauty of yesteryear with the foremost fashion of today. Flowing contours are enhanced by the easy-flowing scrolls delicately interspersed with flowers. Soft, butler finish.

FRENCH SCROLL

Richly, delicately moulded scrolls in a series of sweeping graceful curves . . . to reflect the excitement and fantasy of the Louis XV and Louis XVI periods. Soft, butler finish.

ROSECREST

Modern, youthful, lively pattern of refreshing roses crafted in glowing, rich, sterling silver. A pattern to cherish for years . . . to enjoy for generations. Soft, butler finish.

SPRING BUD

Classic simplicity crafted in a sophisticated modern design. Perfect form and contour . . . a sweeping grace . . . flowing lines in a single bud pattern. Everlastingly tasteful. Soft, butler finish.

Guarantee

Each piece of ALVIN STERLING is fully guaranteed to be made from Government standard Sterling Silver which contains not less than 925/1000 pure silver. It is further guaranteed to be free from defects in material or workmanship.

STAR BLOSSOM

Delicate, classically simple flower spray entwines each handle, flowing in exciting grace. Creates a star flecked pattern of stunning importance. Soft butler finish.

ALVIN ORIGINAL DESIGNS

Ten striking new patterns, each crafted in heavy weight sterling . . . and each with hollow handle and mirror finish stainless steel blades and tines. All sets have luncheon size forks and knives . . . the most popular and versatile style, so in demand by today's smart homemakers. Select a complete set or create your own from the open stock listings.

5-, 6-PC. SETTINGS AND 30-, 40-, 52-PC. SETS

(See Below for Composition of Sets)

Pattern	Chateau Rose	French Scroll	Rosecrest	Spring Bud	Star Blossom	Sh. Wt	RETAIL
SET SIZE	STOCK NO	STOCK NO	STOCK NO	STOCK NO	STOCK NO		
5-Pc.	8M-33100 X1637	8M-33101 X1637	8M-33106 X1637	8M-33107 X1637	8M-32965 X1637	18 oz.	27.27
6-Pc.	8M-33108 X1909	8M-33109 X1909	8M-33114 X1909	8M-33115 X1909	8M-32966 X1909	18 oz.	31.82
30-Pc.	8M-33081 X9819	8M-33082 X9819	8M-33057 X9819	8M-33058 X9819	8M-33086 X9819	7 lbs.	163.64
40-Pc.	8M-33060 X13092	8M-33061 X13092	8M-33067 X13092	8M-33068 X13092	8M-33065 X13092	9 lbs.	218.18
52-Pc.	8M-33069 X17428	8M-33070 X17428	8M-33076 X17428	8M-33077 X17428	8M-33074 X17428	10 lbs	290.46

OPEN STOCK PIECES FOR PATTERNS ABOVE

Pattern	Chateau Rose	French Scroll	Rosecrest	Spring Bud	Star Blossom	Sh. Wt	RETAIL
ITEM	STOCK NO	STOCK NO.	STOCK NO	STOCK NO	STOCK NO		
Butter Knife	8M-33116 X491	8M-33117 X491	8M-33122 X491	8M-33123 X491	8M-32967 X491	3 oz.	8.18
Cold Mt. Fk.	8M-33124 X655	8M-33125 X655	8M-33130 X655	8M-33150 X655	8M-32968 X655	4 oz.	10.91
Gravy Ladle	8M-33151 X750	8M-33152 X750	8M-33157 X750	8M-33158 X750	8M-32969 X750	4 oz.	12.50
Pie Server	8M-33159 X641	8M-33160 X641	8M-33165 X641	8M-33166 X641	8M-32970 X641	4 oz.	10.68
Sugar Spoon	8M-33167 X382	8M-33168 X382	8M-33173 X382	8M-33174 X382	8M-32971 X382	3 oz.	6.36
Table Spoon	8M-33175 X641	8M-33176 X641	8M-33200 X641	8M-33201 X641	8M-32972 X641	4 oz.	10.68

... 6-, 8-PLACE SET COMPOSITION — ALL PATTERNS

30-PC. SERVICE FOR 6

Six beautiful place settings in modern luncheon size make up these smart, 30-piece sets. Set consists of 6 knives, 6 forks, 6 teaspoons, 6 cream soup spoons, 6 salad forks.

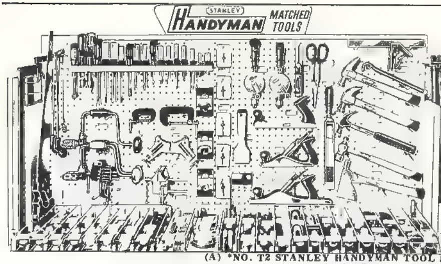
40-PC. SERVICE FOR 8

Here you get eight lovely place settings. Set consists of 8 knives, 8 forks, 8 teaspoons, 8 cream soup spoons, 8 salad forks. Each magnificent pattern will give you everlasting enjoyment.

52-PC. SERVICE FOR 8

Full, deluxe set. Consists of 8 knives, 8 forks, 8 cream soup spoons, 8 salad forks, 16 teaspoons, 1 sugar spoon, 1 butter knife, 2 tablespoons.

ADDITIONAL OPEN STOCK PIECES ARE AVAILABLE . . . WRITE FOR PRICES



*STANLEY HANDYMAN TOOLS

A complete line of good tools, medium priced, carefully selected, grey and red finish, attractively packaged and properly marked

(Z) *DISPLAY UNIT

Fits on top of standard step-up island, a wall unit or with IRHA gondola. Constructed of yellow ¼ in. peg board, 52 in wide; 30 in. high, and meets IRHA specifications for size and color. Peg board panel is screened for easy positioning of tools All the hardware, price clips and inserts, bin board, glass binning you need for the fixture (except the tools) are packed with panel in one carton

Bought With No. T2 Stock

***No. H2 ....Each $57.50**
ls ln

Bought Without No. T2 Stock

***No. H2 ....Each $67.50**
es ln

Shipping Weight 89 Lbs.

(A) *NO. T2 STANLEY HANDYMAN TOOL STOCK
Contains 198 Tools

No of Pieces	Nos	ITEM
2	H1202	3½' Scratch Awl
2	H1227	4/16" Auger Bit
2		6/16" Auger Bit
2		8/16" Auger Bit
1		10/16" Auger Bit
1		12/16" Auger Bit
2	105	3/8" Power Bit
2		1/2" Power Bit
2		3/4" Power Bit
2		1" Power Bit
1	129	Expansive Bit
2	H1226	1/4" Screw Driver Bit
2		3/8" Screw Driver Bit
2	H1225	8" Bevel
2	H1211	2/32" Nail Set
2		3/32" Nail Set
2	H1210	1/8" Center Punch
1	H1250	10" Bit Brace
2	H1253	10" Bit Brace
2	H152	2" "C" Clamps
2	H156	3" "C" Clamps
2	404	Corner Clamps
2	137	Countersink
2	139	Countersink
2	442	3/8" Cold Chisel
2	443	1/2" Cold Chisel
2	445	3/4" Cold Chisel
2	494	3/8" Center Punch
2	491	5/32" Pin Punch
2	H1252	1/4" Wood Chisel
2		1/2" Wood Chisel
2		3/4" Wood Chisel
2		1" Wood Chisel
2		1¼" Wood Chisel
2		1½' Wood Chisel
2	H1214	Hand Drill
1	H1220	Hand Drill
2	46	Push Drill
2	1525	¾" x 8 Comb Drill-Countersink
2		1" x 8 Comb. Drill-Countersink
2		1¼" x 8 Comb. Drill-Countersink
2		1½' x 8 Comb Drill-Countersink
2		1½' x 10 Comb Drill-Countersink
2	299	Utility Knife
25	1991	Utility Knife Blades
2	1545	File
1	N1½	16 oz. "Nailmaster" Hammer
2	H111½	16 oz. Nail Hammer
2	H121½	16 oz. Nail Hammer
1	H0310	16 oz. Ball Pein Hammer
1	H122	3½' Hatchet
2	H1293	9 in. Torpedo Level
2	H1294	18" Pine Level
1	H1295	24" Pine Level

***No. T2**–Tool Stock Only...Each $329 50
hcoes

***No. HT2**–Tool Stock With No H2 Display Unit.............Each $387.00
hsscs

Shipping Weights: No T2 – 100 Lbs., No HT2 – 196 Lbs

No of Pieces	Nos	ITEM
2	H1287	Line Level
1	H1297	24" Aluminum Level
2	H33	Nail Claw
2	H818	18" Ripping Chisel
2	H1224	24" Ripping Bar
1	H1204	Bench Plane
1	H1205	Bench Plane
1	H1249	Block Plane
2	H1247	Block Plane
2	101	Block Plane
2	1500	6" Pliers
2	1503	9" Pliers
2	1540	Putty Knife
2	1206W	6 ft. Pull-Push Rule
2	1208W	8 ft. Pull Push Rule
2	1210W	10 ft. Pull-Push Rule
2	H1260	6 ft. Pull Push Rule
1	6350	50 ft. Steel Tape
2	96	6 ft Zig-Zag Rule
2	106	6 ft. Zig-Zag Rule
2	X246	6 ft. Zig-Zag Rule
1	1526	26" Hand Saw
2	H1265	Hack Saw
2	293	Scraper
2	H1270	3" Screw Driver
2		4" Screw Driver
2		6" Screw Driver
2	1721	Screw Driver
2	1722	Screw Driver
2	3006	3" Screw Driver
2		4" Screw Driver
2		6" Screw Driver
2	3007	4" Screw Driver
2		6" Screw Driver
2	3008	3" Screw Driver
2		6" Screw Driver
2	3010	2" Screw Driver
2	3012	Screw Driver
2	3016	4" Screw Driver
2	133H	Spiral Screw Driver
2	233H	Spiral Screw Driver
1	1541	10" Duckbill Snips
1	420	Soldering Iron
2	H1222½	12" Combination Square
2	900	Steel Square
2	295	"Surform" file type
2	296	"Surform" plane type
2	294	"Surform" blades
1	702	Woodworkers' Vise
1	H1209	Bench Vise
2	1536	8" Angle Wrench
2	1529	Open End Wrench Sets

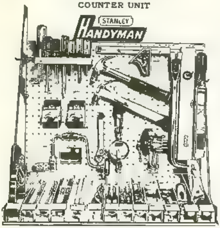
*Direct Shipment–(Transportation Prepaid On No. HT2)

Balance F O B. Factory

(Z)

*MATCHED TOOLS

COUNTER UNIT



Stanley—Handymen

Peg board display Panel 24 in high, 30 in wide. Bin area 29½ in wide, 11 in. deep. Complete with binning price inserts, etc

No		Each
*H3—Bought with No. T3 stock		$22.50
		h h l n
*H3—Bought without No. T3 stock		$27.50
		h s l n

Shipping Weight—28 Lbs.

*NO. T3-HANDYMAN
(A)

MATCHED TOOL STOCK

Contains 73 Tools

No of Pieces	Nos.	ITEM
2	H1227—4/16"	Auger Bit
2	6/16"	Auger Bit
2	8/16"	Auger Bit
1	H1253—10"	Bit Brace
2	H1252—½"	Wood Chisel
2	¾"	Wood Chisel
2	1"	Wood Chisel
1	H1220—	Hand Drill
2	299—	Utility Knife
25	1991	Utility Knife Blades
2	H111½—16 oz.	Nail Hammer
1	N.½—16 oz.	"Nailmaster" Hammer
2	H1292—9"	Torpedo Level
1	H1294—18"	Line Level
2	H1287—	Line Level
2	H1211—2/32"	Nail Set
1	H1204—	Bench Plane
2	H1247—	Block Plane
1	1500—6"	Pliers
2	H818—18"	Ripping Chisels
2	1206W—6 ft	Pull-Push Rule
2	1208W—8 ft	Pull Push Rule
1	96—6 ft	Zig-Zag Rule
1	526—26"	Hand Saw
3	H1270—3"	Screw Driver
3	4"	Screw Driver
3	3006—3"	Screw Driver
3	6"	Screw Driver
3	1721—1 pt	Screw Driver
3	1722—2 pt.	Screw Driver
2	233H—	Spiral Ratchet Screw Driver
2	H1222½—12"	Combination Square
2	295—	"Surform", File Type
1	H1209—	Bench Vise
2	1536—8"	Angle Wrench

Tool Stock Only

No.		
T3	Each	$124.40
		t h o a

Shipping Weight 45 lbs

Tool Stock with No. H3 Counter Unit

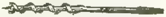
No		
HT3	Each	$149.40
		c n s o a

Shipping Weight — 83 Lbs.

*Direct Shipment, F.O B New Britain, Conn.

STANLEY HANDYMAN, TOOLS

AUGER BITS 14



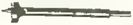
Double twist—extension lip.

Nos				
H1227-4—4/16 in.			Each	**$1.05**
(L) IBM	44812	1 to 11	(14)	s c
(A) IBM	44812	12 or More	(22)	e e
H1227-6—6/16 in.			Each	**$1.05**
(L) IBM	44813	1 to 11	(12)	s c
(A) IBM	44813	12 or More	(20)	e e
H1227-8—8/16 in.			Each	**$1.15**
(L) IBM	44814	1 to 11	(10)	s e
(A) IBM	44814	12 or More	(28)	s c
H1227-10—10/16 in.			Each	**$1.22**
(L) IBM	44816	1 to 11	(15)	t c
(A) IBM	44816	12 or More	(23)	s e
H1227-12—12/16 in.			Each	**$1.35**
(L) IBM	44817	1 to 11	(13)	t o
(A) IBM	44817	12 or More	(21)	t n

Six in a Box

ELECTRIC DRILL BITS

"POWER-BORE"

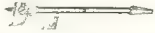


For fast, smooth cutting in wood Fit ¼ inch and larger electric drill and drill press chucks Made of tool steel, fully heat treated Brad point, extension lip and spur work together for smooth, true round hole. Bits are ideal for boring at angles and for mortising

Nos.				
S105—3/8 in.			Each	**$0.98**
(L) IBM	44818	1 to 11	(11)	e s
(A) IBM	44818	12 or More	(29)	e a
S105—1/2 in.			Each	**$0.98**
(L) IBM	44819	1 to 11	(19)	e s
(A) IBM	44819	12 or More	(27)	e a
S105—5/8 in.			Each	**$0.98**
(L) IBM	49992	1 to 11	(19)	e s
(A) IBM	49992	12 or More	(27)	e a
S105—3/4 in.			Each	**$1.19**
(L) IBM	44820	1 to 11	(17)	t n
(A) IBM	44820	12 or More	(25)	s l
S105—7/8 in.			Each	**$1.19**
(L) IBM	49993	1 to 11	(17)	t n
(A) IBM	49993	12 or More	(25)	s l
S105—1 in.			Each	**$1.19**
(L) IBM	44821	1 to 11	(15)	t n
(A) IBM	44821	12 or More	(23)	s l

Six in a Box

EXPANSIVE BITS

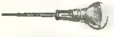


Expansive with two cutters, size 7/8 to 3 in

No				
129			Each	**$3.89**
(L) IBM	44822	1 to 5	(13)	h e n
(A) IBM	44822	6 or More	(21)	h r l

One in a Box

SCRATCH AWLS

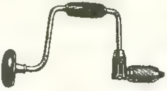


Length 2¾ Inches

No.				
H1202			Each	**$0 69**
(L) IBM	44823		(11)	r s

Six in a Box

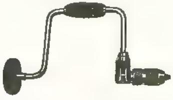
BIT BRACES 14



Tropical hardwood trim, steel clad, ball bearing head Open ratchet

No.				
H1250—10 in.			Each	**$6.49**
(L) IBM	44824	1 or 2	(19)	r a a
(A) IBM	44824	3 or More	(27)	r n n

Two in a Box

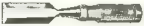


Hardwood trim, lacquered grey. Open ratchet

No.				
H1253—10 in.			Each	**$4.49**
(L) IBM	44825	1 to 3	(16)	a n n
(A) IBM	44825	4 or More	(24)	h t t

Two in a Box

CHISELS 13



2½ inch thin blade, plastic handle.

Nos				
H1252-¼—¼ in.			Each	**$1.45**
(L) IBM	44826	1 to 11	(14)	o s
(A) IBM	44826	12 or More	(22)	o c
H1252-½—½ in			Each	**$1.65**
(L) IBM	44827	1 to 11	(12)	c c n
(A) IBM	44827	12 or More	(20)	c n r
H1252-¾—¾ in.			Each	**$1.69**
(L) IBM	44828	1 to 11	(10)	c c a
(A) IBM	44828	12 or More	(28)	c n e
H1252-1—1 in.			Each	**$1.98**
(L) IBM	44829	1 to 11	(18)	c a a
(A) IBM	44829	12 or More	(26)	c h l
H1252-1¼—1¼ in.			Each	**$2.30**
(L) IBM	44830	1 to 11	(16)	c l a
(A) IBM	44830	12 or More	(24)	c a r
H1252-1½—1½ in.			Each	**$2.59**
(L) IBM	44831	1 to 11	(14)	c s a
(A) IBM	44831	12 or More	(22)	c e n

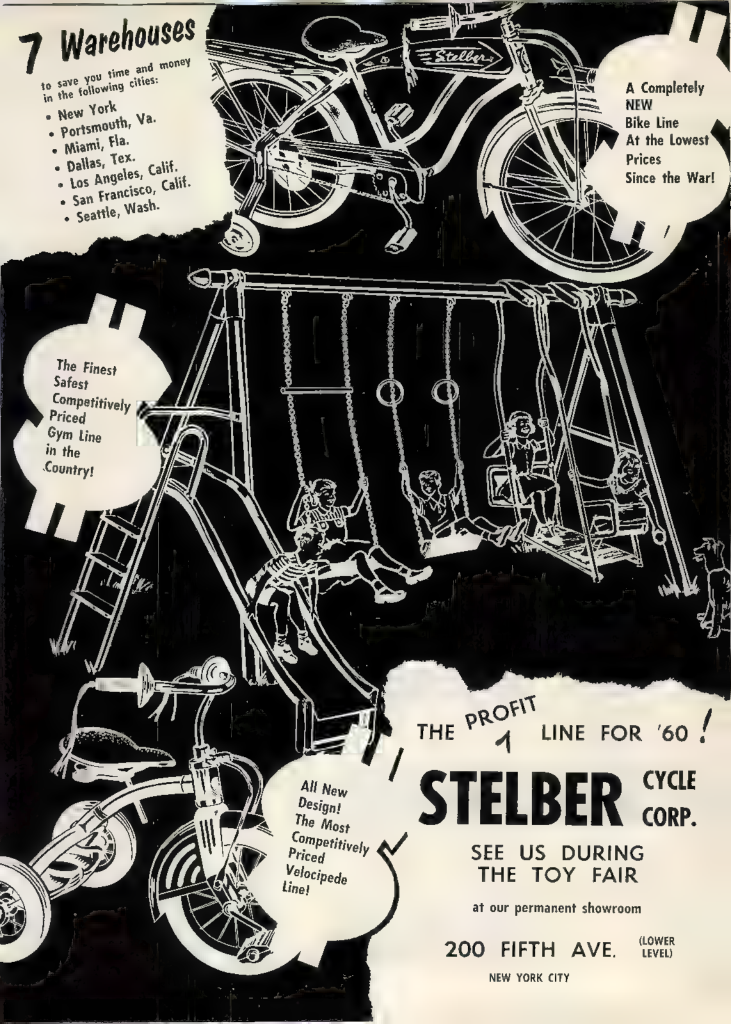
Six in a Box

CHISEL SET 12

¼, ½, ¾, 1 inch sizes in plastic kit, plastic handles

No				
H1252R			Per Set	**$7.20**
(L) IBM	44841	1 or 2	(13)	r t n
(A) IBM	44841	3 to 5	(21)	r l l
(A) IBM	44841	6 or More	(39)	r a o

One Set in a Box



7 Warehouses

to save you time and money in the following cities:

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A Completely NEW Bike Line At the Lowest Prices Since the War!

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THE PROFIT LINE FOR '60 !

STELBER CYCLE CORP.

SEE US DURING THE TOY FAIR

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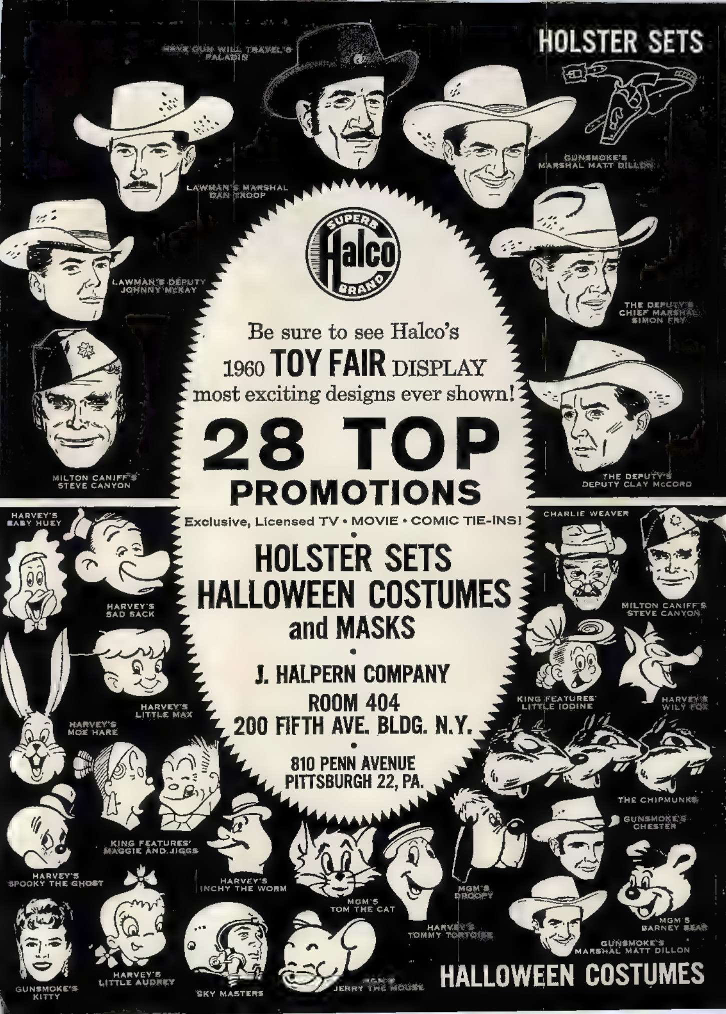
NEW YORK CITY


HOLSTER SETS
HAVE GUN WILL TRAVEL'S PALADIN
LAWMAN'S MARSHAL DAN TROOP
GUNSMOKE'S MARSHAL MATT DILLON
LAWMAN'S DEPUTY JOHNNY McKAY
THE DEPUTY'S CHIEF MARSHAL SIMON FRY
MILTON CANIFF'S STEVE CANYON
THE DEPUTY'S DEPUTY CLAY McCORD
HARVEY'S BABY HUEY
HARVEY'S SAD SACK
CHARLIE WEAVER
MILTON CANIFF'S STEVE CANYON
HARVEY'S LITTLE MAX
HARVEY'S MOE HARE
KING FEATURES' LITTLE IODINE
HARVEY'S WILY FOX
THE CHIPMUNKS
GUNSMOKE'S CHESTER
KING FEATURES' MAGGIE AND JIGGS
HARVEY'S SPOOKY THE GHOST
HARVEY'S INCHY THE WORM
MGM'S TOM THE CAT
MGM'S DROOPY
MGM'S BARNEY BEAR
HARVEY'S TOMMY TORTOISE
GUNSMOKE'S MARSHAL MATT DILLON
GUNSMOKE'S KITTY
HARVEY'S LITTLE AUDREY
SKY MASTERS
MGM'S JERRY THE MOUSE
HALLOWEEN COSTUMES

SUPERB Halco BRAND

Be sure to see Halco's
1960 **TOY FAIR** DISPLAY
most exciting designs ever shown!

28 TOP PROMOTIONS

Exclusive, Licensed TV • MOVIE • COMIC TIE-INS!

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HOLSTER SETS
HALLOWEEN COSTUMES
and MASKS

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J. HALPERN COMPANY
ROOM 404
200 FIFTH AVE. BLDG. N.Y.

•

810 PENN AVENUE
PITTSBURGH 22, PA.

TO BE SEEN AT THE TOY FAIR

29 Items, 9 Sets in Tonka's Line

HAVING sold its entire 1959 production—and unable to meet year-end demand—Tonka Toys, Inc., enters 1960 with a new factory addition and a line of scale model metal vehicles which is expected to keep even the new facility at near capacity.

With 11 new models and four sets in its enlarged line of 29 individual toys and nine combinations, Tonka claims the strongest line in its 15-year history. This factor, coupled with stable prices, is expected to contribute to an even better year than 1959, when the Mound, Minn., firm exceeded anticipated sales by 10 per cent.

Such innovations as a Cement Mixer, Bulldozer, Mobile Dragline and Deluxe Fisherman are among the models that lend emphasis to Tonka's expectations.

Coinciding with the introduction of its new toys at the Toy Fair, Tonka has moved its New York showrooms to rooms 1000, 1002 and 1004 at 200 Fifth Avenue. In addition to serving as a permanent display area for Tonka Toys, this location is also that of Arthur Piser, the company's Eastern representative.

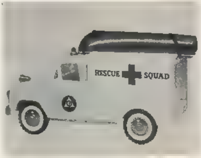
Tonka's new plant addition, completed this month (March), is the third erected by the company in the past five years to keep pace with increasing product demand. Since 1955 the firm has built 67,200 square feet of factory space under its projected plan for a new four-phase plant and office building

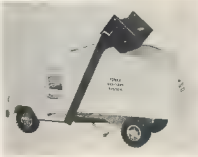
In addition to their traditional variety, Tonka's 1960 models are all operational and embody their usual realistic styling and durable construction features. A variation in the hood design prevails on all models.

Among the most notable additions to the Tonka fleet is the Cement Mixer, a working likeness of that indispensable construction device. Operating in much the same way as its counterpart, this red and white toy is equipped with a top-loading hopper, a geared mixing unit (made of tough all-weather Implex material) that rotates when the truck moves, a tilting mixer mechanism, and an adjustable chute for dumping the "mix." Listing for $6.98, the Cement Mixer has tandem heavy-duty dual wheels to handle maximum loads.

Realism in construction equipment is also evidenced in Tonka's new Mobile Dragline, a versatile machine that travels to any job site under its own power. Mounted on a sturdy 10-wheel truck bed, the dragline swivels 180 degrees. One crank drags the scoop toward the cab for filling, while a second raises or lowers the dirt-filled bucket. Rear supports anchor the unit when it is in operation. Painted orange, it lists for $7.98.

The least expensive new Tonka Toy—the Bulldozer—is also said to be one of the most play-packed. Listing for $2.98, this unit is another heavy-equipment item that closely resembles its counterpart. Deep-grooved rubber tracks move the 'dozer in any direction, while a lever adjusts blade height to three positions. A miniature diesel engine is visible under the hood of this orange colored plaything





FROM TOP TO BOTTOM

1. Cement Mixer, $6.98
2. Mobile Dragline $7.98
3. Rescue Squad, $3.98
4. Sanitary Truck, $7.98

The Bulldozer is combined with a heavy-duty tractor trailer for ready movement to and from job sites. This dual-purpose item (Bulldozer and Lowboy) lists for $6.98.

A complete outfit for fishing-camping trips is provided in Tonka's Deluxe Fisherman. In addition to a blue-and-white style side pick-up for camping and carrying. This $6.98 toy consists of a runabout boat, trailer and scale model outboard motor. Both the boat—with its windshield and cushioned seats—and the four-wheel trailer are of contemporary design. The truck, which features white sidewall tires, snap-open tailgate and new ball-type trailer hitch, lists separately as the Fisherman for $3.98.

Young truck drivers will appreciate Tonka's new Tanker, whose giant tank of all-weather Implex will transport a gallon of liquid Equipped with a sectional filler hose and adapter that fits any standard garden hose, the bright red Tanker can be loaded in seconds and dispatched on its 14 rubber tires. Dual "floating" rear wheels are among the innovations in this toy, which lists for $9.98.

A versatile toy that will work in harmony with many other playthings, the new Power Boom Loader features a steel, winch-operated boom mounted on a blue flat bed truck. The boom's heavy-duty clamp and nylon cord assures trouble-free operation with the biggest of loads. White sidewall tires and tandem rear wheels are featured on this unit, which lists for $4.98.

The new Rescue Squad vehicle is designed for all "emergency calls." Complete with ladder and polyethylene boat strapped on its roof, the Rescue Squad has a simulated flasher light and siren to clear the way Painted white with red trim and white sidewall tires, this model lists for $3.98

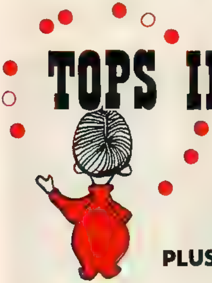
Tonka's new Timber truck is combined with the Power Boom Loader to form one of the company's four new sets Designated Timber Company, this combination of vehicles and logs lists for $9.95

A Bulk Storage set, listing at $14.95 provides young fleet owners with the Tanker and two half-gallon storage tanks, all of which can be filled with accompanying hoses when attached to a garden hose.

Four Tonka Toys comprise the new Paving Department, at $18.95 list. The Cement Mixer and Bulldozer are joined by the Grader and Dump Truck in this versatile set with many operational features.

The State Turn-Pike utilizes four construction vehicles; the Dump Truck, Pick-up Truck, Mobile Dragline and Bulldozer. Listing for $19.95, this combination also includes two warning signs and a road barrier, safety devices which are supplemented by blue flashers atop each of the four vehicles.

TOPS IN TOYS



DOLLS-
PUPPETS
PLUSH-SOFT TOYS

FAMOUS NAMES

DON DURANT
as "Johnny Ringo"
PUPPETS

CAROL LYNLEY
20th Century Fox's
Brightest New Star
DOLLS 20", 25", 30"

RORY CALHOUN
as "The Texan"
PUPPETS

TOY FAIR
1416 Hotel New Yorker

TOPS IN TOYS

1909 Pontius Ave., Los Angeles 25

1960

BOZO

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A NEW LOOK

- **NEW SHAPES**
- **NEW SIZES**
- **NEW NUMBERS**

All of the old Lovable BOZO items — **plus** new all vinyl heads—**plus** new plush puppets—**plus** new BOZO Pajama Bags—**and** the Great New 36" BOZO DOLL. Items retailing

$1.00 to $10.00

•

See us at the Toy Fair
ROOM 1416
Hotel New Yorker

•

RENALL DOLLS, Inc.

1909 Pontius Ave.
Los Angeles 25

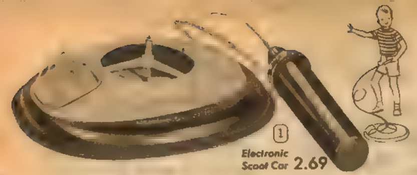
Hours of Fun

[1] SCOOT AIR CAR rides along from ⅜ to ½-inch above floor, table-top, even water! No wheels, wings, or visible support. High impact plastic in vivid colors. 5-ft. remote control cord. Uses flashlight batteries.
35 Y 5344—Ship. wt. 1 lb..**2.69**
35 Y 4777—Batteries. 1 lb. 4/85c

[2] 18-PC. CONSTRUCTION SET includes 4¾-in. Tractor, 6-in. cargo hauler with opening sides, 7¾-in. dump works, 6-wheel flatbed truck for 8-inch crane or power shovel. Grader, dump truck, bags, 3 signs, and barriers. Sturdy metal
35 Y 5338—Wt. 3 lb. 6 oz..**3.99**

[3] FIRE SET—Your junior fireman will have plenty of fun with this 13-in. hook-and-ladder truck with raising ladder. Set also includes emergency truck, two fire cars, a fire alarm, pump, hose, fire plug, and miscellaneous signs. 3.00 value.
35 Y 5339—Wt. 2 lb. 3 oz..**2.69**

[4] FIREBIRD "99"—Auto dashboard really works. Insert ignition key, turn, and operate windshield wiper, turn signals, horn. Adjustable rear view mirror. Glove compartment opens. 13¼x6¾x9¾-in. Uses 2 flashlight batteries (see #1).
35 Y 5342—Wt. 3 lb. 4 oz..**5.99**

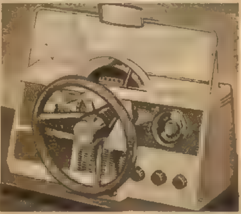


[1] Electronic Scoot Car **2.69**

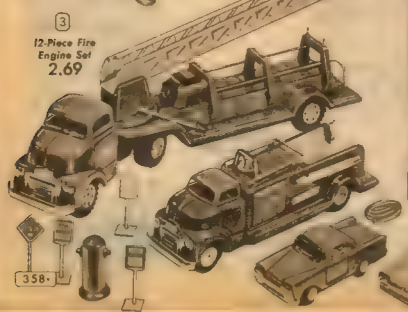
SCHOOL
STOP

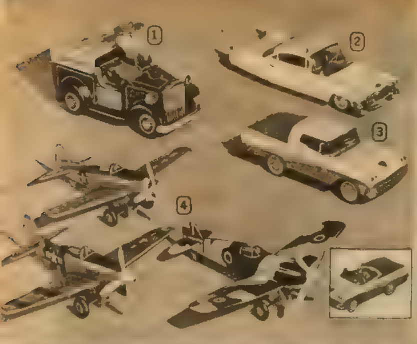
[2] 18-Piece Construction Set **3.99**

[4] Firebird "99" Auto Dashboard **5.99**



[3] 12-Piece Fire Engine Set **2.69**





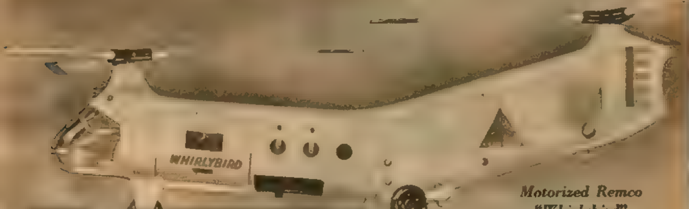
Self Powered

1 SHERIFF'S CAR—Battery powered! Sheriff drives, cranks siren. Flashing Red light on hood. Car is bright Red and Orange metal. Hard rubber tires. 9½x 6½-in. Uses 2 "D" cells (not included).
35 Y 5353—Ship. wt. 2 lb. 2 oz.....**2.99**

2 FRICTION MOTOR CADILLAC—Realistic design—looks like swank Cadillac hardtop! All metal body; wraparound front and rear window. Rubber tires. Size: 11¼x3x4-in. wide. Friction motor.
35 Y 5328—Ship. wt. 1 lb. 6 oz.....**1.79**

3 SKYLINER RETRACTIBLE Hardtop Convertible "Steel top" comes up, goes down into trunk. Steers left and right automatically. Metal. Uses 2 "D" batteries (not included).
35 Y 5369—Ship. wt. 1 lb. 4 oz.....**2.89**

4 3 FIGHTER PLANES from World War II. Friction powered spinning props. Mustang, Thunderbolt and Spitfire planes. About 9-inches long.
35 Y 5352—Wt. 1 lb. 10 oz. Set of 3 **2.99**

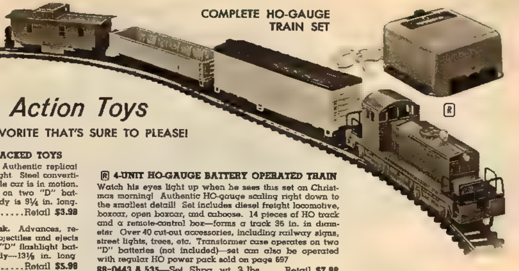


5 SATELLITE INTERCEPTOR—Sensational Satellite floats in mid-air, as if it is beyond earth's gravity—stands on shaft of air electrically operated from missile station. Operator sights, tracks satellite by instrument—shoots it out of orbit. Remote-controlled missiles fired by jet of air! Durable plastic construction. 7.98 elsewhere!
35 Y 5300E—Shipping weight 5 pounds..................**5.99**
35 Y 4777—"D" Batteries. Wt. 1 lb..................4 for 85c

Motorized Remco "Whirlybird"

Over 2-ft. in length! **789**

HUGE Whirlybird rescue helicopter has large 17-in. diameter rotors! Complete with small army of 25 men, truck, jeep, tank and artillery piece! Equipped with motor driven hoist chain with hook and rescue sling! Copter taxis along ground, rotors chop away like real whirlybird! Molded in rugged high-impact plastic. Operates on 2 "D" cells. (Batteries not included.)
35 Y 5349E..........**7.89**
Shipping weight 5 lb.



COMPLETE HO-GAUGE
TRAIN SET

Children Love Action Toys

CHOOSE A PLAY-TESTED FAVORITE THAT'S SURE TO PLEASE!

A to J EXCITING ACTION-PACKED TOYS

[A] Late Model Retractable Hardtop. Authentic replica! Goes forward, reverse, steers left or right. Steel convertible top can be retracted into trunk while car is in motion. Remote-control battery box—operates on two "D" batteries (not incl.). 3-ft. cable. Metal body is 9¼ in. long.
87-3463 A 265—Shpg. wt. 2 lbs.........Retail **$3.98**

[B] Remco U. S. Army "Bulldog" Tank. Advances, retreats, climbs obstacles! Fires four projectiles and ejects empty brass shells. Operates on two "D" flashlight batteries (not incl.). Durable plastic body—13⅛ in. long
87-3539 A 399—Shpg wt. 2 lbs..........Retail **$5.98**

As above, but 22½ in. long. Uses four "D" batteries.
87-4768 A 865—Shpg. wt. 6 lbs........Retail **$12.98**

[C] "Electronic-Flash" Plane. Push of button sends plane into a series of stunts! Plastic fuselage—laminated wings, stabilizer. Attached to control stick by 6-ft. cable. Uses two "D" batteries (not incl.). 14-in. wing span.
87-3356 A 200—Shpg. wt. 1½ lbs.......Retail **$3.00**

[D] High-Flying Helicopter. Really flies—goes as high as 300 ft.! Manual starter automatically rewinds for next flight Soft polyethylene blades, high-impact plastic body. 12 in. long. 18-in. rotor span. Easy to assemble.
87-3398 A 135—Shpg. wt. 1 lb...........Retail **$2.00**

[E] New Mr. Machine by Ideal. He walks, ringing his bell and swinging his arms—every 15 seconds a siren sounds. Spring-wound motor can be set to run in cycles or continuously for 1 minute. Completely assembled, easy to take apart—color guide instructions for re-assembly. Clear plastic body shows moving parts. 18 in. tall.
87-1806 A 800—Shpg. wt. 5 lbs........Retail **$12.00**

[G] 2-Stage Rocket and Parachute Set. Fires 1st and 2nd stage rockets or 13-in single stage rocket with parachute. Soars up to a height of 300 ft. Safe—uses water as fuel Includes all necessary apparatus.
87-1760 A 335—Set. Wt. 1½ lbs........Retail **$4.98**

[H] H_2O Two-Stage Rocket Set. Launches two separate stages—soars hundreds of feet into the air. 2nd stage with safe cap-firing warhead "explodes" on return to earth. Can be launched by water or air pressure—also by combination of the two. Accessories include air pump, adapter, first-stage rocket, four 8½-in. 2nd-stage rockets, launching platform, hand launcher. 24 in. high assembled.
87-3562 W 669—Set. Shpg. wt. 5 lbs....Retail **$10.00**

[I] Peanut Vendor. Plush peddler bear pushes gaily lithographed metal peanut cart. See peanuts pop through clearly lighted window as "smoke" pours out stack. Operates on two "D" batteries (not incl.). Bear is 9½ in. high.
87-1798 A 335—Shpg. wt. 2 lbs.........Retail **$4.98**

K to P FUN-FILLED DIRECT IMPORT TOYS

[K] Marvelous Locomotive. A real fun-packed toy! Loco goes gaily on its way with lights flashing Sounds like a real train engine—blows colorful plastic balls through its wire chimney. Automatically changes its route if something blocks its path. Lithographed metal. Operates on two "D" batteries (not incl.). 10 in. long
87-0477 A 259—Shpg. wt. 1½ lbs.......Retail **$4.00**

[L] Bulldozer. Nothing can stop this bulldozer—driver turns it in another direction if it hits something Flashing engine lights, motor parts move. Lithographed metal. Operates on two "D" batteries (not incl.). 9¼ in. long.
87-3513 A 259—Shpg. wt. 1½ lbs.......Retail **$3.98**

[M] Frisky Pup. Keeps children entertained. Walks forward and wags his tail—when he walks his eyes light up; when he stops, he barks. Sturdy metal body covered with soft plush. Operates from remote-control box on two "D" batteries (not incl.). 8 in. high.
87-0519 A 259—Shpg. wt. 1½ lbs.......Retail **$4.00**

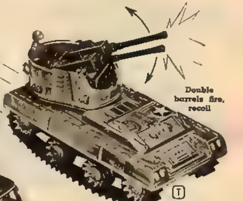
[N] "Miss Friday," the Typist. Fun for future secretaries! Miss Friday works at her desk all day—she really types! Vinyl head with life-like hair in ponytail. Lithographed metal desk has drop leaves, phone, paper stand. Operates on two "D" batteries (not incl.). 6 in. high.
87-0826 A 195—Shpg. wt. 1 lb...........Retail **$2.95**

[P] Fishing Bears Savings Bank. An exciting, fun-filled way to save money. Insert coin in slot and Papa Bear fishes four times, Baby Bear puts fish in pail, Mama Bear watches with fry pan in hand. Lithographed metal. Operates on two "D" batteries (not incl.). 7 x 7 in. high.
87-0568 A 259—Shpg. wt. 2 lbs.........Retail **$4.00**

R 4-UNIT HO-GAUGE BATTERY OPERATED TRAIN

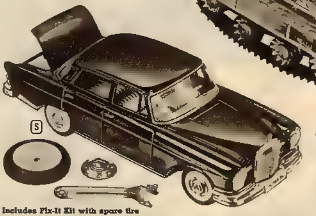
Watch his eyes light up when he sees this set on Christmas morning! Authentic HO-gauge scaling right down to the smallest detail! Set includes diesel freight locomotive, boxcar, open boxcar, and caboose. 14 pieces of HO track and a remote-control box—forms a track 36 in. in diameter Over 40 cut-out accessories, including railway signs, street lights, trees, etc. Transformer case operates on two "D" batteries (not included)—set can also be operated with regular HO power pack sold on page 697
88-0443 A 535—Set. Shpg. wt. 3 lbs.....Retail **$7.98**

Anti-Aircraft
Tank
Perfect for maneuvers



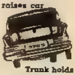
Double barrels fire, recoil

Mercedes-Benz with automatic right-or-left jack



Includes Fix-It Kit with spare tire and tools for speedy changes

Built-in jack automatically raises car



Trunk holds tools and spare parts

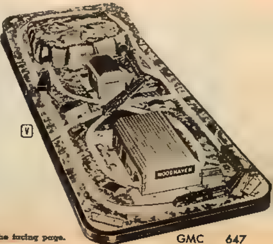
S MERCEDES-BENZ SPORTS CAR

Authentic scale model Mercedes-Benz with automatic built-in jack! Complete with Fix-It Kit for removing and changing tires and hub caps. Lever in trunk winds up jack. Right and left levers for built-in jack automatically raise or lower side of car. Powerful friction motor for fast pickup. Spare tire and hub cap included. Car is made of brightly lithographed metal—measures 12 in. long.
87-4420 A 269—Wt. 2½ lbs....Retail **$3.98**

T ANTI-AIRCRAFT TANK

You're sure to win with this imported anti-aircraft tank on your side! Just flip the on-off switch and anti-aircraft tank moves forward—two cannons "fire" red flash. Gun turret swivels to left and right and up and down. Rubber treads on eight wheels take sturdy tank over any terrain. Made of brightly colored lithographed metal. Operates on three "D" batteries (not incl.). 9 x 4½ x 5 in. high.
87-0600 A 259—Wt. 2 lbs......Retail **$4.00**

"MYSTERY TRAINS"
Each chooses its own route in and out of the tunnel!



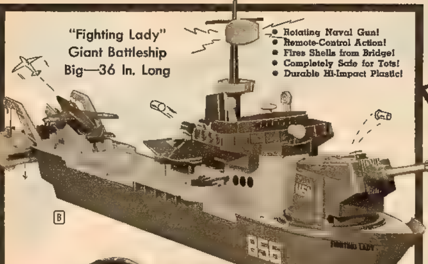
V TWIN ELECTRONIC TRAINS

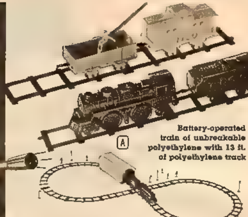
Each train chooses its way in and out of the tunnel! Train enters one side of tunnel—you never know which side it will come out! Switches on the side control movements. Lithographed steel layout has tunnel, mountain climb, and cross-over. Two complete trains are included—each with locomotive and two cars. Vibrating motor runs on two type "D" batteries (not included). Base measures 28¼ x 11¼ x 2¼ in. high.
87-5716 A 399—Wt. 6 lbs...**$5.98**

See page 554 for batteries to operate items on this and the facing page.

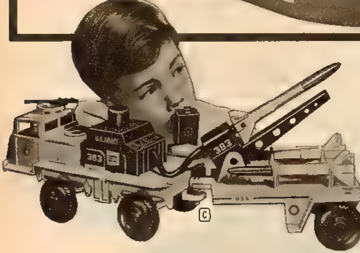
"Fighting Lady"
Giant Battleship
Big—36 In. Long

- Rotating Naval Gun!
- Remote-Control Action!
- Fires Shells from Bridge!
- Completely Safe for Tots!
- Durable Hi-Impact Plastic!

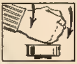




Battery-operated train of unbreakable polyethylene with 13 ft. of polyethylene track



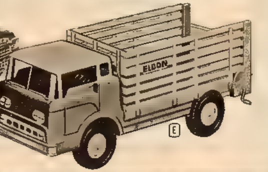
"Bop" rocket fires by compressed air—no water, no caps! Safe for little tots!



Strike plunger with fist to fire rocket!

Action Toys for Playtime Realism

AUTHENTIC-LOOKING REPLICAS TO CAPTURE A YOUNGSTER'S IMAGINATION



Unbreakable Poly®

A TO E ACTION-PACKED PLASTIC TOYS

Sure to delight the heart of every boy—and many little girls too! Scale models with working parts for hours of entertaining play. Quality-made of sturdy plastic for durability, long use.

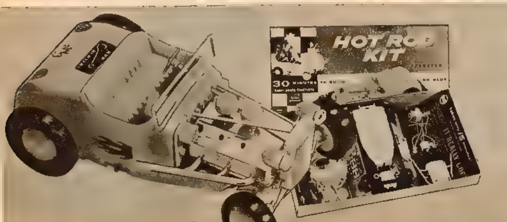
[A] Battery-Operated Train Set. Unbreakable polyethylene train set with polyethylene track. 30-in train consists of locomotive, coal tender, caboose, and crane-gondola car with magnetic crane that really works. Engine operates forward and reverse. 13-ft. figure-8 sectional track. Includes 15 detailed plastic accessories. Operates on two "C" batteries (not included).
84-2450 A 269—Set. Wt. 3 lbs....Retail **$3.98**

[B] Remco "Fighting Lady" Battleship. Giant battle wagon shoots harmless shells, ejects shell casings. Remote control naval gun fires from bridge—has reversible rotating gun mechanism with electronic fire warning system Electronic radio signals from bridge. Equipped with reconnaissance launching plane, depth charge "ash-cans" and firing mechanism, landing craft with sailors. High-impact plastic. Measures 36 in. long. Operates on two "D" batteries (not incl.). Not a water toy.
87-2788 W 869—Wt. 6 lbs.......Retail **$13.00**

[C] "Bop" Rocket. Exciting missile launching—completely safe for younger children to use! No levers or buttons, no water or caps. Pneumatic funnel releases guided missiles when it's hit with fist It's fun to "bop" missiles into "outer space." Includes three missiles, siren-warning microphone Made of high-impact plastic. Unit measures 19 in. long overall.
87-4438 A 200—Set. Wt. 1½ lbs..Retail **$3.00**

[D] Pick-Up Truck. Realistic—includes tool box with wrench, bumper jack, and spare wheel with tire for "emergency" repairs. Wheels and hub caps can be removed for quick tire change. Tailgate opens for loading and unloading. Equipped with clear windshield and windshield wipers, rear view mirror. Safe, unbreakable poly with chrome-plated trim. Truck measures 15 in. long.
87-2798 A 200—Wt. 1½ lbs.......Retail **$3.00**

[E] Stake Truck. Rugged heavy-construction truck with removable stake sides—for hauling all types of loads. Hand crank opens and closes tailgate—use it to lift heavy loads into truck. Safe, unbreakable poly construction. Latest cab design with wrap-around windshield and windshield wipers. Truck measures 18½ in. long.
87-2804 A 269—Wt. 2 lbs..... ..Retail **$4.00**



Easy-to-Assemble Hot Rod Car Fully Wired for Real Action!

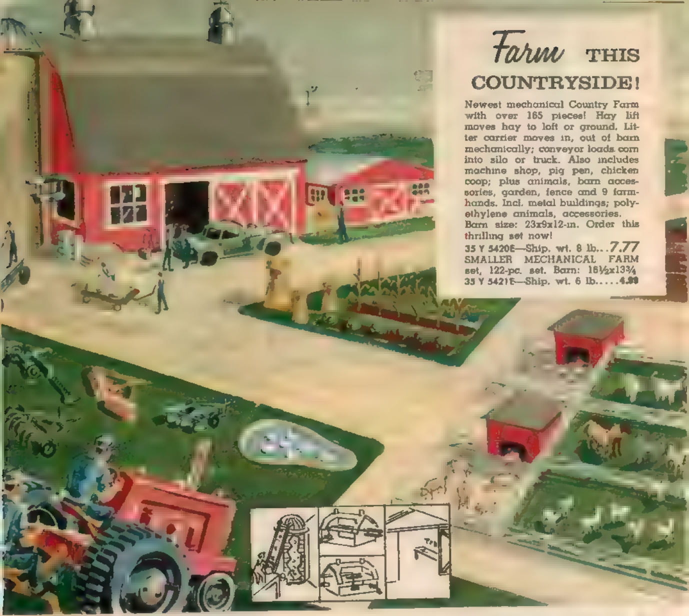
BATTERY-OPERATED HOT ROD CAR

- **Parts snap together easily in 30 min.**
- **Has completely wired electrical system!**

Hot rod goes forward and backward, wheels turn, headlights really light! An exciting action toy for car-conscious youngsters—provides hours of playtime fun! Easy to assemble—snaps together in just 30 minutes, no glue needed. Realistic hot rod body styling with completely wired electrical system including electric motor and light bulbs. Durable high-impact plastic body measures 4¾ x 2½ x 9½ in. long assembled. Motor and lights operate on two "D" flashlight batteries (not incl.).

88-0518 A 200—Kit Wt. 1½ lbs...$3.00

The merriest Christmas of all is the one with toys from GMC!



Farm THIS COUNTRYSIDE!

Newest mechanical Country Farm with over 165 pieces! Hay lift moves hay to loft or ground. Litter carrier moves in, out of barn mechanically; conveyor loads corn into silo or truck. Also includes machine shop, pig pen, chicken coop; plus animals, barn accessories, garden, fence and 9 farmhands. Incl. metal buildings; polyethylene animals, accessories. Barn size: 23x9x12-in. Order this thrilling set now!

35 Y 5420E—Ship. wt. 8 lb...7.77

SMALLER MECHANICAL FARM set, 122-pc. set. Barn: 16½x13¾

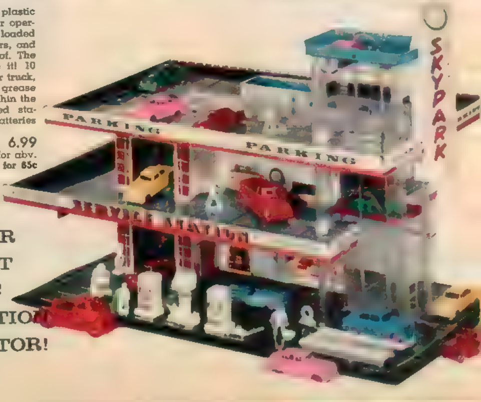
35 Y 5421E—Ship. wt. 6 lb.....4.99

Tri-level station has Red open plastic elevator shaft; moving elevator operated by a switch. Cars are loaded at ground floor, carried upstairs, and ejected in parking area on roof. The Jr. station manager will love it! 10 polythylene cars, jeep, wrecker truck, open body truck, gas pumps, grease rack, signs, and attendants within the station. Beautifully constructed station operates on flashlight batteries (not incl.). Order below.

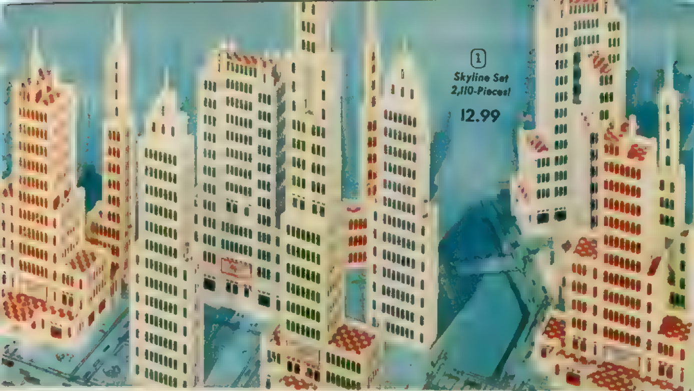
35 Y 5435E—Ship. wt. 10 lb.... 6.99

"D" FLASHLIGHT BATTERIES for abv.

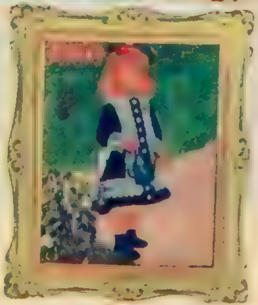
35 Y 4777 –Ship. wt. 1 lb... 4 for 65c



Boss YOUR OWN GIANT ELECTRIC SERVICE STATION WITH ELEVATOR!



New HOBBIES FOR BUSY HOURS



1 SKYLINE SET—This is the toy for all young builders! Keeps pace with the latest architectural trends by presenting dazzling colored windows that bring out all the startling details of skyscrapers, houses, bridges, buildings, monuments. Simple to construct with 3 basic interlocking parts, plus floors and windows. Models can be moved after completion. All parts interchangeable. 16-page instruction book.

35Y4557—2,110-pc. 6 lb. 9 oz. 12.99
35Y4558—1,330-pc. 3 lb. 8 oz. . 8.97
35Y4559—1,060-pc. 2 lb. 13 oz. 6.97
35Y4560—800-pc. 2 lb. 5 oz. . 5.47
35Y4561—510-pc. 1 lb. 12 oz. . 3.57
35Y4562—245-pc. 1 lb. 2 oz. . . 1.99

2 ART TRANSFER—Transfer complete color art from any printed page to canvas, metal glass, china, plastic or other surface with this new Gallery Art set! Just follow the easy instructions! When transferred to canvas, print looks like an oil painting! Apply to vases, lamps, trays, place-mats, etc! Set contains four 11x14-inch prints from National Gallery of Art, Washington, D.C.; brush, canvas, transfer fluid.

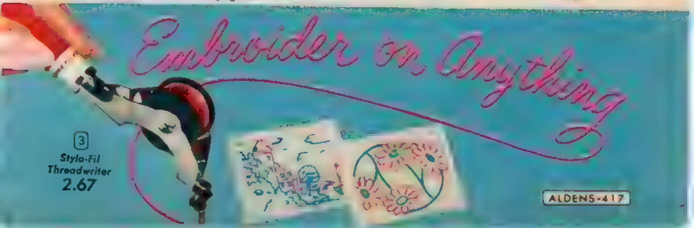
35 Y 4555—Costs 2.98 elsewhere. Instr. incl. Ship. wt. 2 lb. 10 oz. . . . . [redacted]
35 Y 4556—8 oz. fluid to transfer 10-15 pictures. Ship. wt. 1 lb. . . . . . . [redacted]

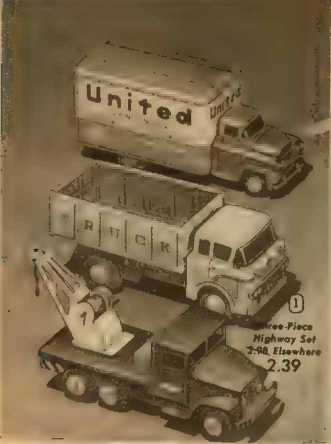
3 MAGIC EMBROIDERY PEN—Make monograms, designs, appliques on clothing, napkins, greeting cards, pictures, etc! Write with thread as you would with pencil or pen—it comes out looking like embroidery. If you make a mistake or wish to practice, simply sprinkle Stylo-Fil powder, write, pull thread off, start over! Set has Threadwriter, 4 bobbins multi-colored thread, powder, roller, 3 sheets pattern paper and 2 of cloth, stencils.

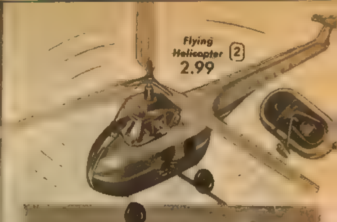
35 Y 4552—Suggestions included. Ship. wt. 1 lb. 5 oz 2.67
35 Y 4551—Refill with pattern paper, cloth, bobbins. Wt. 5 oz. 98c

Yours Dollars Now Buy up to 60% MORE on Credit. See page 281

2
Gallery
Art Set
2.69

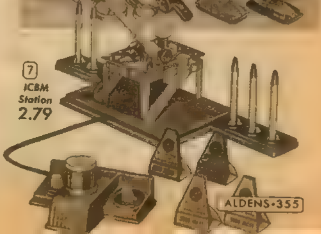






3
Climbing
Tractor
1.79
4 Wrecker
Cars
Set 1.99
Friction
5 Missile
1.89

Truckload
Of Toys 6
1.99
ALLIED



Roll 'Em

AND AWAY THEY GO!

1 **3-PIECE HIGHWAY SET** consists of friction-operated all steel trucks. Road service truck has cab over engine, large loading bed, and windshield. Wrecker truck has 6 wheels; chain hoist for raising, lowering vehicles. Moving van with windshield; doors open for loading.
35 Y 5330—Ship. wt. 2 lb. 10 oz. 2.98 Elsewhere.......**2.39**

2 **FLYING HELICOPTER** operates by remote control! Crank on cable controls take-off, hovering, and landings. All metal. Fun to operate, both by children and their dads! Hours of fun. A 3.95 value.
35 Y 5345—1 lb. 4 oz...**2.99**
Smaller Helicopter—as abv.
35 Y 5346—Wt. 15 oz...**1.69**

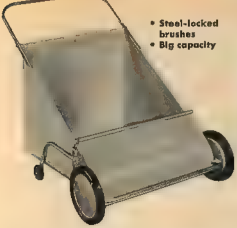
3 **CLIMBING TRACTOR** has clock-spring motor that lets it climb steep grades, go over obstacles, pull heavy loads. Rubber treads have hook at rear, and brake. Driver is plastic, tractor is steel. Harmless sparks fly from exhaust when tractor moves.
35Y5337—Wt. 1 lb. 7 oz. **1.79**

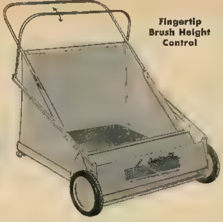
4 **CRASHMOBILES** – Run the cars forward so they collide — each will break apart in a realistic "wreck." Pieces can be snapped and locked back into place. Made of bright, high-impact plastic, each is 8-in. long and has wind-up motor. Mailable.
35 Y 5336—1 lb. 2 oz. **2/1.99**

5 **FRICTION MISSILE** launcher — Metal missile and launcher on carrying trailer have friction-powered motor with launching apparatus for positioning and firing missile. Also has revolving radar antenna. Boys will have plenty of fun with it!
35 Y 5325—1 lb. 7 oz...**1.89**

6 **TRUCKLOAD OF TOYS** —Metal van with friction motor, rubber wheels contains harmonica, watch, compass, magnifying glass, cars, carpenter's tools, gravitop, and many other toys to delight small fry. $2.98 value. Mailable.
35 Y 5304—1 lb. 9 oz. **1.99**

7 **ICBM STATION** — Missile launching pad uses jet stream of compressed air to hurl missile 30 feet! Remote control panel has dials plus adjustable flight angle. Also radar unit and target markers. Missiles rubber tipped for safety.
35 Y 5320—1 lb. 4 oz...**2.79**





LAMBERT Mark V SWEEPER

Sweeps a 25 in. path quickly and cleanly. A simple fingertip adjustment lets you select the sweeping height between 0 and 2½ in. Brush height and front shield adjust simultaneously. Alternate-tufted bassine fiber brushes are doubly locked in steel eliminates fanning-action for a truly cleaner sweep. Colored hamper of 10 oz. canvas has a 20-gauge galvanized steel pan — supported by sturdy 3 in. wheels. Front wheels are 10⅜x1½ in. with semi-pneumatic rubber tires. Sweeper folds compactly to only 10 in. deep. Ship. wt. 33 lbs.
1E-8923 X2047 ....**Retail 34.95**

LAMBERT Ranger SWEEPER

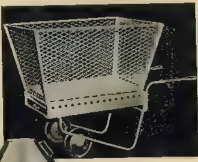
You get a big 30-in. sweeping width to make lawn cleaning a real snap! Cleans a greater area with less effort. New Wonder Bar-X controls brush height and position of front shield simultaneously. And a simple fingertip touch makes the adjustment. Rigid stay rods assure correct brush height with no downward creep. Heavy, waterproof, mildew-proof canvas hamper holds 6 bushels of debris. Ship. wt. 49 lbs.
1E-8856 X3047 ....**Retail 46.95**

25-IN. RANGER. Same as above but with 25 in. sweeping width and 5½ bushel capacity.
1E-8922 X2735 Ship. wt. 45 lbs............**Retail 41.95**

LEAF & TRASH BURNER

- **Burn Trash as You Go!**
- **No more piling trash before burning**
- **Giant 20 Bushel Capacity!**
- **Folds quickly to compact size**

Here's one of the most versatile and easy to use trash burners on the market. Ends forever the need to pile up separate loads of lawn debris before gathering up for burning. With this new burner, **you simply wheel it right with you and burn trash as you sweep up!**
Removable ash pan protects lawn—solid heat deflector plate protects operator while moving burner. Heavy gauge aluminized steel pan, tubular steel handles. 36x48x29 in. high, overall. F.O.B.
7E-90013 X3997 Ship. wt. 83 lbs.........**Retail 59.95**

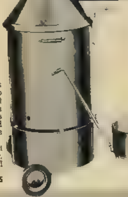


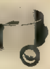
Folds Flat to Compact Size for Easy Storage

PORTA-BURNER TRASH BURNER

- **Burns trash even in wind or rain!**
- **Meets Most Rigid Fire Ordinances**
- **Use Lower unit As Garden Hauler**
- **Handy, 2½ Bushel Capacity**

Now you can burn trash and other garden debris completely—with practically no smoke and no danger of fire! Specially designed to meet the most stringent fire regulations in all cities—this trash burner can actually be used closer to buildings than any other model! And there's no more need to wait until the wind or rain stops . . . it works fine under any condition.
Upper burner section can be easily removed to convert the separate 7½ in. deep base into a light hauler. Has 6 in rubber tired wheels; aluminized steel construction 17¼x42 in. high.
4E-8884 X1265 Ship. wt. 32 lbs.......... **Retail 18.95**





Use Lower Section as Garden Cart

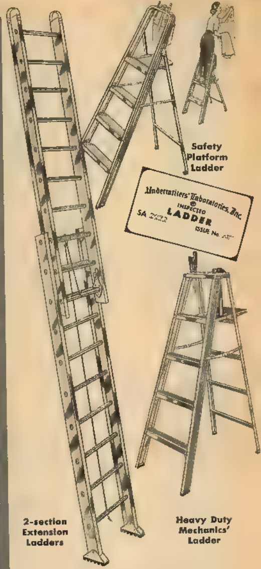
TRAMS GAS POWERED CHAIN SAWS

3½ H.P. 4-Cycle Gasoline Engine

Check all the outstanding power-packed features on this excellent chain saw—you won't find one to compare at anything near this price! Scientifically balanced for extra-easy carrying and sawing. Aviation-type diaphragm carburetor lets you use this saw in any position without adjustment. Even cuts flush with the ground, leaving no stumps! Equipped with Atkins chipper chains with ½ in. pitch, hardened chrome teeth. Husky 3.5 HP, 4-cycle gasoline engine has effortless recoil starter. **Enclosed spark plugs** protect operator from shocks. All controls are within easy fingertip reach. 2-pint fuel tank permits 3 to 4 hours cutting time. Has instant-pressure oiler for lubrication while sawing. Complete with chain tightener. F.O.B. Ill.
7E-95020 X11200 16-INCH. Ship. wt. 28 lbs. ....**Retail 149.50**

7E-95021 X12000 19-INCH. Ship. wt. 30 lbs. ....**Retail 159 50**

GAS POWERED CHAIN SAWS


Safety Platform Ladder
Underwriters' Laboratories, Inc.
INSPECTED
LADDER
SA
ISSUE No.
2-section Extension Ladders
Heavy Duty Mechanics' Ladder

Aircraft Aluminum LADDERS

SAFETY PLATFORM LADDERS. **Safest household work ladders we've seen!** One-piece arched frame with Redi-Tool Top and bucket hook. Made of lightweight aluminum—rugged, rustproof and rot-proof. Full-sized marine plywood work platform. Ribbed, non-slip steps 3 in. wide. Slip-resistant rubber feet. Riveted construction throughout Folds compactly to a thickness of only 3½ in. for storage, carrying.
1E-75054 X1040 4-FOOT. Wt. 9½ lbs...**Retail 15.60**
1E-75055 X1240 5-FOOT. Wt. 12 lbs....**Retail 18.60**
1E-75056 X1440 6-FOOT Wt. 14½ lbs. **Retail 21.60**

HEAVY DUTY MECHANICS' LADDERS. **Ideal for carpenters, electricians, painters, etc.,** also for heavier household use. Ribbed, non-slip steps, 3½ in. wide, double-riveted to 3½x¾-in. V-channel front rails. Rear rails 1x1x3-3/32-in. angle. All feet rubber-tipped. Big 8x9⅞-inch bucket holder. Tool-Tra Top holds tools, screws, etc. Pinch-proof spreaders. F.O.B. Pennsylvania.
7E-95058 X3397 8-FOOT. Wt. 29 lbs.. **Retail 51.00**
7E-95059 X4080 10-FOOT. Wt. 37 lbs...**Retail 61.20**
7E-95060 X5197 12-FOOT. Wt. 45 lbs...**Retail 76.00**

EXTENSION LADDERS **for painters, carpenters and maintenance men.** Lightweight, rugged aluminum construction. Two sections. Interlocking U-channels 3 in. x ¾ in. up to 28 ft.; 3 in. x 1 in. up to 40 ft.; slide smoothly, can't bind. Rungs locked to side rails. Slip-resistant neoprene feet. Spring-loaded cast aluminum gravity-type safety locks. Actual length equals length shown less overlap. F.O.B. Pennsylvania.

Catalog No.	Lgth.	O'lap	Weight	Retail
7E-95050 X3133	16-FT.	3 feet.	27 lbs . . .	47 00
7E-95051 X3867	20-FT.	3 feet	32 lbs...... .	58.00
7E-95052 X4667	24-FT	3 feet.	38 lbs.	70.00
7E-95053 X5333	28-FT	3 feet	43 lbs .. .	80.00
7E-95054 X6533	30-FT.	3 feet	53 lbs	98.00
7E-95055 X7220	32-FT	3 feet.	57 lbs. .. .	105.00
7E-95056 X7797	36-FT	3 feet.	63 lbs .. .	118.00
7E-95057 X8557	40-FT.	4 feet.	69 lbs........	130.00

TYCO

PRECISION MADE BY MANTUA IN THE U.S.A.

MORE THAN EVER . . .
AMERICA'S TOP HO TRAIN LINE

- 26 READY-TO-RUN SETS STARTING AS LOW AS $10.98
- POSITIVE WORM AND GEAR DRIVE ON ALL LOCOS
- DUAL LIGHTED PASSENGER CARS • LIGHTED DIESELS
- ALL CARS SCIENTIFICALLY WEIGHTED • NEW ACTION CARS

SEE THEM ALL AT THE TOY FAIR MARCH 7-16
Suite 992-994
SHERATON-ATLANTIC HOTEL
(formerly Sheraton-McAlpin)

Here are just a few of TYCO's Outstanding Set Values

T602
"BRIDGE BUILDER"
4 CAR PLYMOUTH INDUSTRIAL DIESEL, LIGHTED FREIGHT

Featuring ALL NEW Industrial Diesel lettered Republic Steel with 3 N.Y.C. flat cars with steel beam loads. 4 wheel N.Y.C. caboose and track circle. (List value $21.01.) Price **$12.98.**

T605, T605P, T606, T606P
"RED BALL EXPRESS" 4 CAR BOOSTER FREIGHT

0-4-0 N.Y.C. Steam Loco, box, gondola & flat cars, 4 wheel N.Y.C. caboose. Track circle. (List value $21.04.) Price **$14.98.** T605P same set with pack. (List value $26.99.) Price **$19.95.** T606 same set Great Northern. Price **$14.98.** T606P with pack **$19.95.**

T607
"CHEMICAL SPECIAL" 4 CAR TANK CAR SET

With F9 B&O gear drive lighted Diesel, DuPont, Hooker and Diamond Chemical tank cars, 4 wheel B&O caboose. Track oval. (List value $24.25.) Price **$19.95.**

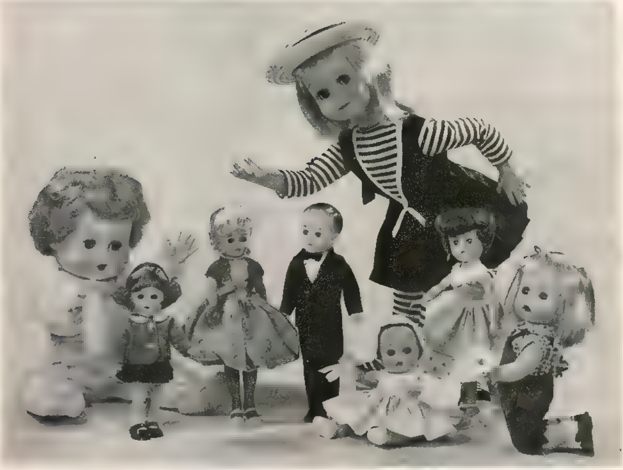
T614, T615
"EARLY BIRD EAST"
"EARLY BIRD WEST" 7 CAR "SHIFTER" FREIGHT SET

0-4-0 D&H Steam loco and tender, gondola w/3 culvert sections, chemical car, flat car, stock car, box car, reefer and 8 wheel unlighted caboose. Track oval. (List value $39.29.) Price **$29.95.** T615 same units roadmarked S.P. Price **$29.95.**

MANTUA METAL PRODUCTS COMPANY, INC. — WOODBURY HEIGHTS, N. J.

[illegible]
MILT GREY, INC.
Beverly Hills, Cal. [illegible]
New York City Room 420, 200 5th Ave.
Chicago Room 1433, The Merchandise Mart

EVERYTHING in DOLLS for 1960



The Ginny Doll Family

Fashion Leaders in Doll Society

AND

THE FAMOUS ARRANBEE DOLL LINE

Baby Dolls, Toddlers and Girl Dolls in a wide selection of sizes

Vogue Dolls Inc.

Showrooms:
ROOM 656, 200 FIFTH AVE., N.Y., N.Y.

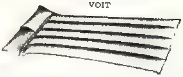
AN R&B DOLL

FACTORY: 33 SHIP AVENUE, MEDFORD 55, MASSACHUSETTS

BEACH MATTRESSES

C

VOIT



Constructed of patterned embossed virgin vinyl, laminated to prevent pinholes. Has built in double pillow and equa-fill construction. Assorted solid colors. Size deflated is approximately 28 in. x 72 in. Has plastic valve.

No.
VM11A .... Each $3.98

(D)	IBM	00058	2 to 5	(16)	hrn
(A)	IBM	00058	6 or More	(24)	hhl

One in a Plastic Bag

Constructed of stardust patterned embossed virgin vinyl, laminated to prevent pinholes. Has built in double pillow and equa-fill construction. Assorted solid colors. Size deflated is approximately 32 in. x 72 in. Has plastic valve.

No.
VM21A .... Each $4.95

(D)	IBM	05945	2 to 5	(19)	hos
(A)	IBM	05945	6 or More	(27)	htn

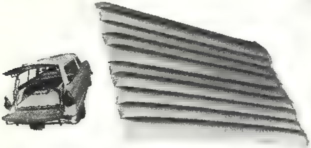
One in a Plastic Bag

Extra heavy gauge laminated vinyl with built-in double pillow and equa-fill construction; deluxe metal valve. Bright striped patterns in assorted colors. Size deflated is 32 in. x 75 in. Has I-Beam construction.

No.
VM46A .... Each $7.95

(D)	IBM	05948	1 or 2	(13)	rss
(A)	IBM	05948	3 or More	(21)	rla

One in a Plastic Bag



Ideal for use in station wagons or on the beach. Two satin embossed and laminated air mattresses joined together with snap fasteners. Assorted solid colors. Size deflated is 64 in. x 72 in. Has push pull valves

No.
VM51A .... Each $9.95

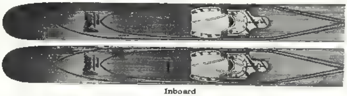
(D)	IBM	05053	One	(12)	los
(A)	IBM	05053	2 or More	(20)	les

One in a Plastic Bag

WATER SKIS

3

VOIT



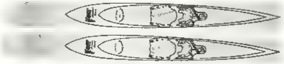
Inboard

Selected highland maple, natural finish. Laminated toe. Deluxe white neoprene binding. Butyrate white rudder. Length 5 ft. 10 in.; width 6 in.

No.
WS22 .... Per Pair $36.95

(A)	IBM	34210	(13)	hhhn

One Pair in a Shipping Container – 15 Lbs.



Inboard – Outboard

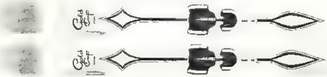
Select airplane spruce, natural finish. Laminated toe. Deluxe white neoprene binding. Butyrate white rudder. Length 5 ft. 10 in.; width 6¾ in.

No.
WS12 .... Per Pair $29.95

(A)	IBM	34211	(11)	ctnn

One Pair in a Shipping Container – 15 Lbs.

VOIT–GOLD CUP SPECIAL



Inboard – Outboard

Conventional shape, marine laminated toe, clear finished spruce. Black neoprene bindings. Butyrate white rudder. Length 5 ft. 6 in., width 6¾ in.

No.
WJ250 .... Per Pair $19.95

(A)	IBM	36246	(15)	chln

One Pair in a Shipping Container–14 Lbs.

Slalom

Laminated airplane select spruce, natural finish. Laminated toe. Deluxe white neoprene binding. Satin brushed metal rudder. Length 5 ft. 10 in., width 6¾ in.

No.
WS82 .... Each $19.95

(A)	IBM	34212	(19)	chnn

One in a Shipping Container · 10 Lbs.

WATER SKI BINDINGS

Deluxe white neoprene binding, as furnished on VOIT Skis.

No.
WS510 .... Per Pair $10.95

(A)	IBM	34213	(17)	een

Packed as Ordered

WATER SKI TOW ROPES

3

Polyethelene

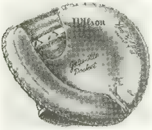
An all floating tow rope of braided polyethelene. Approximately 75 ft long. Brilliant red and white color, easy to see. ¼ in. diameter

No.
550. .... Each $3.95

(A)	IBM	05057	2 to 5	(13)	hrn
(A)	IBM	05057	6 or More	(21)	hnn

One in a Vinyl Bag

CATCHERS MITTS C



Wilson—Red Wilson Model

Selected good grade leather with one-piece, grease-formed grip-tite palm pocket. Snap-action lacing for flexible control. Shearling padded, fully adjustable wrist strap. Full welted, leather laced crotch. Large two-piece web for sure stops. Adjustable leather thumb and finger loops help cushion ball impact. Flat style binding, felt padding and leather laced edges.

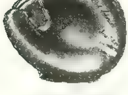
No
A2552 . . . . Each **$16.00**
(A) IBM 05239 (17) oen
One in a Box

Wilson
MADE IN USA
A2570
Frank House
Autograph Model
Grip-Tite Pocket
Snap-Action

Wilson—Frank House Model

Large size one piece palm and good selection of tanned cowhide leather. Jute felt pad, plastic binding and edge lacing and full greased palm.

No.
A2570 . . . . Each **$13.50**
(A) IBM 05242 (11) tcn
One in a Box



Wilson—Bob Schmidt

Medium sized designed for the young catcher. Made of good grade cowhide, with one-piece palm. Grease-set, grip-tite pocket cradles the ball. Leather wrist strap with end lacing. Welted crotch area, three-finger style back, flat style binding with cushioning, felt padding.

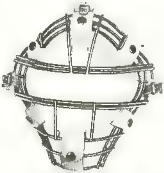
No
A2576 . . . . Each **$7.95**
(D) IBM 05249 One (16) rtn
(A) IBM 05249 2 or More (24) ren
One in a Box

CATCHERS MASKS C

Wilson—Professional Model

Lightweight magnesium frame, finished in black to reduce glare, provides all around protection and complete visibility. Leather covered Orlon-Nylon padding detaches easily for cleaning. Cradle type head straps are fully adjustable. Recommended for Little League play

No.
A3022 . . . . Each **$15.00**
(A) IBM 05253 (18) onn
One in a Box



Wilson—Clear Vision Model

With special ear protector, extensions, special curved spitter one-piece leather pad hair filled laced to frame. Adjustable elastic head straps.

No
A-3052 . . . . Each **$11.95**
(A) IBM 05256 (11) shn
One in a Box

Wilson — Youth's Model

Electrically welded, open vision Padded with curled hair, chin piece.

No
A-3080 . . . . Each **$5.95**
(L) IBM 05257 One (19) rnn
(A) IBM 05257 2 or More (27) aon
One in a Box

CATCHERS PROTECTORS C

Short style, covered with durable navy and orange material and nylon cloth binding. Kapoc padding harness made of leather and webbing and easily adjusted for size. Three section front

No
A3216. . . . . Each **$9.95**
(D) IBM 05277 One (17) ecl
(A) IBM 05277 2 or More (25) ltl
One in a Bundle

LITTLE LEAGUE

Cloth bound short style with adjustable harness. Navy and orange covering. Three section front

No
A3224. . . . . Each **$5.95**
(L) IBM 05289 One (12) rnn
(A) IBM 05289 2 or More (20) aon
One Pair in a Package

SHIN OR LEG GUARDS

WILSON

No A-3416

No. A-3424

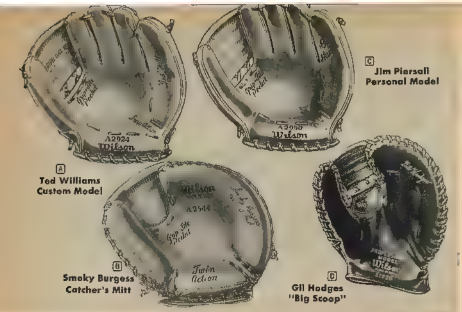
Designed for style, comfort and protection. Made of heavy black leg fibers in a corrugated pattern plus orange color knee fibers. Leg straps with fasteners that are fully adjustable. White felt padding and brown vinyl plastic binding.

No
A-3416 . . . . Per Pair **$16.00**
(A) IBM 05291 (18) oen
One Pair in a Package

LITTLE LEAGUE

Orange color knee fibers and black leg fibers Padded with white felt and have adjustable leg straps. Built strong and sturdy

No.
A-3424 . . . . Per Pair **$9.25**
(D) IBM 05295 One (19) lll
(A) IBM 05295 2 or More (27) lrn
One in a Bundle



Ⓐ Ted Williams Custom Model

Ⓑ Smoky Burgess Catcher's Mitt

Ⓒ Jim Piersall Personal Model

Ⓓ Gil Hodges "Big Scoop"

A2960
Wilson

Ⓔ Ted Williams "Fieldmaster"

OFFICIAL
American League Ball

Ⓖ SPALDING BALLS

YOUTH LEAGUE GLOVES

A297
Wilson

Ⓕ Frank Thomas "Ballhawk" Glove

Wilson FINE BIG LEAGUE GLOVES, YOUTH GLOVES

(A) TED WILLIAMS CUSTOM MODEL. This good-looking, high-quality glove is endorsed by the famous Ted Williams, carries his signature. Constructed with one-piece palm and thumb; has full-welted streamlined back fingers, plus snap-action lacing Added big league features include 2-piece web, adjustable wrist strap and roll leather binding Fully oiled; has Grip-Tite pocket. Shipping weight 2½ lbs

6T-12138 X1597 ....Retail 24.00

(B) SMOKY BURGESS CATCHER'S MITT. A twin-action model with two snap-action palm breaks. Made of fine grade leather, has Grip-Tite palm pocket and large, solid double-thick web. Felt padding and leather binding; adjustable wrist strap. Personal autographed model. Weight 3 lbs.

6T-12140 X1493.. ....Retail 23.00

GUS TRIANDOS MITT (not shown). Like above but laced web plate, single break.

6T-12141 X960..................Retail 15.75

(C) JIM PIERSALL PERSONAL MODEL. An outstanding fielder's glove with large, deep Grip-Tite pocket snap-action design for fast ball handling. The reinforced tie-down web is leather laced to the welted streamlined fingers and thumb. Designed to "feel" right for fast ball-handling, efficient play. Made with one-piece palm and thumb of top grade cowhide; fully felt-padded, cowhide lined. Ship. wt. 2½ lbs.

6T-12135 X1120................Retail 17.00

(D) GIL HODGES "BIG SCOOP." Professional style, endorsed by one of baseball's all-time great players. It features an extended palm pocket and tunnel web for greatest ease in ball handling Snap-action palm lacing and flat leather binding Fully leather lined and felt padded; fully oiled. Shipping weight 2½ lbs.

6T-12113 X1277................Retail 19.50

As above in economy youth-league size

6T-12139 X640................ Retail 10.00

(E) TED WILLIAMS "FIELDMASTER." Youth-league glove—an excellent ball stopper! Made of prime grade tan glove leather with 1-pc. palm and thumb. Large, grease-set Grip-Tite pocket. Fingertips, crotch and palm are leather-laced; barrel-shaped web is double laced. Roll leather bound, felt padded, cowhide lined. Oiled. Weight 2½ lbs

6T-12142 X960. ....Retail 14 50

(F) FRANK THOMAS "BALLHAWK." Lives up to its name! Made of good grade tan cowhide to withstand hard, daily play It boasts the large, deep Grip-Tite pocket and barrel-shaped web. Fully cowhide lined; cushioned with felt padding Leather lacing runs through palm, wrist, web and fingertips. Fully oiled. Shipping weight 2½ lbs.

6T-12101 X780. .... . Retail 11.75

(G) SPALDING OFFICIAL AMERICAN LEAGUE BASEBALL. Scientifically designed for maximum liveliness in performance. Cushioned cork center is sealed in rubber, wound with wool yarns. Cover is hand-sewn top quality horsehide. Ship. wt. 1 lb.

6T-12146 X233...........Retail 3.25

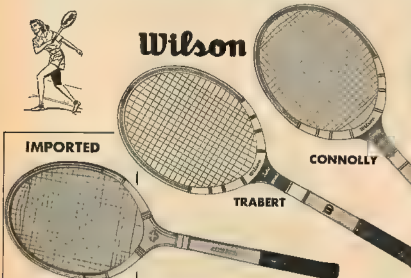
SPALDING OFFICIAL LITTLE LEAGUE BASEBALL. Cushioned cork center and woolen yarn windings. The tough horsehide cover is double stitched. Ship. wt. ½ lb.

6T-12147 X155...........Retail 2 35

SPALDING OFFICIAL SOFTBALL. Long-flite model, covered with specially tanned horsehide with a double stitched flatseam. Center of prime molded kapok, latex-bonded and dura-cord wound. Wt. 1 lb.

6T-12148 X173...........Retail 2.60

Wilson



TENNIS SET COMBINATION

Packed in Handy Carrying Case

Wilson
Wilson

Beginner's "Sport"

Low-cost imported model is unbelievably well made for the price! Ideal beginner's racket—small investment but lots of quality! Regulation size, has a good "feel" and excellent balance. Five-ply Nylon strung—lively action. Steel pin reinforcement at the "V" for added strength. Beautifully finished frame; leather comfort-grip. Handle diameter is 4⅜ in. . . . easy to grip. Shipping weight 1 lb.

6T-21958 X269 Retail 4 00

TRABERT "Capri"

The favorite of one of the finest tennis players of this generation—yet popularly priced! Designed for the experienced player and the beginner as well. Famous Stratabow construction with three reinforcement fibers in the bow. White shoulder reinforcements contrasted against brilliant scarlet throat. White band below throat and above natural finish handle flakes. Rich tan perforated leather grip. Handle size 4½ in. Fine multi-ply strung Shipping weight 1 lb.

6T-21957 X800.....Retail 12.50

CONNOLLY "Capri"

Popular lightweight girl's racket with easy-handling balance and swing weight that utilizes every bit of power in the player's stroke. Endorsed by internationally famous tennis star Maureen Connolly Beautifully finished Stratabow frame with 3 black fiber laminations. Styled with pastel blue throat, white shoulder overlays and white band below throat. Selected leather grip in blue, perforated for comfort. Multi-ply Nylon strung. Handle size 4⅜ in. Shipping weight 1 lb.

6T-11974 X800.. ..Retail 12.50

Wilson Tennis Balls

Championship Tennis Balls by Wilson—aptly named Selected for more club play and tournament play than any other ball. Lively 100% pure rubber core assures a fast, firm ball that retains its bounce match after match. Dacron - Nylon - Wool cover "roughs up" and renews itself in play Balls are dash marked 1 through 4 for quick identification. Sold 3 balls in hermetically sealed can for freshness. White. Shipping weight ½ lb.

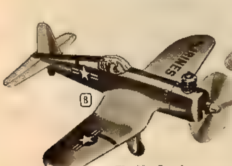
6T-11928 X217... Retail 2.75
6T-11928 X204 (Lots/12 cans)

TENNIS SET

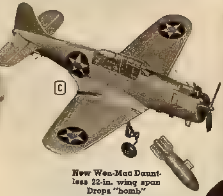
Everything you need to play tennis, and keep your equipment in good condition! Sturdy racket is 5-ply laminated, made of selected Ash wood and two fibers for extra strength Full natural finish Maple overlay; white and blue trim. Resilient Nylon strings. Genuine leather grip. Triangular press is of fine hardwood with tension springs and easily adjusted screw bolts Waterproof plastic cover; 3 top quality balls in vacuum sealed can. In carry-case box. Shipping weight 4 lbs.

6T-11970 X597......Retail 9 95

.... FULLY ASSEMBLED—READY TO SPEED INTO ACTION



Wen-Mac Corsair
14-in. wing span

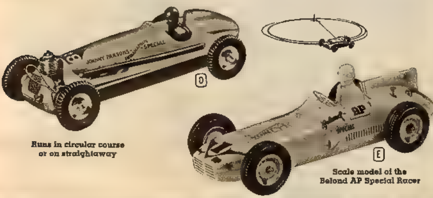


New Wen-Mac Dauntless 22-in. wing span
Drops "bomb"
in flight!

King-Size Wen-Mac P51 Mustang
Giant 30-In. Wing Span

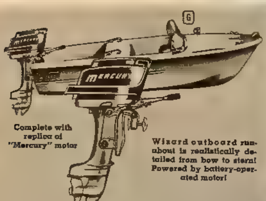
Start the beginning "pilot" out big with this 30-in. wing span beauty! Made of high-impact plastic with vacuum formed air cell wings—lightweight and easy to handle—tops in starting ease!

Real-Action Racers Capture All the Thrills of the Speedway's Exciting 500-Mile Classic



Runs in circular course
or on straightaway

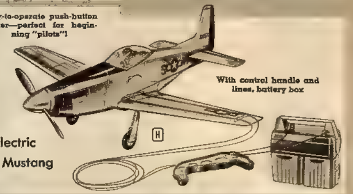
Scale model of the
Belond AP Special Racer



Complete with
replica of
"Mercury" motor

Wizard outboard runabout is realistically detailed from bow to stern! Powered by battery-operated motor!

Easy-to-operate push-button starter—perfect for beginning "pilots"!



With control handle and
lines, battery box

Electric
P51 Mustang

Ⓐ WEN-MAC GIANT MUSTANG, ENGINE
Sensational king-size replica provides super thrills and excitement, yet it's easy to handle on take-offs, landings, and while in flight! BIG 30-in. wing span model of the USAF Giant P51 Mustang fighter plane made of high-impact plastic with vacuum formed air cell wings. It's tops in flying and starting ease—perfect for beginning "pilots." Equipped with .049 gas engine and automatic starter. Nothing to build—fully assembled. Just fuel it up and fly it. Outstanding realism in all details. Comes complete with U-control flight handle and control lines.*
81-0606 W 999—Wt. 6 lbs. . Retail **$14.98**

Ⓑ WEN-MAC CORSAIR WITH ENGINE
Authentic reproduction of the Chance-Vought gull-wing fighter plane that saw exciting combat action during World War II. Comes completely assembled and ready to fly. Equipped with safe rotomatic starter—no more finger-flipping prop. Pre-tested .049 gas engine—ready to race. Made of Duraflex plastic—decorated with Marine decals. 14-in. wing span. 11¼-in. body. Complete with U-control flight handle and non-stretch control lines.*
81-0549 A 599—Wt. 2 lbs. **$8.98**

Ⓒ NEW WEN-MAC DAUNTLESS WITH ENGINE
Fully assembled replica of the World War II Dauntless dive-bomber—equipped with a bomb it drops in flight and an "arresting hook" for carrier-deck landings. Pre-tested .049 gas engine with automatic starter. 22-in. wing span. Made of high-impact plastic. With U-control flight handle and control lines.*
81-0614 A 665—Wt. 2 lbs. . . . . Retail **$9.98**

Ⓓ JOHNNY PARSONS INDIANAPOLIS RACER
Endorsed by Johnny Parsons—a champion of the 500-mile classic. Wen-Mac Automite model of the Speedway's hand-crafted racer. Cyclomatic clutch starter for trigger-action starts. Pre-tested .049 gas engine—speeds to 35 mph in circular pattern or on straightaway. Fully assembled. Has sure-grip tires, cockpit driver, chromed exhaust stack. Pacing bridle, pivot post and line. 9½ in. long.*
81-0945 A 935—Wt. 1 lb. . . . . Retail **$13.98**

Ⓔ COMET'S BELOND AP SPECIAL RACER
High-power replica of the custom-made Belond AP Special—a winner of the 1957-58 Indianapolis 500-mile classic! Realistic scale model with "speed-eze" friction clutch drive and "OK" Cub .074 engine for flashing performance. Made of high-impact plastic. With rubber tires, cockpit driver, clear windshield. Assembled. Pacing bridle and lines. 11 in. long.*
81-0622 A 799—Wt. 2 lbs. . . . . Retail **$11.95**

Ⓖ WIZARD OUTBOARD RUNABOUT
Precision detailing and realism in design. Completely assembled sports runabout is authentically scaled from bow to stern to look like a life-size boat. Powered by replica of Mercury 28A outboard motor. Molded of high-impact polystyrene in striking aqua and white color combination. Operates on two "C" batteries (not included). Measures 14 in. long.
87-8330 A 335—Wt. 1 lb. . . . . Retail **$4.98**

Ⓗ ELECTRIC-POWERED P51 MUSTANG
Scale model of Air Force P51 Mustang—for children 5 years old and up! It's easy to operate—push button controls propeller, sends it whizzing through graceful take-offs, dives, loops, and brings it in for a smooth 3-point landing. 20-in. wing span. Flight control lines provide the feel and maneuverability of gas engine models. High-impact plastic construction takes rough flying in stride. Simple two-piece assembly—comes with control lines, control handle, battery box. Powered by two 6-volt lantern batteries (not included -order on page 554).
81-0739 A 465—Shpg. wt. 1½ lbs. . . Retail **$6.98**

Choose real-action toys for Christmas gift-giving—they're sure to delight every boy and many girls, too! Consult the Toy Index on page 720 for a complete listing of other toys to make a child's Christmas merrier!

*** Order Engineer's Kit (J) or Starter Battery (K) on the opposite page**

SmokersGifts TO "LIGHT UP" HIS LIFE!

1 ZIPPO windproof lighter. Ideal for the outdoor man. Chromed case. State 1 initial—engraved Free!
0313 Y 2723—Ship. wt. 6 oz. 3.50

2 ZIPPO SLIM. Smaller windproof lighter. Hi-polish chrome plated case. State 1 initial—engraved Free!
0313 Y 2706—Shipping weight 6 oz. . .4.75

3 MUSICAL LIGHTER plays when top is pressed! Gold color metal case. Japan import. State 2 initials—engraved.
0313 Y 2713—Ship. wt. 6 oz. 4.99

4 AUTOMATIC JET cigarette lighter with flashlight (battery included). Chrome plated. State 1 to 3 initials.
0313 Y 2740—Ship. wt. 5 oz 1.99

5 HIS-HERS super-thin automatic lighter set. Chrome plated. 1 to 3 initials.
0313 Y 2733—Ship. wt. 5 oz. . . . . . .Set 1.99

6 DECORATOR table lighter — triple geared! Gold-tone metal case slips in-out of Black plastic-and-metal base.
313 Y 2742—Ship. wt. 12 oz. 3.99

7 MAN-SIZED table lighter combines hardwood base with satin Ebony finish; gleaming solid brass fittings! Fully automatic; big fuel capacity! In gift box.
313 Y 2743—Ship. wt. 1 lb. 4.99

8 "VARAFLAME" by Ronson—one of the finest lighters made! Liquid butron gas model. Adjustable flame. Smart engine-turned chromed case.
313 Y 2712W—Ship. wt. 9 oz. 12.69

9 "VARAFLAME WINDLITE" by Ronson—deluxe liquid butron gas windproof lighter. Chrome-plated case. Initial.
313 Y 2703W–State 1 initial. Wt. 5 oz. 8.50

10 RONSON "Pioneer" automatic lighter. Gold-tone finish, engraved design.
313 Y 2732—Ship. wt. 6 oz 5.89

11 WINDLITE windproof Ronson lighter. Polished chrome-plated case
0313 Y 2707—State 1 initial. Wt. 9 oz 2.98

12 LIGHTER-WATCH DUO. Handsome Yellow Gold-color case. Round Swiss movement watch — silvered dial, gold color hands; skip numerals. Time at your fingertips—plus a dependable lighter! A distinctive gift! Tax included.
323 Y 2735W—Ship. wt. 8 oz. 14.98

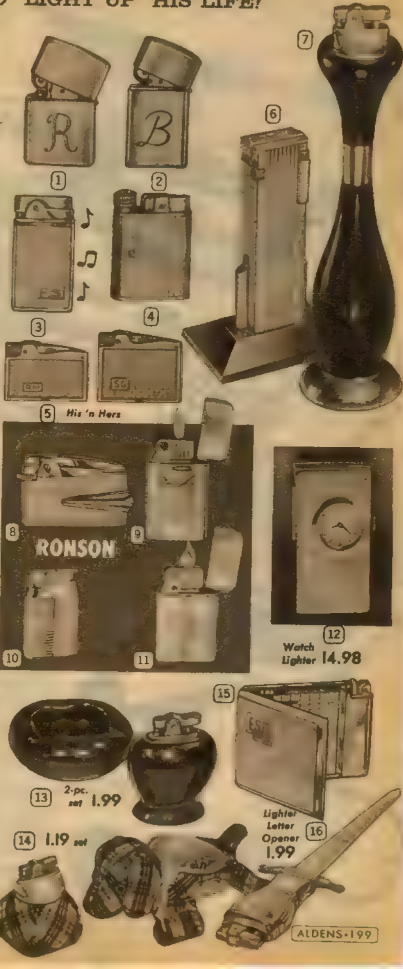
13 LIGHTER 'N TRAY set from Japan. Automatic chrome-plated lighter in ceramic case; matching ash tray. Buy!
313 Y 2741—Ship. wt. 1 lb. . . . . . . .Set 1.99

14 "BEAN BAG" lighter, plus bean bag puppy ash tray with snuffer bar. Gay plaid fabric, gold color metal trim.
31 Y 2714—Ship. wt. 1 lb. 2 oz. . . .Set 1.19

15 "CASE LITE" holds king-size, regular cigarettes; close case, lighter flames automatically! State 1 initial. Chrome-plated.
0313 Y 2700—Wt. 13 oz. Tax incl. . . . 5.99

16 LIGHTER in letter opener! Chrome-plated Import from Japan. Fine gift!
313 Y 2705—Ship. wt. 5 oz. 1.99

Your Dollars Now
Buy up to **60% MORE**
On Credit. See page 280



Chesapeake & Ohio ordered *1000* roller-bearing hoppers for on-line service? That year, the biggest year to date for roller-bearing freight-car installations, 57 such cars were built. No wonder C&O's order caused such a stir

Now there's a new record holder as the roller-bearing freight car becomes common (11,215 cars in 1957; 6953 in recession-ridden 1958). Louisville & Nashville is buying 3000 freight cars (1700 hoppers, 900 gons, 150 covered hoppers, 250 box cars) from ACF and Pullman-Standard, placing all of them on roller bearings. Total tab: 33 million dollars. L&N admitted that the roller bearings would add 2.4 million dollars to the cost of the equipment but thinks roller bearings offer "the most adequate solution to the hotbox problem."

N&W+VGN equals N&W

One minute after midnight December 1, 1959, Norfolk & Western jumped in size from 2138 to 2747 route-miles when it absorbed the Virginian. The merger went into effect just 1 year and 10 days from the date of its first announcement. At 1:10 a.m. the first interline train movement took place when a pair of VGN hood units took 200 loads of coal onto N&W rails at Abilene, Va., and continued into Crewe. At 6:35, VGN time freight 74 eased through a crossover at Salem, Va., for the run into Roanoke on N&W rails. In Richmond an assistant general counsel filed articles of merger with the State Corporation Commission. The merger was fact.

The I.C.C. had given the merger formal blessing on October 8 and it became effective 30 days later. For accounting reasons N&W waited until December 1 to implement the unification but it did release $245,000 worth of bridge contracts for a connection at Kellysville, W. Va., 18 miles east of Bluefield, and for a new 1.53-mile Roanoke interchange. Other connections, siding extensions, and signaling installations will require a year to complete, but train-watchers quickly witnessed the effects of merger (e.g., VGN's two FM units with steam generators hauling extra mail sections of trains 15 and 16 during the holidays).

As for the benefits, Norfolk & Western let the word out that merger savings, based on experience to date, will far exceed the original estimate of 12 million dollars per year.

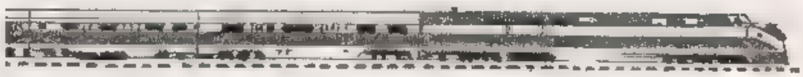
BEYOND THE ATLANTIC

JOHN BROADBENT

FIRST OFF: A small station in Cheshire, England, was the location for a recent "handing over" ceremony. The object

Continued on page 15

we love to go to FLORIDA via COAST LINE



because it's the SMOOTHEST line!

People heading for Florida love their fun and comfort. On the crack Coast Line Champions, they *find* fun and comfort the minute they step aboard. Easy riding. Friendly services. Remember, vacation time really begins with Coast Line travel time!

Select the following luxurious Florida Coastliners:

East Coast Champion—
Coach-Pullman train serving *all* Florida East Coast resorts

West Coast Champion—
Only train exclusively serving Central and West Florida

Florida Special—
Exclusively for Winter Season (Now Coach-Pullman!)

The Miamian—
All Pullman train (bi-weekly)

AND DON'T FORGET Coast Line's year-round package plan "Champion Vacations" to Florida. Can be arranged with or without rental car plan. Contact Coast Line or see your Travel Agent for rates and reservations.

ATLANTIC COAST LINE RAILROAD

"Thanks for using Coast Line"

Burlington
Burlington
TRAILER TRAIN

"I am a Burlington Man"

• Coordinated rail-highway service combines the speed and economy of the railroad with the flexibility of truck transportation—providing the most efficient handling for many products.

That's why the Burlington has pioneered in "piggy-back." This is a *service* organization, intent upon serving its customers with the most modern transportation facilities.

Today, this railroad provides direct rail-highway service to more than 1200 points. Its subsidiary, the Burlington Truck Lines, operates over 2,500 pieces of equipment. Burlington schedules, both rail and highway, are designed for shipper convenience and operated with dependability.

This is a truly great transportation system. So, of course, I'm proud to say,

"I am a Burlington Man!"

Burlington Route

CHICAGO, BURLINGTON & QUINCY RAILROAD
COLORADO AND SOUTHERN RAILWAY
FORT WORTH AND DENVER RAILWAY

BURLINGTON LINES : *Everywhere West* handed over was E3001, a pale-blue locomotive, the first 25,000 v. A.C. 50-cycle electric unit to be completed for British Railways. Built by British Thomson-Houston (now part of the AEI Group), with mechanical parts by the Birmingham Railway Carriage & Wagon Company, it is a 3300 h.p. B-B locomotive. Altogether AEI is building 25 of them; all but two will be geared for a maximum speed of 100 mph. No. E3001, BR's first A.C. motive power, weighs 79.6 tons, is 56 ft. 6 in. long, and has a maximum tractive effort of 48,000 lbs. at starting.

Although the locomotive is designed primarily for operation at a line voltage of 25 kv. 50 cycles, it can also operate with full output at 6.25 kv., because certain sections of the overhead line have limited electrical clearance and are fed at this reduced voltage. For this dual voltage operation the main transformer primary winding is arranged in four sections, connected in series for a 25 kv. supply and in parallel for a 6.25 kv. supply. This is effected automatically by an oil-immersed off-load changeover switch.

The A.C. current is converted after it has passed through the main transformer by mercury arc rectifiers. The four D.C. traction motors are spring borne in the trucks, the drive being transmitted to the road wheels by a quill drive developed from the outstanding French Alsthom design. The truck center pivots are also of the Alsthom rubber cone type, while the pantographs are the latest single arm French Faiveley pattern, made in Britain under license.

This locomotive and others being built are destined for the London-Crewe-Manchester and Liverpool line. The electrification of this important trunk route has been speeded up and the original completion date of 1968 has been cut back to 1964. The first section of line will be switched over to electric traction this year

PIGGYBACK INTERNATIONAL: Piggyback traffic in Europe has taken a new twist by going international. Late last year two French semitrailer rigs were unloaded at Cologne, Germany, and were driven to their destinations, thus starting something new in piggybacking. So far the German-French service is limited to the one destination — Cologne — in Germany. In France, service can be provided to any station equipped to deal with piggyback traffic. The German Federal believes the new setup has good prospects of expansion.

SLEEPERS, DINERS POOLED: The International Sleeping Car Company (Wagons-Lits) and the German Sleeping & Dining Car Company (DSG) are to pool their sleeping and dining cars in certain countries when they are required for nonscheduled services. Nonscheduled cars are those required for travel agents or tour organizers for their parties. Pool cars will operate in Holland, Belgium, Germany, Austria, and Switzerland. France and Italy are not included, but the arrangement may extend to Denmark in 1963. The movement of cars will be controlled from a joint office in Frankfurt

Pooling nonscheduled operations will

Keeping in step at the Citadel, Quebec

CANADA'S FUN

. . . from the word go!

Join the happy parade of visitors to Quebec's famous old Citadel. Wander through the only walled city in North America where French-Canadian customs and charm are completely captivating. Move on to the great metropolis of Montreal for gay night life and wonderful shopping opportunities. Then go westward where high adventure greets you at every stop—breathtaking Jasper National Park in the Canadian Rockies, unspoiled scenic forests, northern lakes.

Coast-to-coast, Canada's fun from the word go! And the best way to go is via Canadian NATIONAL Railways. Free of all car worries, you'll arrive refreshed and relaxed. Friendly, alert CNR service is legendary. For all the satisfying details, see your travel agent, or write: Canadian NATIONAL Railways, 103 West Adams St., Chicago 3, Ill. Offices in principal U.S. cities.

"Maple Leaf" package tours are available for those who prefer them

TRAVEL RELAXED...TAKE THE TRAIN

CANADIAN NATIONAL RAILWAYS

See spectacular Canada from high-up scenic domes

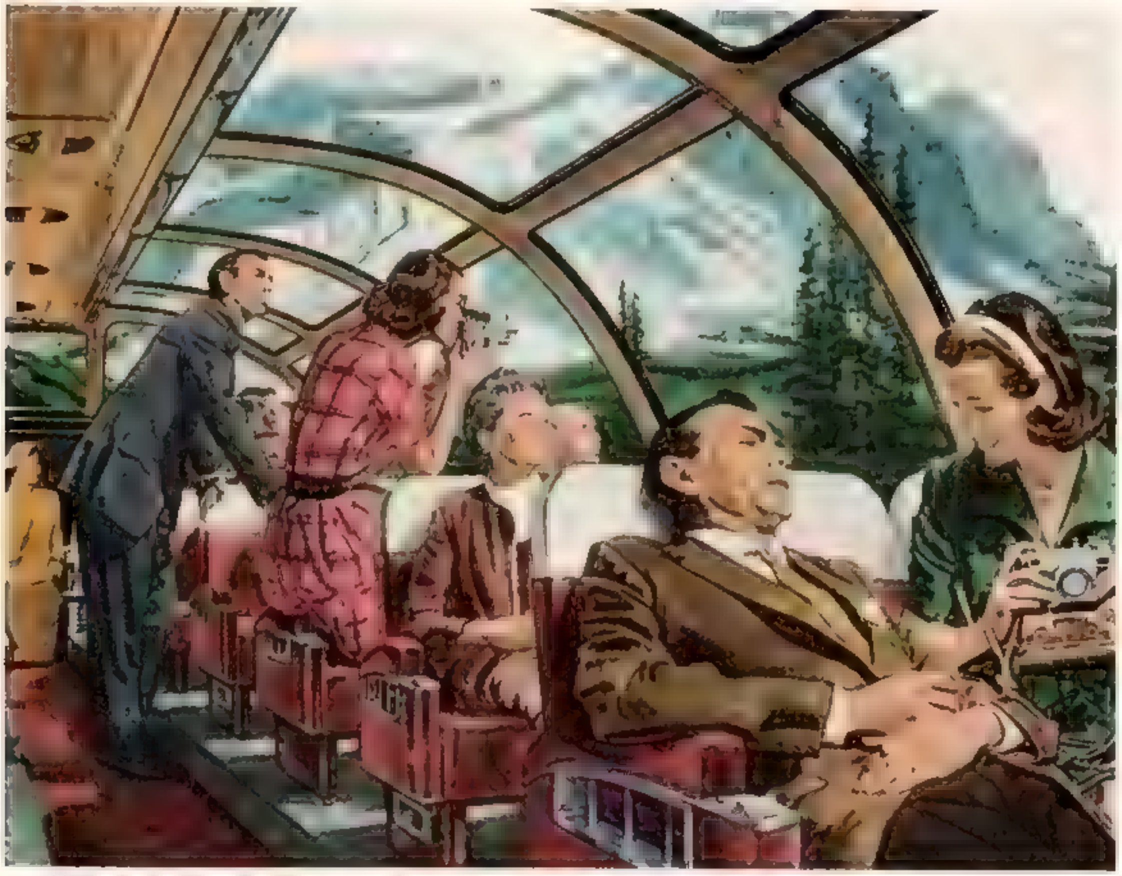
Canadian Pacific, the world's most complete transportation system, invites you to ride through the Canadian Rockies in scenic-dome luxury aboard *The Canadian*.

The scenery literally surrounds you when you cross Canada in the high glass-topped domes of *The Canadian* on the Banff-Lake Louise route.

The natural beauty of the Canadian Rockies is indeed spectacular. And Canadian Pacific provides roomy coaches, tourist or first-class accommodations, superb cuisine, truly gracious service.

A stopover at the luxurious Banff Springs Hotel or the Chateau Lake Louise—just two of the world-renowned Canadian Pacific hotels—will make a memorable holiday for a traveler or his whole family.

In fact, when you go by Canadian Pacific, the facilities of the world's largest transportation system and seventy-five years of experience are at your service—for over 85,000 route miles of integrated travel and transportation services by land, sea, and air!



You enjoy the Canadian Rockies scenery at breath takingly close range from the dome cars of *The Canadian*

Canadian Pacific

THE WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM

Railways • Steamships • Airlines • Hotels • Express • Communications • Trucking • Piggyback

this new Chevrolet knows you like your comfort

(and keeps mighty quiet about it!)

Nothing else pampers you with quite the same roominess and ride—and such serene silence—as this car-lovin' '60 Chevrolet. That's because nobody else bends so far over backwards to find out what you want and bring it to you. For example, Chevy's the only car in the leading low-priced three to cradle you on coil springs at every wheel. And there are new body mounts—plus soft-spoken engines—to make your ride whisper-quiet. Your dealer will be happy to show you all the ways Chevy's been thoughtful of you.

Roomier Body by Fisher *(with wide, soft seats, stretch-out space from head to foot).*

Pride-pleasing style *(combines good looks with good sense).*

New Economy Turbo-Fire V8 *(makes friends fast by getting up to 10% better mileage).*

Widest choice of engines and transmissions *(24 combinations—for the most finicky driver).*

Hi-Thrift 6 *(with economy camshaft and carburetion—and Chevy's famous dependability).*

Coil springs at all 4 wheels *(with the extra cushioning of newly designed body mounts).*

Quicker stopping Safety-Master brakes *(specially designed for long lining wear).*

Chevrolet Division of
General Motors,
Detroit 2, Michigan

CHEVROLET

there's nothing like a new car—and no new car like a '60 Chevrolet. This is the Bel Air Sport Coupe

if this one doesn't make you want to travel you already live where all the fun is

There's nothing like one of these new Chevies for getting off to a head start on having fun. Nothing this side of a thoroughbred sports car (like Chevrolet's [illegible]—the Corvette) is so quick to take a hint from an itchy driving foot. Or so responsive to your touch at the wheel. That's because nobody else takes the trouble Chevrolet does to find out what your driving pleasure is—and to engineer cars accordingly. Your dealer will be delighted to show you firsthand how much road pleasure a new Chevy can give you.

Roomier Body by Fisher (*with wide, soft seats, stretch-out space from head to foot*).

Pride-pleasing style (*combines good looks with good sense*).

New Economy Turbo-Fire V8 (*makes friends fast by getting up to 10% better mileage*).

Shift-free Turboglide*— *only transmission in Chevy's field without the hint of a shift.*

**Optional at extra cost*

Hi-Thrift 6 (*with economy camshaft and carburetion—and Chevy's famous dependability*).

Coil springs at all 4 wheels (*with the extra cushioning of newly designed body mounts*).

Quicker stopping Safety-Master brakes (*specially designed for long lining wear*).

Chevrolet Division of General Motors, Detroit 2, Michigan

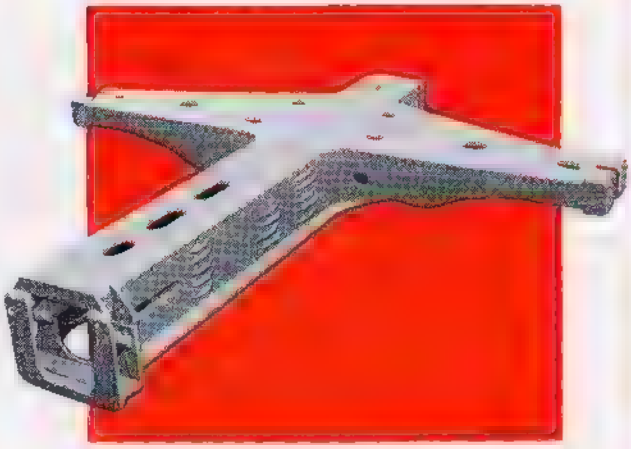
CHEVROLET

There's nothing like a new car—and no new car like a Chevrolet. This is the Bel Air Sport Coupe

...where railroad progress is cast in steel

PFE *chooses* *General Steel Underframe Ends For Mechanical Reefers*

PFE
301983
PACIFIC FRUIT EXPRESS



The great investment in mechanical refrigerator cars and the high annual mileage traveled by this type car *demand* the best possible underframe construction.

That's why, for their new cars, Pacific Fruit Express specified 1,900 underframe end castings from General Steel. PFE recognizes the value of General Steel's underframe end which combines in one casting—the body bolster, center filler, center plate, draft gear stops, striker, coupler carrier pocket and side bearing pads.

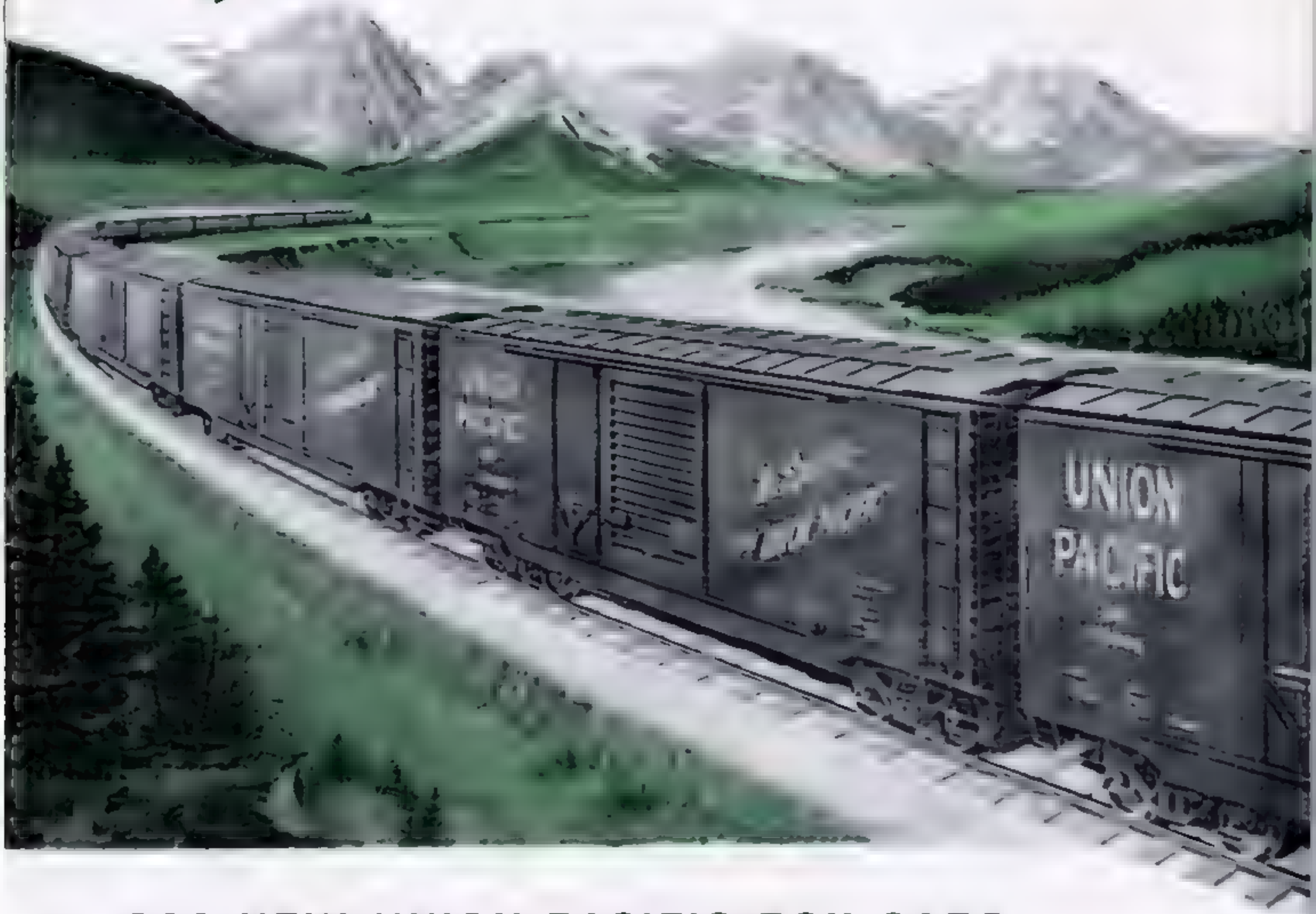
General Steel puts the strength where it's needed most . . . in the critical body bolster-center sill area . . . to overcome the cause of underframe failures. Accepted advantages are: longer car life, lower maintenance costs, maximum car availability and resistance to rust and corrosion.

GEARED TO PROGRESS
PRI
MEMBER

GENERAL STEEL CASTINGS

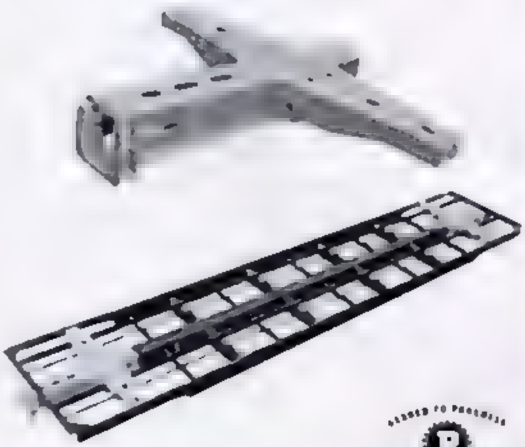
GRANITE CITY, ILL. • EDDYSTONE, PA. • AVONMORE, PA.

...where railroad progress is cast in steel



800 NEW UNION PACIFIC BOX CARS Have Underframes with Cast Steel Ends Supplied by GENERAL STEEL CASTINGS

These underframes furnished complete to the Union Pacific Railroad by General Steel are composites of sturdy one-piece end castings and rolled steel shapes.



The cast steel ends

Eliminate failures in the critical body bolster area
Increase resistance to impact
Reduce maintenance
Increase car life
Resist rust and corrosion

Whether for new equipment – or rebuilding of present freight cars – General Steel can help you get maximum car life with minimum maintenance.

GENERAL STEEL CASTINGS

GRANITE CITY, ILL. • EDDYSTONE, PA. • AVONMORE, PA.

THE GIDEON PUTNAM HOTEL

cordially invites you to enjoy

DINNER BEFORE THE THEATRE

in the charming

GARDEN ROOM

In this friendly atmosphere, you will enjoy the world-renowned cuisine which has lured gourmets from all over the world to Schine Hotel restaurants.

After the show . . . meet your friends for a nightcap at our

SARATOGA LOUNGE

•

FRIDAY NIGHT IS CELEBRITY NIGHT: ENJOY SUPPER WITH THE STARS OF THE SPA SUMMER THEATRE AFTER THE SHOW

•

SUPPER DANCING FRIDAY AND SATURDAY NIGHTS 9:30 P.M.-1 A.M.

For Reservations, Call
SARATOGA 4200

Business or Social Events Are
Always a Pleasure at The Gideon

SCHINE HOTELS
Finest under the Sun

Enjoy Sumptuous Dining By Candlelight . . . at the

SCHINE QUEENSBURY HOTEL—GLENS FALLS, N.Y.

Completely Air-Conditioned • Free Parking • Motor Entrance

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THE GOLD ROOM: Dine by candlelight . . . superb cuisine
FRIDAY NIGHTS: SMORGASBORD, with the accent on seafood
SATURDAY NIGHTS: ROAST BEEF from the wagon, yorkshire pudding

ENTERTAINMENT NIGHTLY IN THE LANTERN INN!

For Reservations: Call RX 2-1121

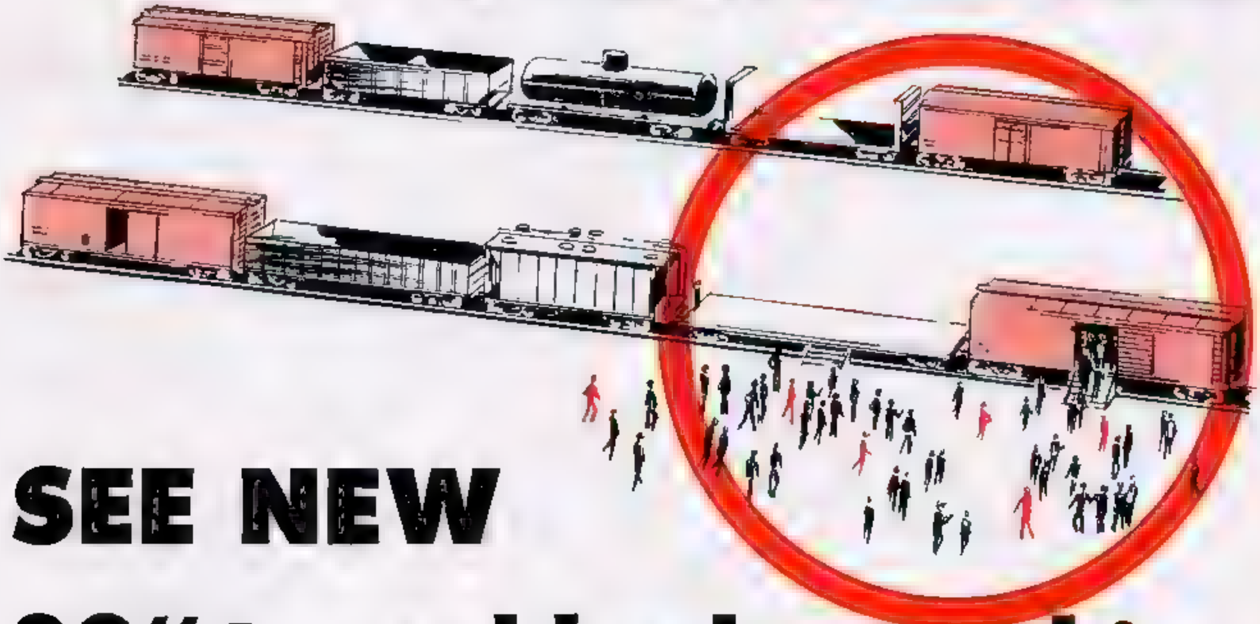
They're off....at SARATOGA

August 1-27

First Race 2:00 P.M.

Nine Races Daily

At San Francisco



SEE NEW

20" travel hydra-cushion flat car & D.F. box car track exhibit spaces 29 & 30

HYDRA-CUSHION
FOR
DF

At the track exhibit of the 1960 A.A.R. Exposition you'll see not one, but two Hydra-Cushion cars . . . this DF box car and a new 20-inch travel Hydra-Cushion Flat car designed especially for the transport of missiles or rockets and all types of bulky, fragile freight, lading that requires the utmost care in handling and shipment.

Don't miss seeing these cars — Track Exhibit Spaces 29 and 30 on Track 10 at the A.A.R. Mechanical Exhibit in San Francisco June 13, 14, 15 and 16.

hydra-cushion

INCORPORATED

Plymouth
Michigan

420 Lexington Avenue
New York 17, N. Y.

SUPER!

ITC "BATTLING BETSY"

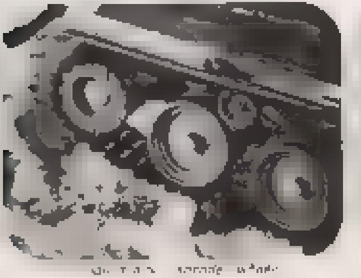
THE TANK KIT YOU'VE SEEN ON COAST-TO-COAST TV

So much fun to assemble

[illegible]

[illegible]

[illegible]



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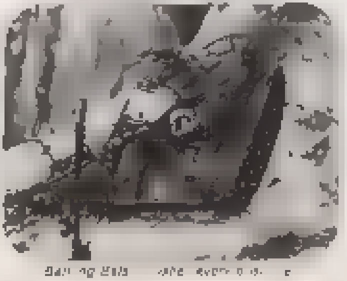
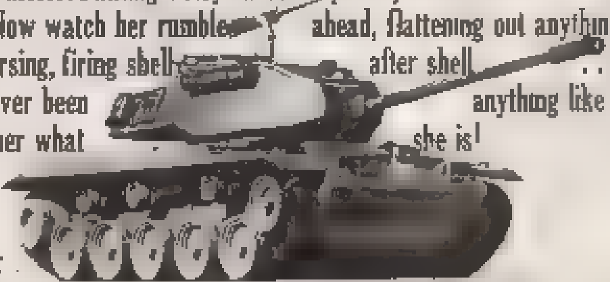


Battling Betsy [illegible]

[illegible]

You start with a pack of parts and the urge to make 'em come to life. Carefully and proudly, you fit each piece into place the separately suspended wheels...ground-gripping treads...rotating gun turret...powerful electric motor. Battling Betsy takes shape in your hands...and suddenly she's ready to go. Flick the switch. Now watch her rumble ahead, flattening out anything in her path... climbing, advancing, reversing, firing shell after shell ... all automatically. Exciting? Say, there's never been anything like her! A real super tank ...and you made her what she is!



YOU BUILD IT START IT STOP IT

ITC MODEL CRAFT

BATTLING BETSY TANK KIT

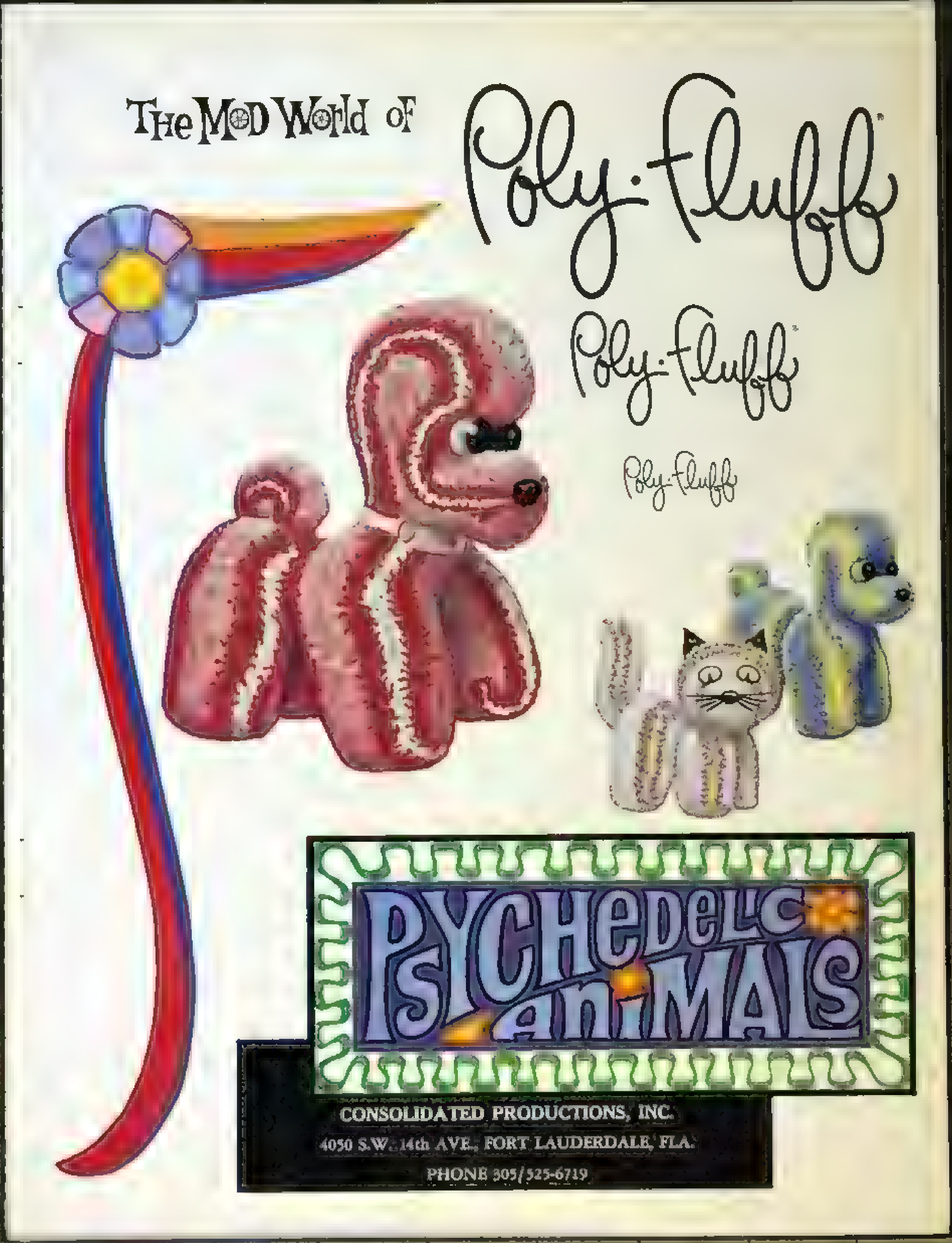
does everything else...automatically - $7.98 AT ALL HOBBY SHOPS AND TOY COUNTERS

[illegible]

the world's most famous fragrance...
ARPEGE
in
a
magnificent
MIST!

Not an ordinary spray, but an *infallible* micro-mist In Lanvin's elegant black-and-gold container – two ounces, five dollars. (*plus tax*)

LANVIN



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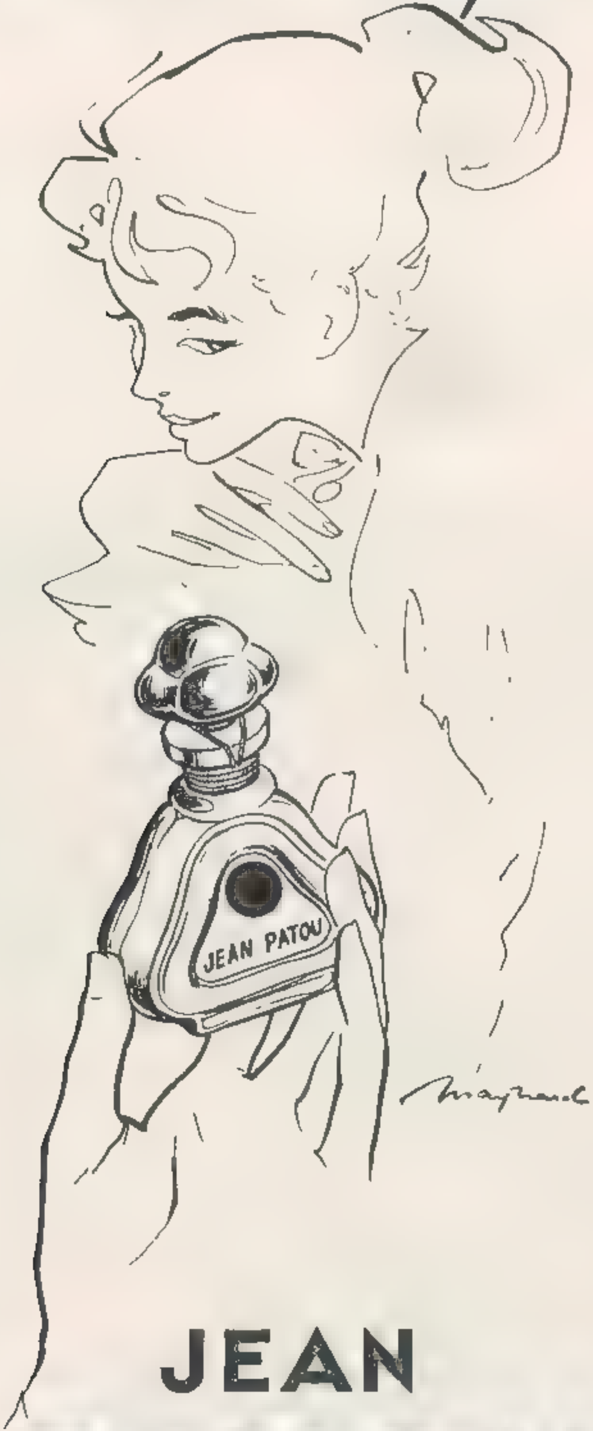

"moment suprême"
JEAN PATOU

JEAN
PATOU

PERFUME—4.00 TO 125.00 • PARFUM COLOGNE—4.50 TO 25.00 • PRICES PLUS TAX

Radiantly styled

for the Rocketing '60's !

1960 NINETY-EIGHT HOLIDAY SPORTSEDAN

Quiet elegance marks this Oldsmobile. With its luxurious Custom Lounge interiors and the exceptional new PREMIUM ROCKET Engine, you are certain to find it the most satisfying car you have ever owned. Your local authorized Oldsmobile Quality Dealer will be most happy to show you all the wonderful reasons why.

OLDSMOBILE DIVISION, GENERAL MOTORS CORP.

NINETY EIGHT

by OLDSMOBILE

. . . FOR THE PERSON WHO WANTS THE FINEST THE MEDIUM PRICE CLASS HAS TO OFFER!

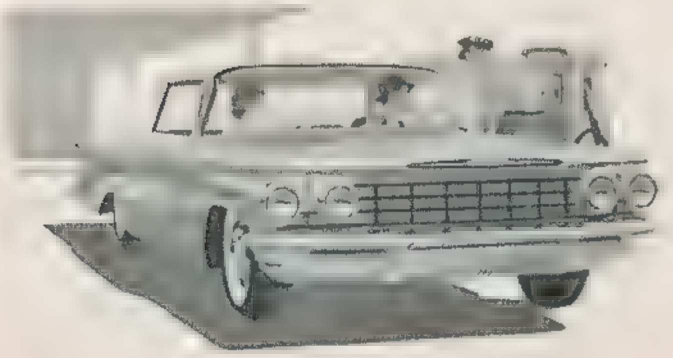
SUPER 88 HOLIDAY SCENICOUPE

New satisfaction at every turn!

There's so much to please you about Olds for '60! The most satisfying ride you ever tried . . . serenely smooth, incredibly silent. The sparkle of new color inside and out, radiantly fashioned for the Rocketing Sixties. The super agility and spirited performance of the PREMIUM ROCKET Engine on all Super 88 and Ninety-Eight models. All in all, you'll find Oldsmobile for 1960 the newest height of satisfaction!

OLDSMOBILE FOR 1960

THERE'S NOTHING LIKE A NEW CAR . . . MAKE YOURS A ROCKET!



DYNAMIC 88 HOLIDAY SPORTSEDAN

With every Dynamic 88 . . .
Rocket action—regular gas savings!

Here's the thrift you asked for! The all-new REGULAR ROCKET Engine, *standard on every dollar-saving Dynamic 88 model,* delivers Rocket "Go" on regular, lower-cost fuel. You save about a dollar a fill! Try a '60 Olds now . . . at your local authorized Oldsmobile Quality Dealer's.

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION

Tiny Tears

with new Rock-A-Bye Eyes

Now beloved Tiny Tears acts even more like an honest-to-goodness live baby than ever before! When tucked into her crib, the new Tiny remains realistically awake...only when "Mommy" rocks Tiny gently back and forth in her, arms or in the crib will those beautiful long-lashed eyes s-l-o-w-l-y close!

This adorable doll drinks her bottle, cries real tears, wets her diaper and blows soap bubbles with her bubble pipe! Her sweet plastic head has a bisque-like finish...a kissable texture. Her molded "velvet skin" body is made for cuddling and tubbing...her jointed arms and legs are made for sitting and hugging. Tiny's rooted Saran curls can be combed and shampooed.

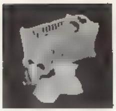
16" Tiny Tears with soft rooted Saran curls has her own playpen, layette ...child-size plastic tote bag with "extras."

Ⓔ Tiny Tears is dressed in gaily embossed cotton rompers and knit booties...ready to scamper. But "Mom" will want to hop her out of mischief into her collapsible plastic playpen. It's exactly like little sister's even to the comfortable quilted pad on the bottom. 16" Tiny Tears will find the 18" square play area just the right size

When Tiny's in the mood to blow bubbles, she knows that "Mom" has the bubble pipe handy in a transparent plastic tote bag. All Tiny's extra equipment fits into this shoulder bag: there's her sponge and washcloth for baths, her bottle, her diaper and diaper pins, and clothespins to hang up the diapers she wets after drinking.

Tiny comes with an extra boxed layette too. She'll look like a fresh little apple blossom in the pink and white cotton dress with its matching bonnet and panties!

88-8396 B1189 Tiny Tears, 16" tall.. .**$16.98**



16" Tiny Tears sleeps in new Rocking Crib... comes with accessories and an extra layette. Has rooted Saran hair.

Ⓕ What fun to soothe Tiny Tears to sleep in her very own Rocking Crib! Watch her grow drowsy—just like a sure-enough baby. As you rock her gently back and forth, long lashes close slowly over her Rock-A-Bye eyes. The white plastic crib is a fine, sturdy piece of doll furniture, with handle cutouts at each end to make it easy to carry.

Tiny's nestled under a luxurious rayon satin brocade cradle quilt. Just zip her in and she's cozy and safe...armholes give her jointed arms plenty of freedom. A mesh pouch at the bottom of the quilt holds Tiny's accessories—her bottle, diaper and diaper pins, bubble pipe, booties and pacifier. She's dressed in an embossed cotton romper—and a pink-lined white bonnet with net ruching to frame her face prettily Tiny has a dress-up outfit to wear too: a pert pink and white cotton dress and panties.

88-8412 B1397 Tiny Tears, 16" tall **$19.98**

Gay Tiny Tears Gift Sets come in so many sizes—each set complete with big accessory array to give happy play hours.

Ⓖ Our chubby cherub with halo of rooted curls has everything to keep her angelically happy: bubble pipe and pacifier for play time, sponge and washcloth for her bath, cozy booties, bottle—and diaper she'll wet after drinking. Wears a cotton romper.

Real baby size! 20" Tiny Tears is gift-boxed with accessories, plus a pretty pink and white cotton dress, panties and bonnet.
88-8388 B1049 Tiny Tears, 20" tall...**$14.98**

13½" Tiny Tears with accessories and two-tone cotton dress with panties. Gift boxed.
88-8347 B629 Tiny Tears, 13½" tall.. **$8.98**

11½" Tiny Tears is gift-boxed with all accessories plus box of Kleenex. (No layette.)
88-8321 B490 Tiny Tears, 11½" tall....**$6.98**

11½" Tiny Tears with Molded Hair...gift-boxed with all accessories and complete outfit: two-tone frock, matching panties, bonnet
88-8339 B559 Tiny Tears, 11½" tall.. **$7.98**

Tiny Tears dolls in 16", 13½" and 11½" sizes... each in a deluxe trunk with delightful layette and lots of accessories.

Ⓗ Has trunk .will travel! And Tiny's handsome trunk with plastic handle is equally useful at home to store her pretty layette and her many accessories. Included with all size dolls: bottle, diaper and pins, sponge, bubble pipe, washcloth, booties, pacifier, clothespins Wears cotton romper.

16" Tiny Tears with Rooted Saran Hair. Her trunk is packed with accessories, plus lace-trimmed cotton dress, panties and bonnet.
88-8370 B908 Tiny Tears, 16" tall....**$12.98**

13½" Tiny Tears with Molded Hair. Trunk holds accessories and full outfit: 2-tone cotton dress and matching panties; felt coat with scalloped collar and pocket, felt hat.
88-8362 B839 Tiny Tears, 13½" tall ..**$11.98**

11½" Tiny Tears with Rooted Saran Hair. In Tiny's trunk are pink and white cotton frock with matching panties, cozy knitted booties and bonnet as well as accessories.
88-8354 B698 Tiny Tears, 11½" tall **$9.98**

There are dozens and dozens of other adorable DOLLS grouped for your selection on the next 10 pages

TOODLES Dolls Are All Cuddly-Soft Vinyl

Ⓚ **16" INFANT TOODLES with CAR BED.** This soft vinyl bundle is the perfect image of a beautiful *new-born* baby! Like real brand new infants, Toodles looks enchantingly delicate—yet thrives on plenty of baths and lots of cuddling!

You'll want to show Toodles off to her new "relatives" and friends—she comes prepared for travelling with her very own authentically styled car bed She'll ride in cushioned comfort on the tufted air filled mattress and "Mommy" can carry the car bed easily by its sturdy metal handles (Frame and supports are metal too.) Fully-jointed Toodles can sit up to see the world if she wishes, or close her long lashed sleeping eyes and snuggle down in her lace-trimmed rayon satin bunting A satin bonnet covers her rooted curls, and she wears a checked romper and knit booties

88-8438 B908 16" Infant Toodles **$12.98**

Ⓛ **23" TOODLES IN HER "SUPER KART"** Lots of fun and action ahead for the "Mommy" of this bouncy full size baby with playful *rolling eyes,* fringed by fabulous curled lashes! Toodles drinks from her own bottle and wets her diaper Her soft vinyl body can be bathed and how this peppy baby loves to splash! Her arms and legs are jointed

Toodles comes with the new, fun packed three way "Super Kart" This wonderful all-steel toy converts easily to use as a high chair for play feeding, or as a doll stroller for promenading, or as a shopping cart for play marketing Removable shopping basket is included . filled with many play boxes of miniature brand name grocery products

Toodles is dressed in a crisp cotton sateen romper with eyelet-embroidered collar socks and shoes She wears a big satin ribbon in her rooted hair

88-8446 B1397 23" Toodles and Cart **$19.98**

TINY TEARS
with Rock-A-Bye Eyes

TOODLES

I want the customers walking around looking at the goods

I'm only sorry that during the past year, I haven't been able to spend more time at the store. Since my current TV series went into production, I had to hire two very competent women to run the operation: But I will be behind the counter most of the summer.

I discovered that we did not have to do much in the way of promotion, since the location would catch the eye of practically every tourist in Sun Valley. But I found out that mentioning the store in magazine stories, and on TV, has certainly helped business. In recent months I have had offers to expand the operation by granting franchises.

Naturally, I am thrilled with the small success I have enjoyed, but that is the least rewarding part of the endeavor. I can't tell you how much I enjoy standing behind the counter and waiting on people. Like millions of other women, I have experienced on rare occasion, rudeness (or so it seemed at the time) on the part of the salesperson, and I am extremely careful to give each customer optimum service. Once in a while, the fact that I'm an actress, and am recognized, produces some funny moments.

How much will it be to me?

I remember a time when a woman from Chicago asked how much a handbag was. I told her it was $9.95.

"Well, since you're my favorite actress, Miss Sothern, how much will it be to me?" I quoted her the same price

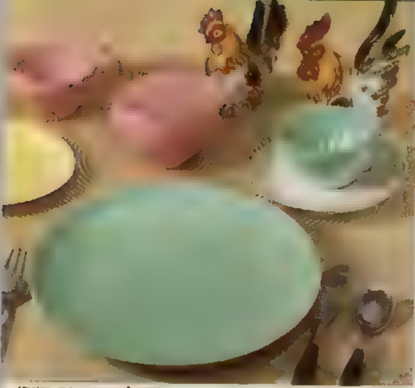
"I'll take it," she pouted, "but Lucille Ball's gotten much funnier in the past 30 seconds."

However, the most amusing experience I had, happened one day when a lady from Iowa said to me, "You know, my dear, it was very clever of Miss Sothern to open this shop. And particularly clever of her to employ a salesgirl like yourself, who looks so much like her."

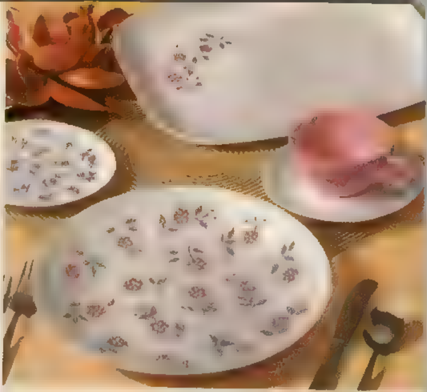
Yes, I can safely say that meeting the public, and getting a REAL chance to know them has been my greatest joy from the shop. Luckily, I do not depend on the income from the store, and therefore I have no great pressure on me at any time.

It started out, as I said before, as a hobby. But I've never known anyone to object to a hobby that makes money, too. Including Ann Sothern.

Ann Sothern, motion picture and TV star, selects yardage for a waiting customer in her shop, Ann Sothern's Sewing Center, in Sun Valley, Idaho.



JEWEL TONES



EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT
AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED IN PATTERNS. SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set Shipping weight 6 lbs. Set consists of 4 each 10-in Plates, 6¼-in Plates, Cups, Saucers

45-Piece Set. Shipping weight 14 lbs Set consists of 8 each 10-in. Plates, 6¼-in Plates, Cups, Saucers, and Cereal Bowls Also one each 14-in Platter Creamer Covered Sugar Bowl, and Veg Serving Dish

OPEN STOCK ON ALL SETS

Minimum order $10.00 at retail value Allow 10 days for shipping Pay postage from Ohio M-E Stain Remover [illegible] Melamine dinnerware. Sold at and [illegible] solid-color ratings

BEVERLY OPEN STOCK DECORATED

Available in choice of four patterns Exotic Rose Golden Garland, Hampton, and Blue Spray SPECIFY PATTERN

Stock No.	Description	Wt. Ea	Retail
94K0325H167	10-in. Dinner Plate	8 oz	$2.50
94K0326H93	6¼-in. B & B	4 oz	1 40
94K0327H383	14-in. Platter	12 oz	6.75
94K0328H383	Cream & Sugar	10 oz	6.75

BEVERLY OPEN STOCK SOLID COLORS

Turquoise, pink white, or yellow—SPECIFY COLOR

Stock No	Description	Wt Ea.	Retail
94K0329H100	10-in. Dinner Plate	8 oz.	$1 50
94K0330H73	7½-in. Salad Plate	4 oz.	1 10
94K0331H60	[illegible] B & B	3 oz	.90
94K0332H53	Saucer	3 oz.	.80
94K0333H60	7-oz. Cup	3 oz.	.90
94K0334H83	20-oz. Soup Dish	5 oz.	1.25
94K0335H73	15-oz. Cereal Bowl	4 oz.	1.10
94K0336H53	7-oz. Fruit Dish	2 oz.	.80
94K0337H150	Open Vegetable Dish	7 oz.	2.25
94K0338H183	Divided Veg. Dish	7 oz.	2.75
94K0339H217	14-in. Platter	12 oz.	3.25
94K0340H264	Creamer & Sugar	10 oz.	3.95
94K0341H80	M-E Cleaner	11 oz.	1.20

CHILD'S SET

JEWEL TONES . . . of soft lustrous decorator colors . . beautiful, economical and break resistant. Available in solid color sets of turquoise, pink, or rainbow assortment of equal pieces of pink, turquoise, yellow and white

94K0301H730	16-pc.	Rainbow	Retail $10.95
94K0302H1663	45-pc.	Turquoise	Retail $24.95
94K0303H1663	45-pc.	Pink .	Retail 24 95
94K0304H1663	45-pc.	Rainbow	Retail 24.95

EXOTIC ROSE . . an attractive soft pink rose and gray pattern. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white. other pieces pink.

94K0305H1063	16-pc Set	Retail $15.95
94K0306H1997	45-pc Set	Retail 29.95

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and turquoise flowers. Dinner plates, bread and butter plates, and platter decorated Saucers, creamer and sugar bowl white, other pieces yellow

94K0307H1063	16-pc. Set . . .	Retail $15.95
94K0308H1997	45-pc. Set	Retail 29.95

HAMPTON . . . combines new styling with traditional charm in pink and charcoal. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white Other pieces pink

94K0309H1063	16-pc Set	Retail $15.95
94K0310H1997	45-pc. Set	Retail 29 95

BLUE SPRAY . . carries the charm of summer to the table with turquoise flowers on translucent Melamine. Dinner plates, bread and butter plates and platter decorated Saucers, creamer and sugar bowl white. other pieces turquoise.

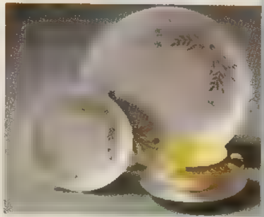
94K0311H1063	16-pc Set	Retail $15.95
94K0312H1997	45-pc. Set	Retail 29.95

DECORATED CHILD'S SET

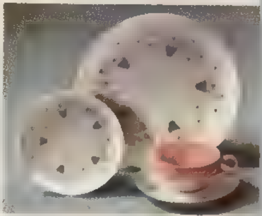
Mug has easy-to-grasp handle; ample capacity Bowl perfect for soup, cereal or strained foods. Deep rim on plate makes self-feeding a joy. **Colors**· Pink or Yellow Wt. 1½ lbs.

94K0360H263	Pink 3-pc. Set	Retail $3.95
94K0361H263	Yellow 3-pc. Set	Retail 3,95

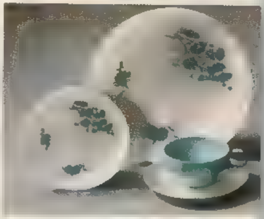
NO C.O.D ORDERS ACCEPTED



GOLDEN GARLAND



HAMPTON



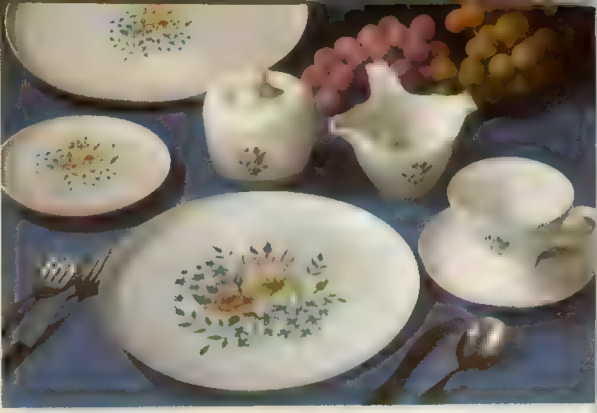
BLUE SPRAY

Florence by PROLON

America's Finest Quality
27 Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

Beautiful, deep coupe styling with a delicately tapered edge . . . rich, jewel like colors in the fadeless durability of Melamine and patterns supreme that enhance any table setting . . . Florence matches the beauty of fine semi-porcelain yet offers the lifetime serviceability you can get only in Melmac®. . . it's fully chip-and-crack resistant—virtually unbreakable! Wash it in your dishwasher—the hottest water cannot harm it



ROYAL GARDEN

PRINCESS

REGATTA

DUCHESS

ROYAL GARDEN . . a cheerful and gay floral of rose, blue, yellow and olive green. Dinner plates, cups, bread & butter plates, platter, cream and sugar decorated on translucent white, other pieces white.

94K0317H1330—16-pc Set	**Retail**	**$19.95**
94K0318H3330 45-pc Set	**Retail**	**49.95**

PRINCESS . . . enchanting golden leaf pattern on yellow with white center. Dinner plates and bread & butter plates decorated on Primrose yellow; cups, platter, creamer and sugar bowl decorated on translucent white. Bowls white, saucers and vegetable serving dish yellow.

94K0319H1330 16-pc Set	**Retail**	**$19.95**
94K0320H3330—45-pc Set	**Retail**	**49.95**

REGATTA . . . refreshing as a cool sea breeze, ultra-modern in its symbolic design of turquoise on white. Dinner plates, bread & butter plates, cups, platter, creamer and sugar bowl decorated on translucent white Other pieces turquoise

94K0321H1330 -16-pc Set	**Retail**	**$19.95**
94K0322H3330—45-pc Set	**Retail**	**49.95**

DUCHESS . . a rhythmic gold pattern of classic elegance on Regal Rose with white center. Dinner plates, bread & butter plates decorated on Regal Rose. Cups, platter, creamer and sugar bowl decorated on white. Bowls white, saucers and vegetable serving dish Regal Rose

94K0323H1330 16-pc Set	**Retail**	**$19.95**
94K0324H3330 45-pc Set	**Retail**	**49.95**

JEWEL TONES . . . casual in manner, dramatic in effect with charm and beauty in jewel like colors of turquoise, rose or rainbow assortment of equal pieces of Regal Rose, Turquoise, Bone White and Primrose Yellow

16-pc. Dinner Set

94K0313H897	Rainbow	**Retail**	**$14.95**

45-pc. Dinner Set

94K0314H2663	Turquoise	**Retail**	**$39.95**
94K0315H2663	Regal Rose	**Retail**	**39.95**
94K0316H2663	Rainbow	**Retail**	**39.95**

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc. Set. Shipping weight 7 lbs. Set consists of 4 each: 10" Plates, Cups, Saucers and Fruit Bowls.

45-pc. Set. Shipping weight 18 lbs. Set consists of 8 each 10" Plates, 6¼" Plates, Cups, Saucers and Cereal Bowls. Also one each 13" Platter, Creamer, Covered Sugar and Veg. Serving Dish

OPEN STOCK ON ALL SETS

Minimum order $10.00 at Retail. Allow 10 days for shipping. Pay postage from Ohio.

OPEN STOCK DECORATED PIECES

Available in 4 patterns. Royal Garden, Princess, Regatta, and Duchess. SPECIFY PATTERN

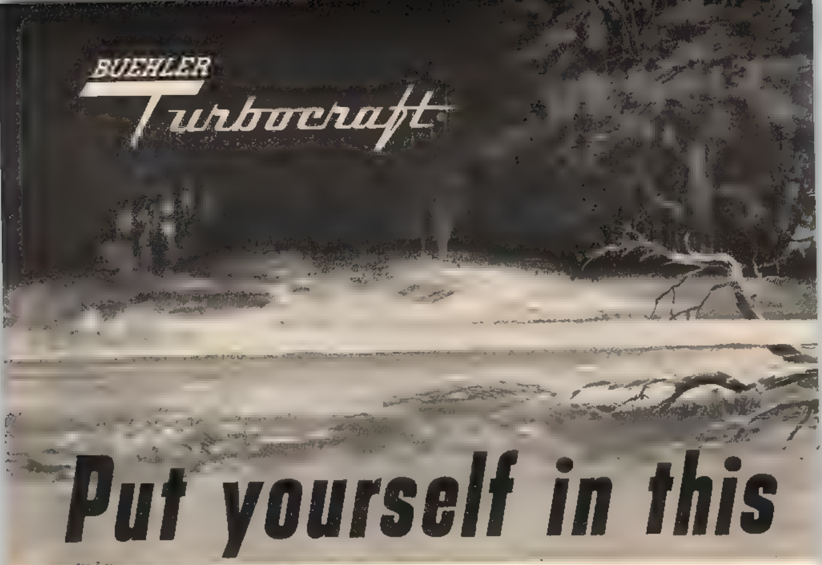
Stock No.	Description	Wt. ea.	Retail
94K0342H217	10-in. Dinner Plate	10 oz.	$3.25
94K0343H123	6¼-in. Bread & Butter	4 oz.	1.85
94K0344H123	9-oz. Cup	4 oz.	1.85
94K0345H417	13-in. Oval Platter	12 oz.	6.25
94K0346H397	Cream & Sugar Set	12 oz.	5.95

FLORENCE SOLID COLORS

Available in four solid colors: Turquoise, Bone White Primrose Yellow, and Regal Rose SPECIFY COLOR

Stock No	Description	Wt. ea.	Retail
94K0347H150	10-in. Dinner Plate	10 oz.	$2.25
94K0348H100	7¾ in Salad Plate	6 oz.	1.50
94K0349H80	6¼ in Bread & Butter	6 oz.	1.20
94K0350H90	9-oz Cup	4 oz.	1.35
94K0351H73	Saucer	4 oz.	1.10
94K0352H90	14-oz Soup Cereal Bowl	4 oz.	1.35
94K0353H73	8-oz Fruit Bowl	3 oz.	1.10
94K0354H250	13-in. Oval Platter	12 oz.	3.75
94K0355H317	14¼-in. Oval Platter	1¼ lb.	4.75
94K0356H250	Open Vegetable Dish	10 oz.	3.75
94K0357H300	Divided Vegetable Dish	11 oz.	4.50
94K0358H330	Cream & Sugar Set	14 oz.	4.95
94K0359H397	11-in. Salad Serv. Bowl	2½ lb.	5.95

JEWEL TONES



Put yourself in this

Get behind the wheel. Put the throttle down to the floor. Feel the instant surge of jet power . . . the instant acceleration. Make 180-degree turns in the boat's own length. Cruise full bore in as little as three inches of water . . . over logs, sand bars and floating debris. Throw the boat in reverse at the push of a button.

Put yourself in this jet power picture. This is the boat that has no propeller—you're driven by more than 750 pounds of jet thrust. This is the boat that has no rudder—you steer by deflecting the jet stream. It's fast. It's fun. It's versatile. And it's the safest boat afloat!

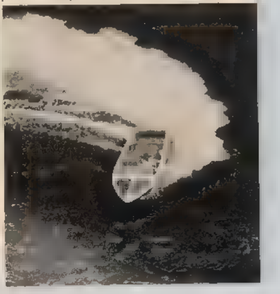
Now's the time to plan on new excitement, new thrills, new adventure for this summer's boating. Plan on piloting your *own* jet-propelled Buehler Turbocraft. See your local Turbocraft dealer or write today for complete information.

Jet Power—the Buehler Turbocraft operates on the same principle as jet aircraft. Water under high pressure is directed out the stern of the boat, providing forward thrust similar to that of jet engines.

Jet Safety—with no propeller and no rudder, the Buehler Turbocraft sets an entirely new standard of safety. There is nothing under the hull to be damaged or cause injury to swimmers and skiers.

Buehler
Turbocraft

Jet Performance—instant acceleration, unparalleled maneuverability and the ability to plane in as little as three inches of water give the Buehler Turbocraft performance unequaled by any conventional boat.



Jet Power Picture!

Yes, Turbocraft jet power is new on the American boating scene, but there is absolutely nothing experimental about it. It is backed by years of successful operation on the white water rivers of the wild New Zealand back country. I personally tested it on Idaho's rugged Salmon River—called "The River of No Return"—and on the raging Colorado River. Most important, Turbocraft is backed by our Indiana Gear Works' 25-year reputation for precision engineering and manufacturing for the most exacting of customers—the aircraft, rocket and missile industries.

John L Buehler

John L. Buehler, *President* • INDIANA GEAR WORKS, INC.

Get all the facts now and your next boat will be a jet-propelled Turbocraft. ▶

BUEHLER
Turbocraft

Turbocraft Division • **Indiana Gear Works, Inc.**
3119 Roosevelt Avenue • Indianapolis, Indiana

Please rush complete information on the Buehler Turbocraft.

NAME____________________
STREET ____________________
CITY__________ZONE____STATE____

A22 OUTDRAW THE OUTLAW!

Be the fastest gun in the west—outdraw this life-like "Tuf-to-Break" plastic "outlaw" target. Pull the string, activate the arm and hit him with a Shootin' Shell before he fires a Greenie Stick M Cap. Arm speed can be regulated. Mattel's set includes rugged Dura-Hide holster, adjustable for ages 4 to 12, safe play ammunition, contest rules. Fast fun and excitement! $9.98
FAST DRAW TARGET $4.98
DURA-HIDE HOLSTER SETS $4.98 and $7.98

B22 NEW ELECTRA-MATIC CAP GUN

Shoot rapid fire or single shot with Hubley's battery-powered* cap gun. High-impact plastic with chrome plated metal parts. Shoots perforated roll caps. For ages 4 to 9. .... $3.98

C22 COWBOY-COWGIRL GUN RACK

20"x20" Deluxe Westerner Rack has 6 unbreakable metal horseshoe shaped hangers for clothes rifles, 3 wood pegs for guns, hats, holsters, lariats—handy for cowpokes 3 to 8 by Shirl Mfg. $3.98
SMALLER GUN RACK $1.98

D22 RICOCHET RIFLE, 6-GUN, HOLSTER

Daisy Rootin' Tootin' Shootin' Irons! Cheyenne Saddle Gun makes real Ricochet sound. Comes complete with leather wall hanger, and beautiful lough grade, single holster with Daisy Bull's Eye 6-Gun. For 4 to 10 yr. old "westerners." . $9.98
CHEYENNE RICOCHET SMOKE RIFLE .. $4 98
AUTOMATIC SMOKE RIFLE $2.98

E22 WESTERN CHUCK WAGON CABINET

Handsome chest for all your toys, with handy rack for shootin' irons and cowboy hats! 35" long, 40" high, sturdily constructed of U.S. Gypsum Duron with hardwood frame. 2 to 10 yr olds write and draw on sliding blackboard door By Rich SPEC. PRICED **$11.99**

F22 HI-SCORE TRIPOD ARCHERY SET

Bow 'n' arrow target fun indoors and out for all ages. Genuine 46" hickory bow, safe rubber tipped arrows regulation target on sturdy tripod. Set by Rollin Wilson has four 18" arrows, leather arm guard, instruction booklet. $4.98
TRIPOD ARCHERY SET—36" bow $2.98
TARGET ARCHERY SET $1.98

G22 QUICK DRAW MOVING TARGET

Test your shootin' skill with moving target of Quick Draw McGraw and BaBa Looey. Hit 'em, target topples and stops action. Powered by single flashlight battery*. For ages 2 to 7 by Knickerbocker, it has Safety Dart pistol and 3 rubber suction-cup darts. $2.98

H23 RIFLEMAN'S FLIP SPECIAL

Snap and fire! Repeating cap rifle as used on T.V show. 32" long, with nickel-plated working parts, special shock-resistant plastic butt and stock. Loading chamber pops out automatically for quick re-loading. By Hubley for sharpshooters 4 to 10. .... $4.98
KELLY'S RIFLE $4.98

J23 NEW SHOOTIN' SHELL WINCHESTER

Load Mattel's authentic Winchester with Shootin' Shells or Greenie Stik-M-Caps, you'll get single shot or rapid fire action with secret automatic trigger! Cartridges ejected! Secret compartment for storing extra shells. 4 to 10 yrs. ... $2.98
WINCHESTER RIFLE $4.98
INDIAN SCOUT RIFLE .... $[illegible].98

K23 NEW OVERLAND STAGE SET

Authentic replicas of guns used by Stage Coach drivers of the old West. Colt 6-Shooter loads like pistol, fires like rifle; cartridge ejector; Shootin' Shell .45 pistol with revolving cylinder. Both fire 6 Shootin' Shells, single shots or rapid fanning, with smoking action. Mattel's set includes adjustable Dura-Hide holster for "westerners" 4 to 10; practice target. $11.98
SHOOTIN' SHELL COLT RIFLE $4.98
SHOOTIN' SHELL .45 PISTOL $3.98
HOLSTER SET $6.98

L23 SPECIAL DOUBLE HOLSTER SET

Every young "westerner" wants Hubley's handsome "low slung" holster set. Genuine leather, adjustable for ages 4 to 10; 2 bone-handled Marshal pistols and 12 silver play bullets $4.98

M23 .38 PISTOL, SHOULDER HOLSTER

Sharpshooters 4 to 10 can join Mattel's detective squad with this replica of official .38 revolver and Private Eye Dura-Hide adjustable shoulder holster. Zinc die-cast snub-nose pistol fires 6 Shootin' Shells and Greenie Stick-M-Caps. Badge and ID card in wallet· Police Range Target. $3.98

N23 PANTHER PISTOL ON WRIST STRAP

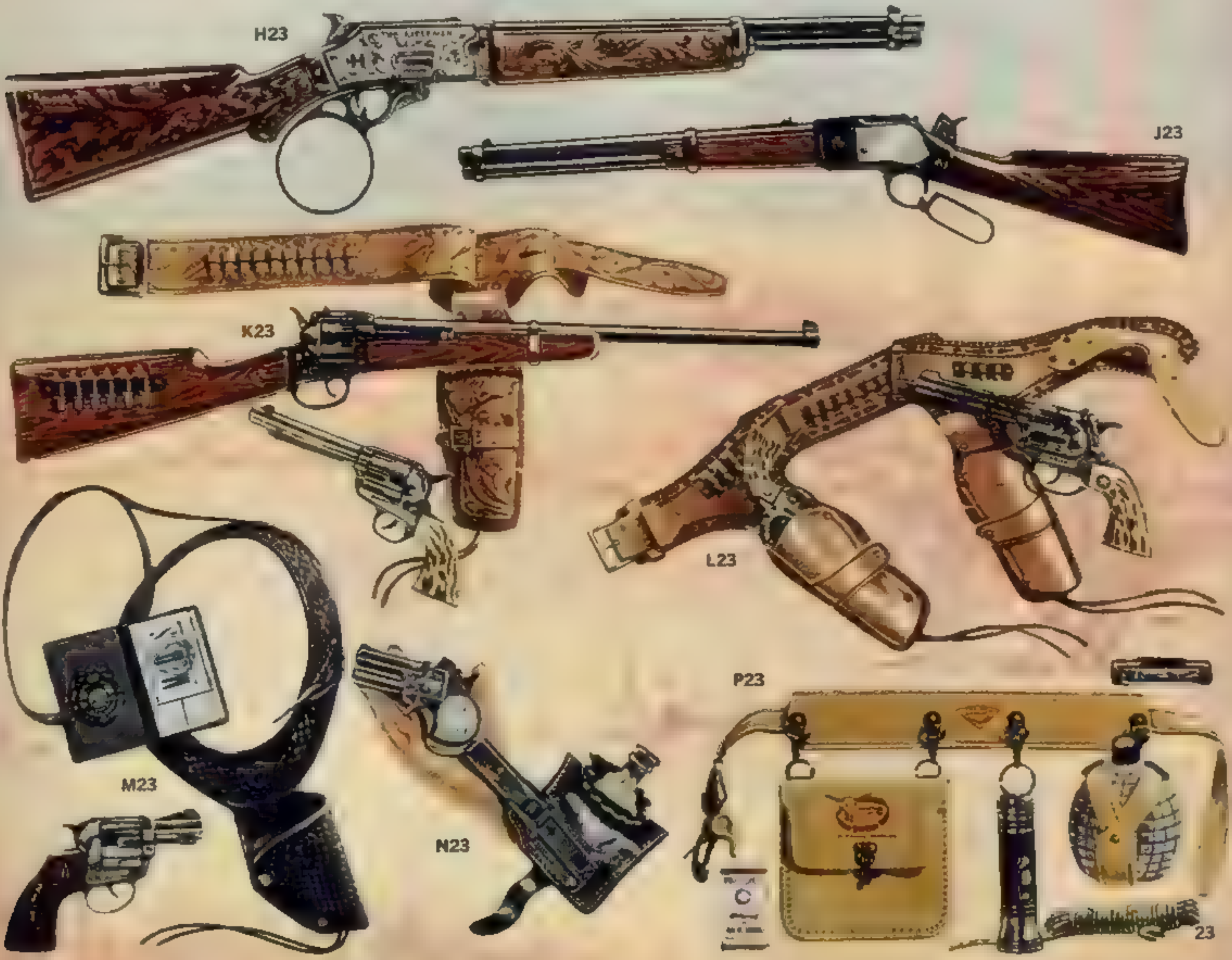
You'll outdraw all the other cowboys! A flick of the wrist and Hubley's new 4" Repeater Panther Pistol snaps into your hand ready to fire! Fastened to a leather wrist band. 4 to 9 yrs. $2.98

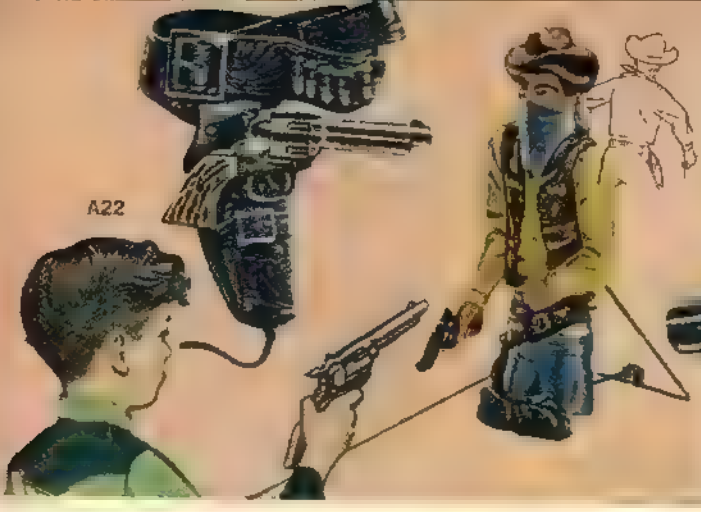
P23 REAL OUTDOOR CAMPING KIT

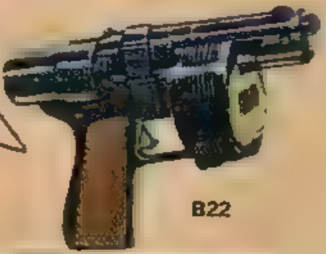
Boys 6 to 12 camp in style and safety with Industrial's 8 pc. camping kit Contains 10 ft. rope, flashlight, canteen. Bandaids, whistle, even a mouth organ. Top grain genuine leather belt and extra large saddle bag. $5.98
SMALL FRY CAMPING KIT $1.98

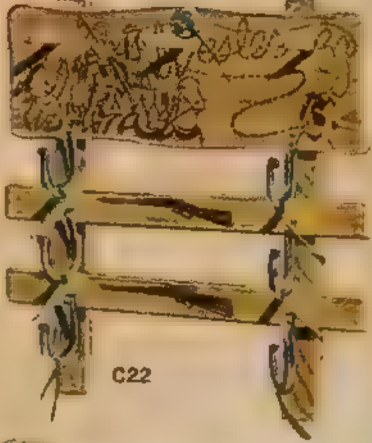
*Batteries not included

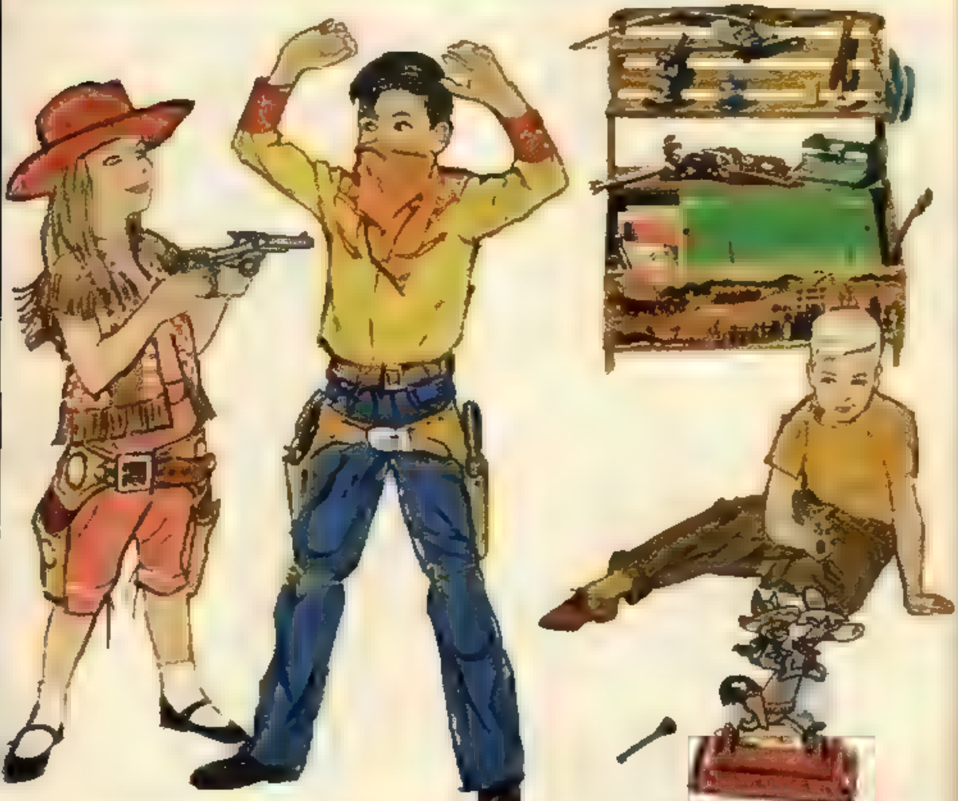
Prices shown are Manufacturers' List Prices. See us for today's prices.

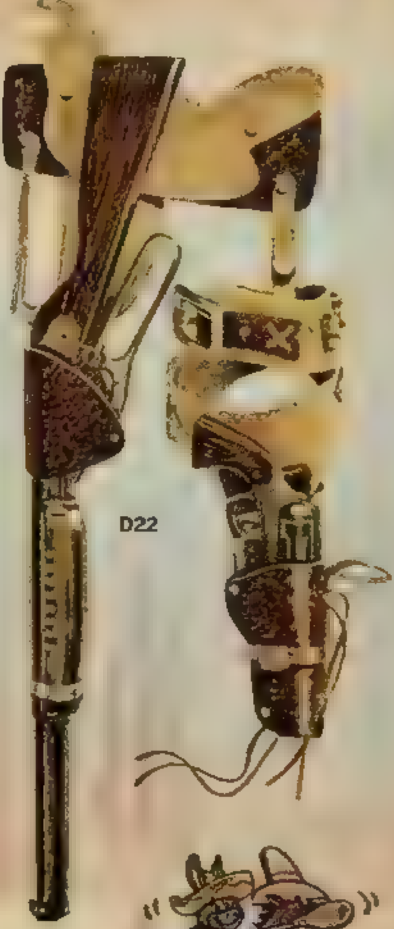



A22


B22


C22


Use Our Lay-Away Plan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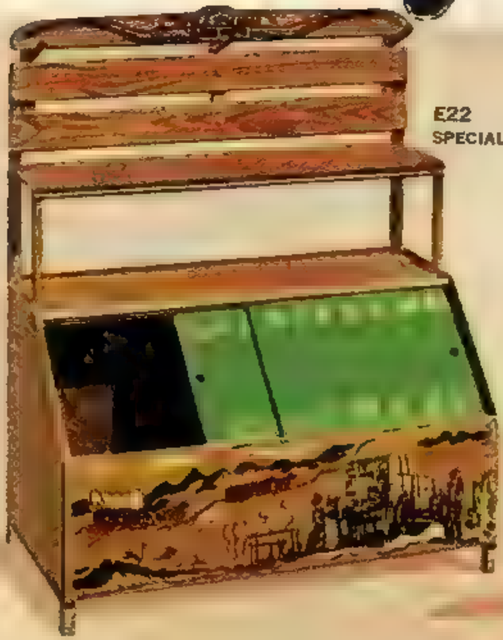
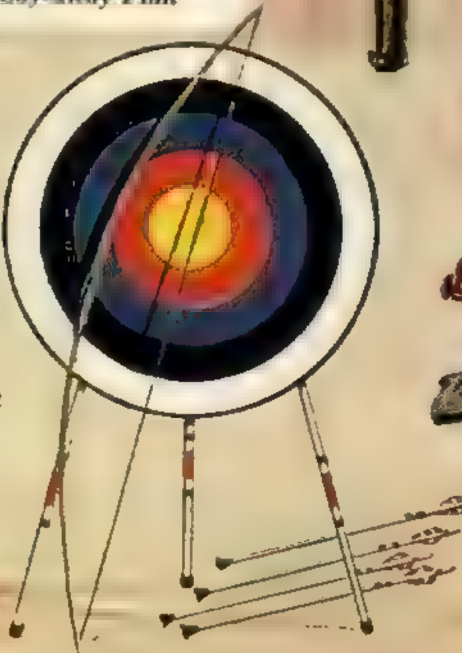

E22
SPECIAL VALUE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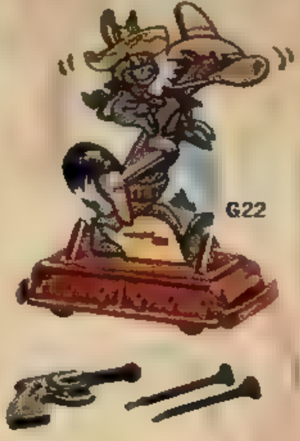
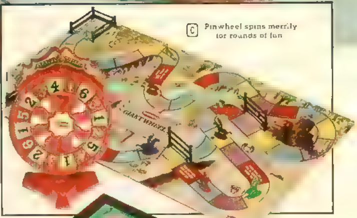

G22

Each player angled in correct hockey position

Finger manipulation players go backward, forward and spin



Pinwheel spins merrily for rounds of fun

Four popular games all on one playing surface adds to entertainment!

Electric pin ball machine for game or rec room'

Fast-Paced Games of Skill

Ⓐ DELUXE HOCKEY GAME WITH ELECTRIC SCORING

• Provides exciting action—like a real hockey game!
Duplicate the thrill-a-minute action of the world's fastest sport! Players "skate" forward and back, whirl and pass, drive for goal, move to defend. Life-like players respond instantly to finger manipulation—exclusive "Syncro-Drive" beveled gears insure positive engagement for faster, smoother play. Big-league type puck. Plastic angles and curves will not dent or lose shape. Electric scoreboard flashes goals—uses one "C" flashlight battery (not included). Colorful masonite playing surface—sturdy steel frame. Measures 36 x 20 x 3 in. high. Accessories include ten players, two goalies, puck, and scoreboard
85-0115 W 1075—Shipping weight 14 lbs......Retail **$16.00**

Ⓑ EXCITING BIG LEAGUE HOCKEY GAME

• "Pro"-action hockey game for hours of exciting fun!
Players sock and block, whirl and pass, drive for goal, move to defend! Marble-puck bounces back and forth, up and down the rink. Finger manipulation. 12 steel gear movements attached under base—two score indicators attached to playing surface. Multi-colored rink has masonite base with steel frame, rounded metal corners. Measures 36 x 18 x 4¼ in. high. Accessories include ten players, two goalies, six colorful pennants, two marbles.
85-0842 W 875—Shipping weight 13 lbs.......Retail **$12.98**

Ⓒ REMCO GIANT WHEEL AND BOARD GAME

• A really absorbing game—nationally advertised on TV!
Fun for all! A spin of the wheel determines the advances and retreats of each player—cowboys and Indians on horseback act as markers. Giant wheel stands 11¾ in. high on sturdy base. Plasticized playing board is 47¾ x 22¼ in. Plastic accessories—six markers, six corral fences, two road fences, instructions
85-1782 A 275—Set. Shipping weight 3 lbs.....Retail **$4.00**

Ⓓ CADACO-ELLIS FUN-FILLED BAS-KET GAME

• Miniature basketball—play it right in your own living room!
So realistic! Each player operates mechanically controlled levers to shoot for baskets from any position on court—levers flip ball into basket! Rules and scoring are the same as in real basketball games. Sturdy steel mechanism. Box forms the court—20 x 12½ in. playing surface. Includes scoreboard and ball.
85-1030 A 335—Shipping weight 3½ lbs.......Retail **$5.00**

Ⓔ EXCITING ELECTRIC SPORTS CAR RACE GAME

• There's breath-taking action up to the finish line!
Electrically operated! Vibrator may cause a car to speed up, overtake the rest. Or a car may veer off, head around the track again! Intricate maze adds interest to the game. Sharp curves and twisting turns keep you cheering to the end! Sturdy metal with four realistic plastic cars, plastic track. Simple vibration adjustment. Operates on 110-120 volts, AC. 26½ x 16 in.
85-1345 A 475—Shipping weight 4½ lbs.......Retail **$7.00**

Ⓖ BIG 4-GAME SET—"MAGIC PIN-SETTER"

• Enjoy four popular games all on one playing surface!
Bowling, skill-ball, shuffleboard, and horse-racing! Equipped with "Magic Pin-Setter" just tilt the frame to reset pins automatically. Has automatic ball return and scoring bell. Two-section folding design for easy storage. Hardwood frame and legs—smooth hardboard alley and backboards—braced folding legs, steel alley pit 63 x 24 x 13 in. Includes four bowling balls, "Magic Pin-Setter" with pins, four horses, four pucks, and spinner.
85-1063 W 1000—Set. Shipping wt. 15 lbs.*...Retail **$14.95**

Ⓗ DELUXE ELECTRIC PINBALL GAME—SO MUCH FUN

• A natural for the recreation room—needs a minimum of space!
Exciting electric pinball game keeps children and adults amused for hours. Automatic scoring mechanism—lights flash and bells ring as scores register. Provision is made for multiple plays. Two hand-activated kickers keep the ball in play so a score of 100,000 can be made! Equipped with five steel balls that load automatically. Strong, made to last—extra-heavy glass top in sturdy wood frame. Mounted on wood legs 30¾ x 16¼ in. wide, overall height 45 in. 110-120 volts, AC—UL approved.
85-1121 W 1669—Shipping weight 25 lbs.*...Retail **$24.98**

Ⓙ LOU CAMPI DELUXE 3-IN-1 GAME SET

• Includes equipment for bowling, shuffleboard, and darts!
Three games for the whole family to enjoy! Use indoors or out—soft polyethylene plastic pins and balls won't damage furniture. Linoleum runner with simulated wood design has layout for three games—bowling, shuffleboard, dart target. Bowling equipment includes ten unbreakable 11-in. plastic pins, two unbreakable 5-in. balls with finger holes. Shuffleboard set includes four plastic-tipped cues, eight discs. Six suction cup darts are included for dart game. Instructions. Linoleum runner 10 ft. long
85-1576 W 600—Set. Shipping weight 10 lbs.*..Retail **$9.00**

Ⓚ LOU CAMPI OFFICIAL BOWLING SET

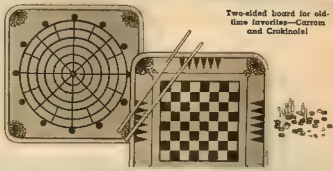
• Official-size equipment for realistic action—hours of fun!
Now, a home set that gives you the same thrilling action of regular play! Soft polyethylene plastic pins and balls may be filled with water or sand—for added weight! May be used unfilled, too! Ten 15-in. regulation-size pins—red band stripe removes to reveal fill-hole. Two unbreakable 9-in. balls with finger holes. Pin spotter and instructions included
85-1485 W 469—Set. Shipping weight 5 lbs.....Retail **$7.00**

Same game as above, but with 11½-in. pins, 5-in. balls.
85-1535 W 269—Set. Shipping weight 3 lbs.....Retail **$4.98**

Fun for all—have an exciting road race in your own living room!

UNGAR RACE TRACK SET—THE WORLD'S NEWEST ACTION SPORT

• The latest sensation in action games—exciting fun for youngsters and adults!
Now—hold your own road race in miniature right in the living room! Two racers, independently controlled, race over 2 x 4 ft. track—figure "8" roadway lets both cars travel exactly the same distance. It's fun trying to keep the lead without skidding off the track at turns—and to gain speed on straightways. Set includes two hi-impact styrene racers with miniature motors, battery power box with on-off control buttons—operates on four "C" batteries (not incl.). Also, plastic track and guard rails.
85-0180 A 665—Set. Wt. 4 lbs...**$10.00**

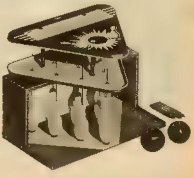


Two-sided board for old-time favorites—Carrom and Crokinole!

85-GAME CARROM-CROKINOLE BOARD FOR ENDLESS HOURS OF PLEASURE

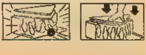
• For young and old alike—lets you play many old-time favorites—and new ones, too!
Versatile board has one side for Crokinole, the other for Carrom! You can play 85 different games with it! Includes instructions on how to play each game—and it contains everything needed for every game—plus two hardwood cues. Made of smoothly finished wood. 3-ply center panel has diagrams printed in red and green—round corner and rim design. Official size—28½ in. square. Reversible net pockets and green felt cushions on Carrom side.
85-1147 W 669—Set. Wt. 10 lbs. .**$10.00**

IT'S ALL FUN AND NO WORK!



AUTOMATIC BOWLING GAME

• Pins are set automatically!
Anyone can play it—it's easy and lots of fun! Automatic pin setter—pins are attached to frame by plastic strings. Magnets on bottoms of pins stick to steel base. Press top plate down—ten pins are automatically placed in bowling position! When plate is released, magnets hold pins in place until struck by ball. Regular bowling rules. Plastic pins are 4 in. high. With two 3-in. plastic balls. Set is 10 x 16 x 10 in. high
87-1046 A 469—Set. 8 lbs. .**$6.98**



AUTOMATIC PIN SETTER—
NO HAND SETTING NEEDED!

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* Not mailable—pay shipping at time of delivery

POP
POP
POP
A4
LAMB
B4
Really Big
Building
C4
D4
E4

A4 SPIN THE GAY POPPIN' TOP

Push the plunger, and the brightly colored balls pop in all directions as top spins! 10½" high, with plastic dome and durable poly base. By Ohio Art for ages 2 to 5. **$1.98**

B4 SWEET CANDY AND HER LAMB

Squeeze them and they "talk"! 1 to 4 yr. olds love to cuddle Candy and her darling lamb—safe, washable rubber toys by Arrow. Set **$1.98**

DANDY AND PUPPY SET **$1.98**

C4 JUMBO BLOCKS AND BRICKS

Squares, oblongs, arches half-circles, and triangles. 1 to 9 yr. olds pile them high as can be! Deluxe assortment is of lightweight, safe poly. By Tucket Toy **$4.98**

BUILDING BLOCKS AND BRICKS **$2.98**

D4 REALLY BIG BOOK REALLY IS!

35 pages chock full of things to do for busy 2 to 8 yr. olds. Puzzles, ABC's, things to draw, games, pages to color, wipe clean, and recolor; Magic Wipe-Off Whiteboard, crayons. By Jack Built **$1.98**

RE-COLOR BOOKS each **98¢**

Use Our Lay-Away Plan

E4 FLUTTERING BIRDS FOR NURSERY

7 different beautiful birds, in true-to-life colors, delight baby as they flit and fly over his crib or play pen. Of washable plastic, on strong nylon threads, easy to attach, will not mar furniture. For 6 mos. to 3½ yrs. By Kenner. **$2.98**

NURSERY BUTTERFLIES **$1.98**

F4 BOUNCY RACER ROARS

Streamlined speedster roars as helmeted driver bounces up and down in his seat! 9" long, has jumbo blown-poly tires for exciting floor play. By Fisher-Price, for ages 1½ to 5. Beautifully finished, unbreakable, enameled wood body **$1.98**

SPORTS CAR 1½ to 5 YRS. **98¢**

G4 PUSH TOY CORN POPPER

Sound and action for 1 to 3 yr. olds! Push popper and wooden balls go "pop-pop-pop" against the unbreakable dome. Solid wood base, wheels and handle, safe plastic knob. By Fisher-Price **$1.98**

RATTLE BALL PUSH TOY **98¢**

PUSH CHIME **$1.49**

POP-N-RING PUSH TOY **$2.49**

LOOK FOR THE STARK

H4 THE JOLLY STATION WAGON

"Brr-rum," he roars—and rolls his eyes while child and dog in back seat bounce and spin. Non toxic enameled wood finish, with steel axles and tough plastic parts. Figures lift out, top is removable and tailgate lowers. Exciting Fisher-Price toy for 2 to 5 yrs. **$2.98**

SAFETY SCHOOL BUS **$5.95**

SNORKY FIRE ENGINE **$2.98**

J4 HUFFY PUFFY CHOO CHOO TRAIN

"Chug-chug," says the little engine as he rolls his eyes! Cattle car doors open, brakeman swings his lantern. Steel axles; wood cars uncouple for rearranging. Color, sound, animation for 2 to 5 yr olds. 27" long. By Fisher-Price **$4 98**

LOOKY CHUG CHUG **$2.49**

K4 JACK 'N' JILL T.V. RADIO

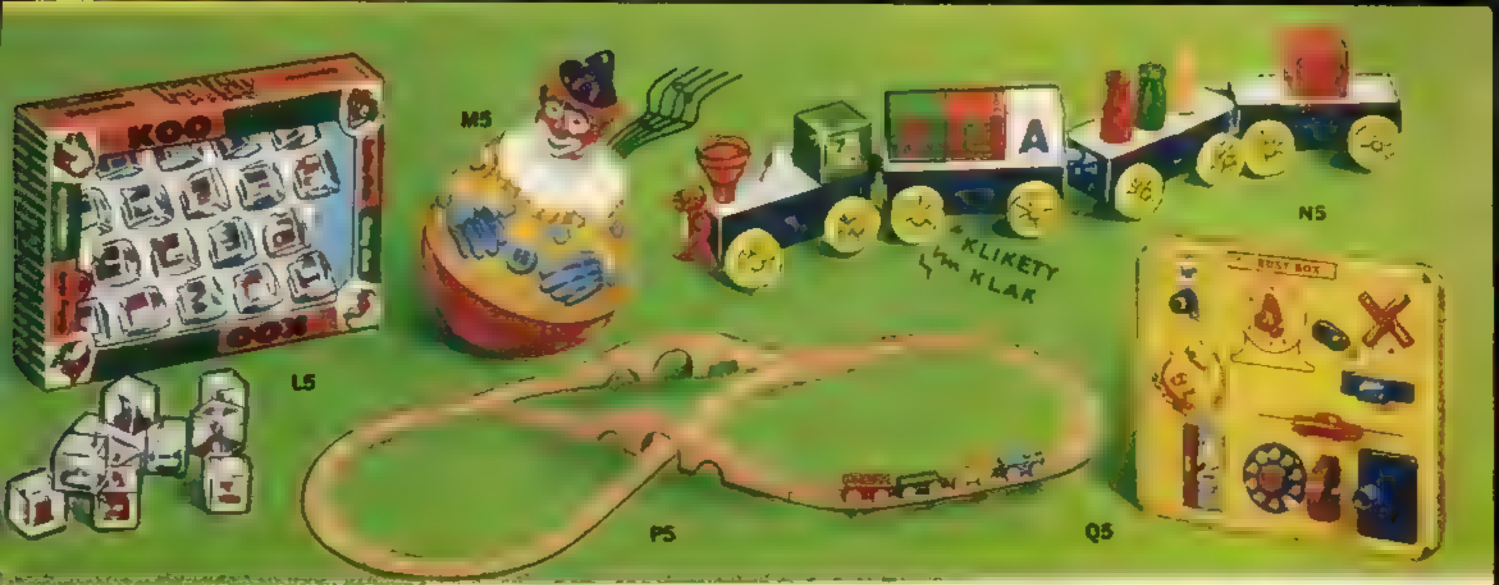
Just wind the center dial, real Swiss music box plays "Jack 'n' Jill," and dial revolves to illustrate the nursery rhyme. Unbreakable wood case with spring aerial. By Fisher-Price, to delight youngsters 2 to 6 yrs. old **$2.98**

MUSIC BOX **$1.98**

PULL-A-TUNE XYLO **$2.98**

Prices shown are Manufacturers' List Prices. See us for today's prices

F4
K4
J4
POP
POP
POP
G4
Fisher Price
H4



L5 KOO ZOO BLOCKS—BABY'S ZOO

Rattling 1½" safely rounded plastic blocks—a zoo of wild animals in floating cages! Hours of play for youngsters ages 1 to 3. Perfect for nursery or bath. By Kusan........ $1.98

KOUNTY FAIR BLOCKS .... 98¢

M5 ROLY POLY MUSICAL CLOWN

Funny 8" circus clown by Knickerbocker rocks and rolls merrily to the sound of tinkling chimes. Of hi-impact plastic, with turning socket head bounces back to upright position for more fun and music. 6 mos. to 2 yrs. $1.29

11½" CLOWN MUSICAL ROLY POLY $2.29

N5 KLICKITY-KLACK EXPRESS

Molded of hi-impact plastic for lots of rough railroading, it rolls along with a klickity-klack noise 21" long, it has engine with cow-catcher caboose, 2 "blox" cars with removable ABC blocks bottles. For ages 1 to 3 by Kusan. $1.98

P5 ALL ABOARD THE TOT RAILROAD!

Here comes Lincoln Logs' railroad! Beginners 2 to 9 make different track, switch and bridge combinations with 12 ft. of plastic railway. It's lots of fun being engineer for the 4 wood cars $4.98

88" TOT RAILROAD $2.98

207" TOT RAILROAD $7.98

Q5 10 TOYS IN ONE BUSY BOX

Safe plastic toy without loose parts, for toddlers 9 mos. to 4 yrs. A whole amusement park of fun and action built into one toy—doors and drawers to open, dials, cranks and knobs to turn, noisemakers and pictures. Also attaches to play pen or crib. By Kohner $4.98

R5 BRR-RING CASH REGISTER

Press the plastic keys and up jump Humpty Dumpty, Jack and Jill, The Three Little Pigs! Turn the crank, bell rings, cash drawer pops open! Entertaining, educational non-toxic enameled wood toy by Fisher-Price, for ages 2 to 6 $4.98

S5 EASY-TO-READ SAFETY BLOCKS

Smooth, rounded corners and harmless colors make Halsam's 24 piece ABC Block Set safe for children. Tots 1 to 3 yrs. have fun learning numbers and letters at the same time $1.98

12 PC. ALPHABET BLOCKS 98¢

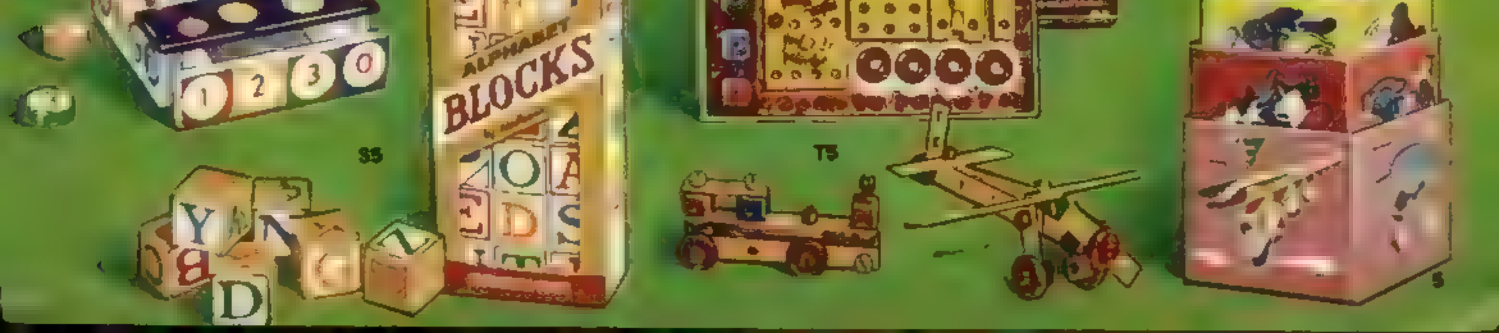
T5 NUTS 'N' BOLTS—SAFETY 'N' FUN

Preschoolers use imagination and create airplanes, locomotives, boats and many other combinations with this educational toy. Large supply of wooden bolts, threaded blocks, nuts, strips, wooden screwdriver and simple instruction book. Harmless, non-toxic colors. By Kohner . $2.98

U5 DONALD DUCK JACK-IN-BLOCKS

Stack the blocks and there is Donald jumping up from the top box! 6 large sturdy, nested blocks by Gabriel, decorated with exciting all-new Disney cartoons, for 1 to 4 yrs. $2.98

LOOK FOR THE LARK —our own proud label—only the finest toys can wear it. Skillfully designed of quality materials, they help stimulate your child's imagination and hold his interest over a number of years. Because "LARK" toys are made to our exacting specifications for safe, dependable wear, they are good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.



NEW FROM GALE...

1960's power-packed line of "Go-Anywhere" outboard motors!

ANYWHERE is your playground when you go outboarding. And there's no finer way to GO than with a Gale outboard motor. Just look! Modern style stands out in sparkling colors. Superb engineering stands out in flashing performance. Precision design stands out in the smooth, quiet operating ease that makes any of the new "Go-Anywhere" Gale outboards so satisfying to own.

Take the mighty V SOVEREIGN. Never before has balance met brawn in such a perfect power package. Or Gale's Sovereign 35, *the* electric-starting beauty that outvalues any other outboard in its class. Or choose any of Gale's stylish Buccaneer motors...35, 25, 15, 5 or 3 hp...and get a value-packed outboard that delivers rugged reliability and durable long life. For every Gale outboard is "Tank-Tested" at the factory—your guarantee of dependable performance from the first easy start. No trouble. No strain. Just fun.

All the new "Go-Anywhere" Gale outboards are on display at your dealer's now. See them. Try them. Compare them. You'll discover for yourself that no other motor gives you more in downright carefree boating pleasure. This year, skipper...make yours a Gale outboard and step ahead of the crowd.

Find your Gale dealer in the "Yellow Pages" and see him this week. Or write for colorful free catalog to: Gale Products, Dept. 910, Galesburg, Illinois.

DYNAMIC
ALL-NEW LINE
OF OUTBOARDS

featuring...

the mighty
V Sovereign

NEW! 60 hp, 4 cylinder V-block engine delivers big power thrust to plane the heaviest cruisers with no loss of lugging power...the bursting speed to pull a squad of skiers. Power impulses every 90° turn of the shaft deliver smoothness no other design can match.

NEW! Gale's 5-point Top-To-Bottom silencing makes this the quietest of big power outboards. 1) Powerhead floats on a cushion of rubber; 2) fiberglass covers trap sound; 3) shock absorbers isolate vibration; 4) exhaust is deep underwater; and 5) constant-contact spiral gears are super-quiet.

NEW! Slim, trim "Torpedo" lower unit adds zip to boat's performance. Gear and shaft assembly mounted on anti-friction bearings (like all other thrust points on this beauty) for trouble-free long life.

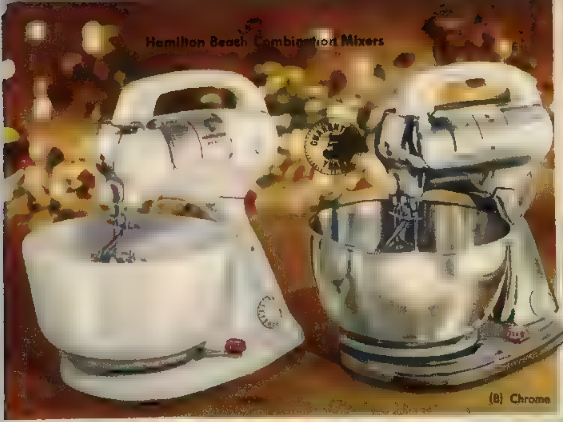
Get a Gale and GO...*ANYWHERE*

SOVEREIGN
60
Gale
SOVEREIGN

Gale

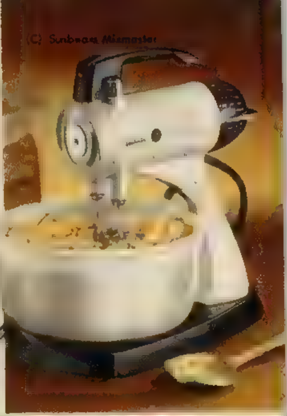
OUTBOARD MOTORS

GALE PRODUCTS • GALESBURG, ILLINOIS • DIVISION OF OUTBOARD MARINE CORPORATION



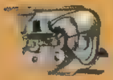
Hamilton Beach Combination Mixers

(B) Chrome

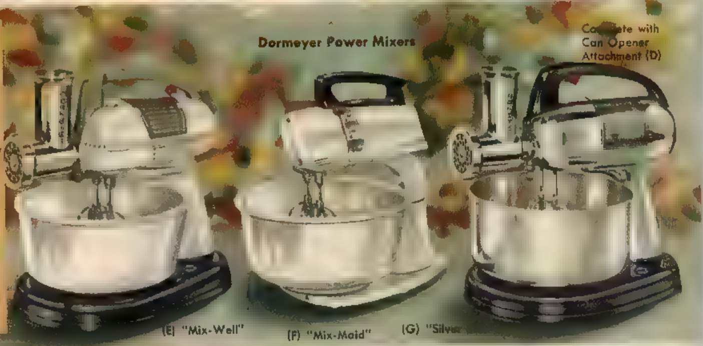


(C) Sunbeam Mixmaster

Fits all new and
old Dormeyer
Mixers with
meat grinder
attachments



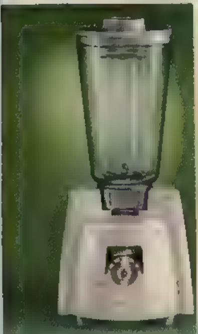
(D) Can Opener
Attachment



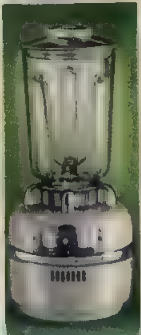
Dormeyer Power Mixers

Complete with
Can Opener
Attachment (D)

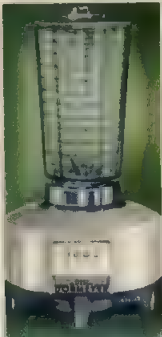
(E) "Mix-Well" (F) "Mix-Maid" (G) "Silver



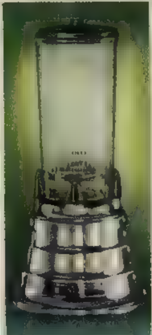
(H) Osterizer Jr.



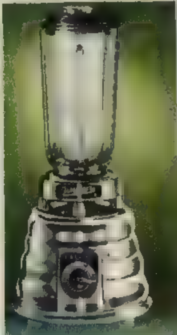
(J) Hamilton Beach



(K) Dormeyer



(L) Waring



(M) Osterizer Deluxe

KITCHENAID ELECTRIC MIXERS

NO POWER ADAPTER NEEDED FOR THE OPERATION OF ATTACHMENTS

(A) KITCHENAID HOUSEHOLD SIZE (Model 3C) Baked white enamel finish. Motor has reverse power for heavy loads and attachments, also full power on all 10 definite speeds (and intermediate speeds). 3 qt. stationary Pyrex bowl, 1 all-purpose beater. Up-front mixing guide

85X1801H4579 Ship. wt. 26 lbs.. . ... . **$69.50**

(B) KITCHENAID STANDARD SIZE Model K4B. For large homes or commercial use. Universal type motor. Four speeds or any desired speed between the regular settings. White Dulux finish. 4 qt. tinned steel mixing bowl and one wire loop whip, one combination flat beater-pastry knife Not illustrated

85X1802H8203 Ship. wt. 31 lbs. . .. **$124.50**

(C) KITCHEN FAMILY SIZE. Model K5-A 5 qt. bowl, one combination flat beater and one wire whip.

85X1803H10509 Ship. wt. 27 lbs. ... **$159.50**

DOUGH HOOK – Performs the hard work of kneading dough. For K5-A only

85A1807H308 Ship. wt. 3 lbs. Mailable. . . **$4.75**

FOOD CHOPPER – Chips or cuts meats, raw or cooked Fits all models

2210038824 Ship. wt. 3 lbs. Mailable. **$12.95**

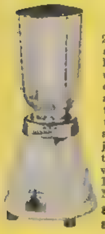
ROTOR VEGETABLE SLICER—Model VR. Slicer plate is set for best thickness for most operations. Fits all models.

22100681142 Ship. wt. 3 lbs. Mailable. **$17.95**

KITCHENAID COFFEE MILL

Choice of 16 different grades of grinds. Gleaming white long-wearing finish—sturdy motor. Ship. wt. 8 lbs. Mailable

85A1804H1817 **$27.95**



OSTERIZER LIQUEFIER-BLENDER

2-speed. Non-breakable cover, clear heat-resistant graduated glass container. Container opens at both ends—easier to clean . . . cap threaded to fit all standard canning jars. Cutting blades removable for thorough cleaning. Tapered cutting well permits continuous feeding. AC-DC., 60C., 115V Ship Wt. 12 lbs Mailable.

85A1112H3357 Chrome . **$47.95**
85A1111H3007 White. .**$42.95**

New, Streamlined Mixers make food and drink preparation a breeze . . . assure perfect recipe results

(A) HAMILTON BEACH WHITE MIXER

Mixer automatically unlocks when tilted for use as a portable. One-hand fingertip 10-speed control for any mixing job All metal white enamel body, chrome-plated steel beaters. Ball bearing turntable. Exclusive bowl control shifts batter to guarded beaters. With tuner Opal glass bowls. 115V, AC, 120W. UL approved. Wt. 16¾ lbs

85F3107H3497 Mailable . **$49.95**

(B) HAMILTON BEACH CHROME MIXER

Same as (A), but in chrome with unbreakable stainless steel bowls

85A3106H4197 Ship. wt. 15½ lbs.
Mailable . **$59.95**

(C) SUNBEAM AUTOMATIC MIXMASTER

With 12 scientifically correct mixing speeds, powerful governor controlled motor that maintains full speed always, exclusive automatic beater ejector, large bowl-fit beaters, automatic bowl speed control, bowl-shift lever for thorough, even mixing of all batters. Use as portable too. White with 2 bowls 110-120V AC-DC. Wt. 18 lbs.

85F0406H3548 Mailable **$47 95**

(D) DORMEYER CAN OPENER ATTACHMENT

Fits all Dormeyer mixers, new or old, that use meat grinder attachment. Attaches in seconds, removes can lids automatically, with no jagged edges. Magnet holds can lid. Ship. wt. 1 lb

85A0915H417 Mailable . . . **$7.00**

(E) DORMEYER MIX-WELL

With electric food grinder attachment. Fingertip selections of 10 full-powered speeds beat everything from cookie dough to creamy sauces. Snap-on food grinder chops leftover foods, meats, vegetables. With automatic beater release automatic Magic-Mix arm, bowl-size indicator to reposition nickel-chrome beaters. Use as a portable, too. With 2 opal glass bowls, recipe book. White, 110-120V, AC-DC. Wt. 20 lbs.

85F0913H2829 . . ... **$40.00**

(F) DORMEYER MIX-MAID

Perfect for brides, penny-counting or part-time homemakers . . . it's low-priced yet offers 9 full powered speeds suited to any mixing chore. Gleaming white head can be used as a portable too . anywhere you need it to blend, cream, whip Automatic beater release, nickel chrome beaters, 2 opal glass bowls, white stand Detached head stands alone. 110-120V, AC-DC 6′ cord.

85F0914H2120 Ship. wt. 13½ lbs.
Mailable . . **$3**[illegible]

(G) DORMEYER SILVER STAR

With electric can opener and grinder attachments. Does triple duty . . mixes everything from egg whites to bread dough with 10 full-powered governor-controlled speeds; automatically, instantly opens any size, shape can, grinds meats, vegetables, nuts. Shimmering chrome head and 2 lifetime stainless steel bowls add beauty to the kitchen Phenolic base with permanent scratch-proof finish. Automatic bowl size indicator adjusts beater for best action. Automatic beater release, nickel-chrome beaters, detachable head, 2 stainless steel bowls. 110-120V, AC-DC.

85F0912H4245 . . .. **$60.00**

(H) NEW OSTER JUNIOR OSTERIZER

Ideal for the budget-minded . . . or for a second blender Clear plastic 4-cup container open at both ends for easy washing. Standard canning jar fits blender Processing blades remove for cleaning. White Melamine base, 115V, AC-DC, 275W, single-speed motor 15″ high, with 5′ cord Recipe book. Wt. 10 lbs.

85A1110H1970 Mailable . . . **$26.95**

(J) HAMILTON BEACH BLENDER

Chops, blends, grates, mixes, pulverizes liquifies, purees. 2 speeds, low for cutting high, for liquifying Twice the usual cutting power Fruit jar can serve as container ⅓HP motor, 115V, AC, 32-oz. durable container, 6′ cord

85A3108H2797 Ship. wt. 10¼ lbs.
Mailable . **$39.**[illegible]

(K) DORMEYER DELUXE BLEND-WELL

Striking design with streamlined 3-speed push button control Hurricane action cushion mounted motor eliminates vibration Blade assembly screws off for cleaning Non-breakable, boilable, Queen size plastic container has sure-grip ribs. Chip proof, mar-proof white thermoplastic base. 115V, AC.

85A0916H3182 Ship. wt. 12 lbs.
Mailable . **$45.00**

(L) WARING DELUXE CHROME BLENDOR

Blends soups and dressings, mix drinks, omelets grind, chop, crumb, aerate. Over 1-qt. Pyrex container, powerful ¼ HP motor, blades engineered for maximum efficiency All chrome 14¾″ high. Life-time lubricated 115V, AC-DC. 2-speed Ship. wt. 11 lbs.

85A2103H2960
Mailable **$44.95**
85A2101H2631
Antique White **39.95**

Waring Ice Jet Attachment For use with above blender. For quantities of flaked ice in seconds. Red cap, white container, gray chute. Ship. wt. 6 lbs.

85A2102H1102
Mailable . **$16.95**

(M) OSTER DELUXE OSTERIZER

Blends sauces and gravies; chops nuts and vegetables; purees and grinds. 4-cup graduated, heat-resistant, clear glass container open on each end for easy cleaning. Processing blades remove for cleaning. Powerful AC DC 115V motor has 2 speeds . . . low for blending, high for grinding Ingredients can be added through plastic top while blender is in action. Wt. 14 lbs

85F1115H3707 Chrome. Mailable.**$52.95**
85F1117H3357 White Enamel **47.95**

(3) OSTERIZER ICE ATTACHMENT—Safe, automatic feed, won't freeze up

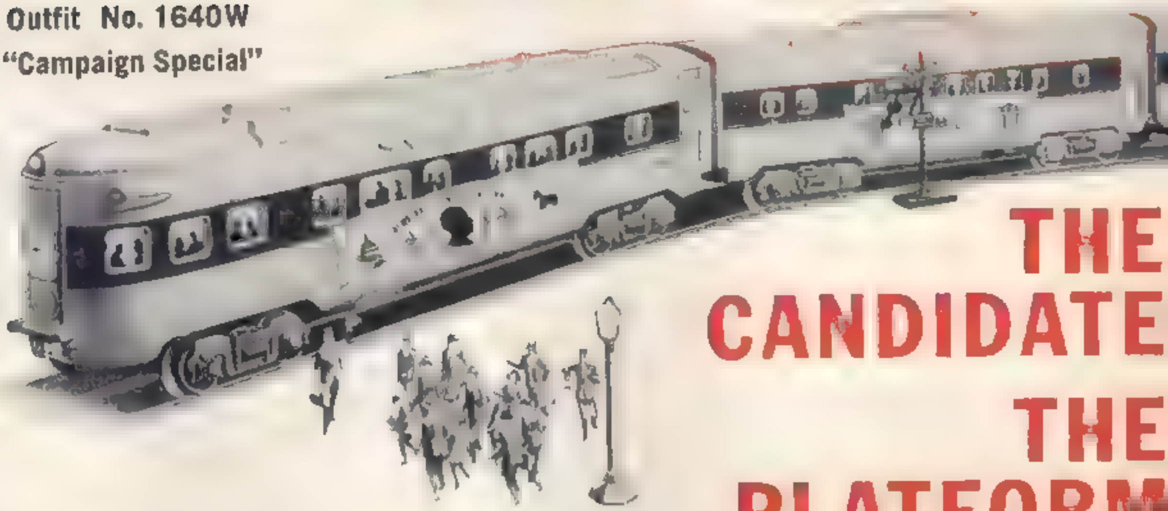
85A1114H1257 Ship. wt. 6 lbs.
Mailable **$17.95**

(4) OSTERIZER JUICER-SLICER-SHREDDER ATTACHMENT—3-in-1 unit does all food-preparation jobs Easy to clean.

85A1113H2937 Ship. wt. 6 lbs.
Mailable **$41.95**

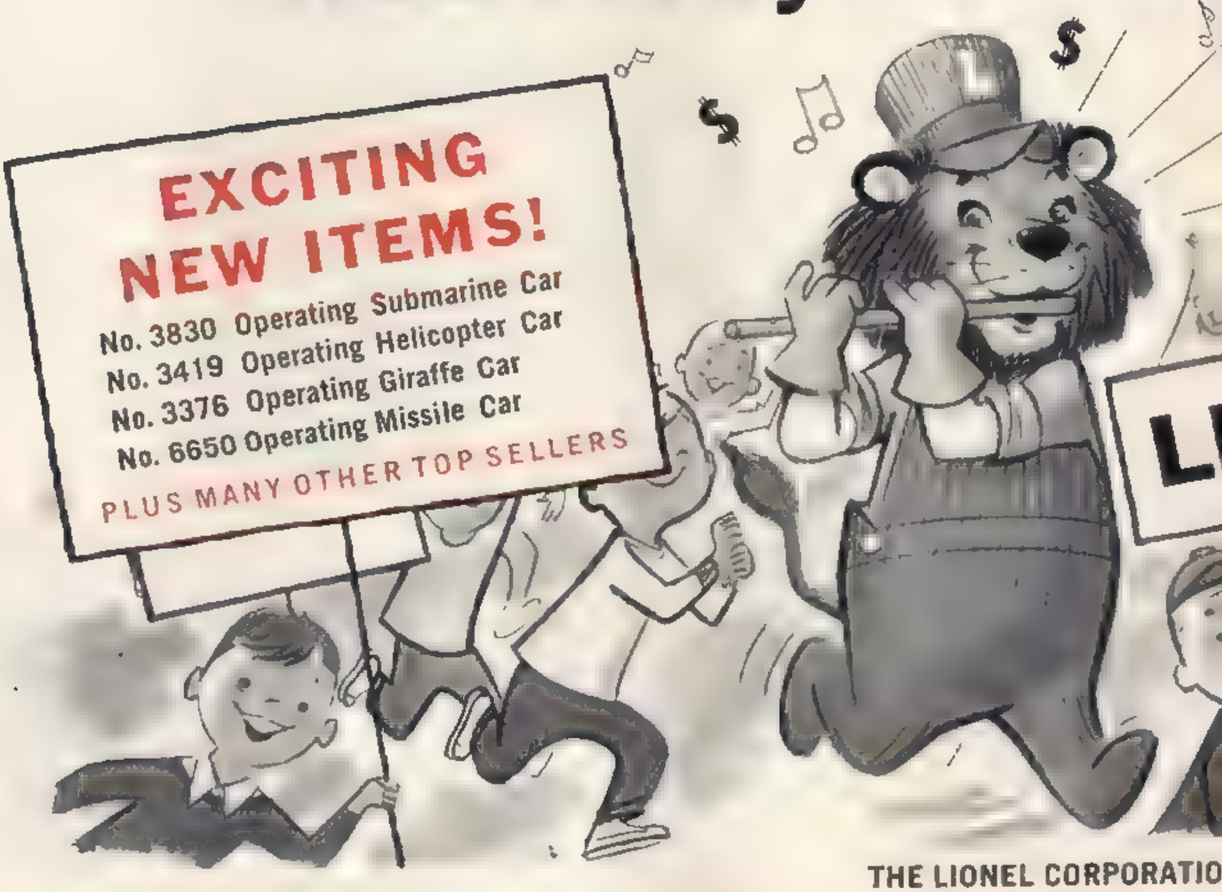
A WINNER

Outfit No. 1640W
"Campaign Special"



THE
CANDIDATE
THE
PLATFORM

Dealers Everywhere are


EXCITING NEW ITEMS!
No. 3830 Operating Submarine Car
No. 3419 Operating Helicopter Car
No. 3376 Operating Giraffe Car
No. 6650 Operating Missile Car
PLUS MANY OTHER TOP SELLERS

THE LIONEL CORPORATIO

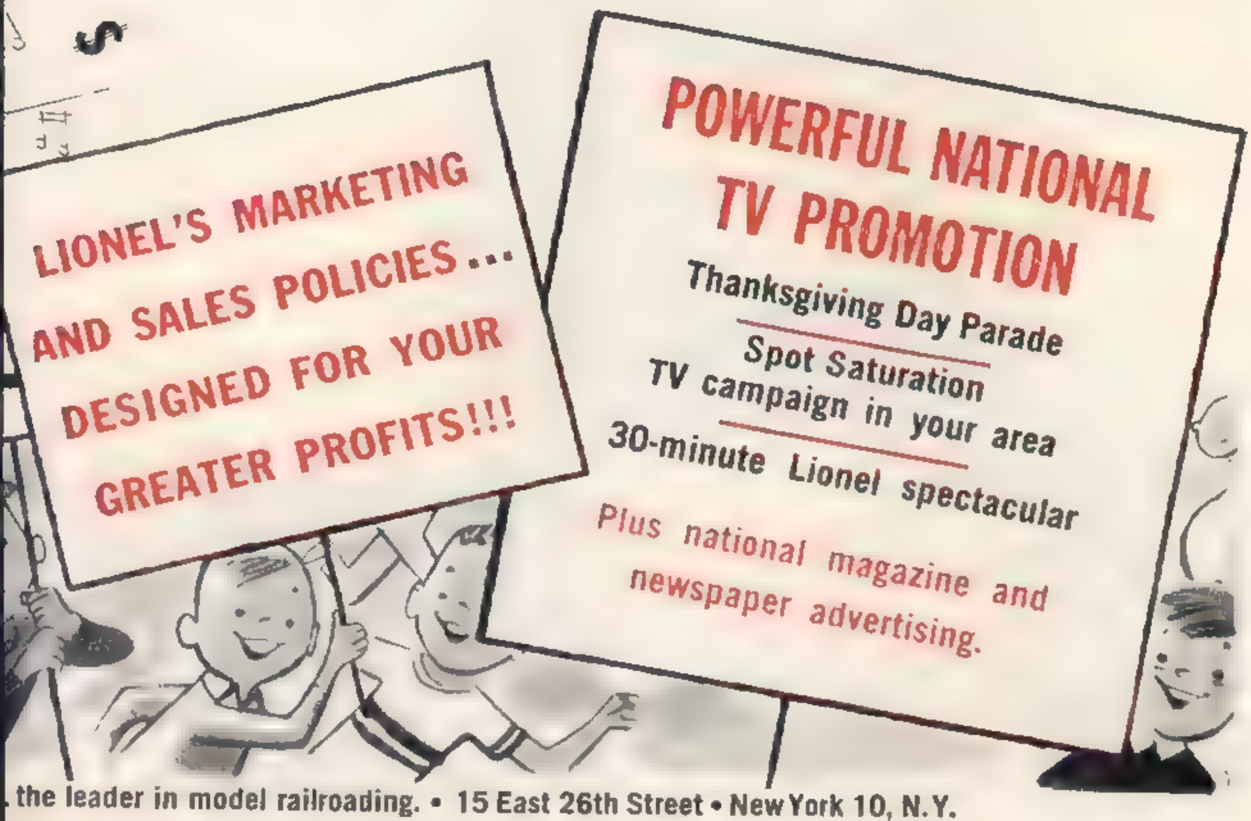
IN 1960...

SANTA FE
SANTA FE

LIONEL

PROFITABLE SALES!

Voting for Lionel Because of:


LIONEL'S MARKETING
AND SALES POLICIES...
DESIGNED FOR YOUR
GREATER PROFITS!!!
POWERFUL NATIONAL
TV PROMOTION
Thanksgiving Day Parade
Spot Saturation
TV campaign in your area
30-minute Lionel spectacular
Plus national magazine and
newspaper advertising.

the leader in model railroading. • 15 East 26th Street • New York 10, N.Y.

FUNNIES ON ABC/TV

Even after Christmas, when other national toy advertising stops, Mattel will still be TV selling for you...every week right through next December! Now, with Mattel's own half-hour show "MATTY'S™ FUNDAY FUNNIES" we'll show 'em Mattel Toys every Sunday at 5 p.m. coast-to-coast on the 87 station ABC network, covering over 85% of United States TV homes.

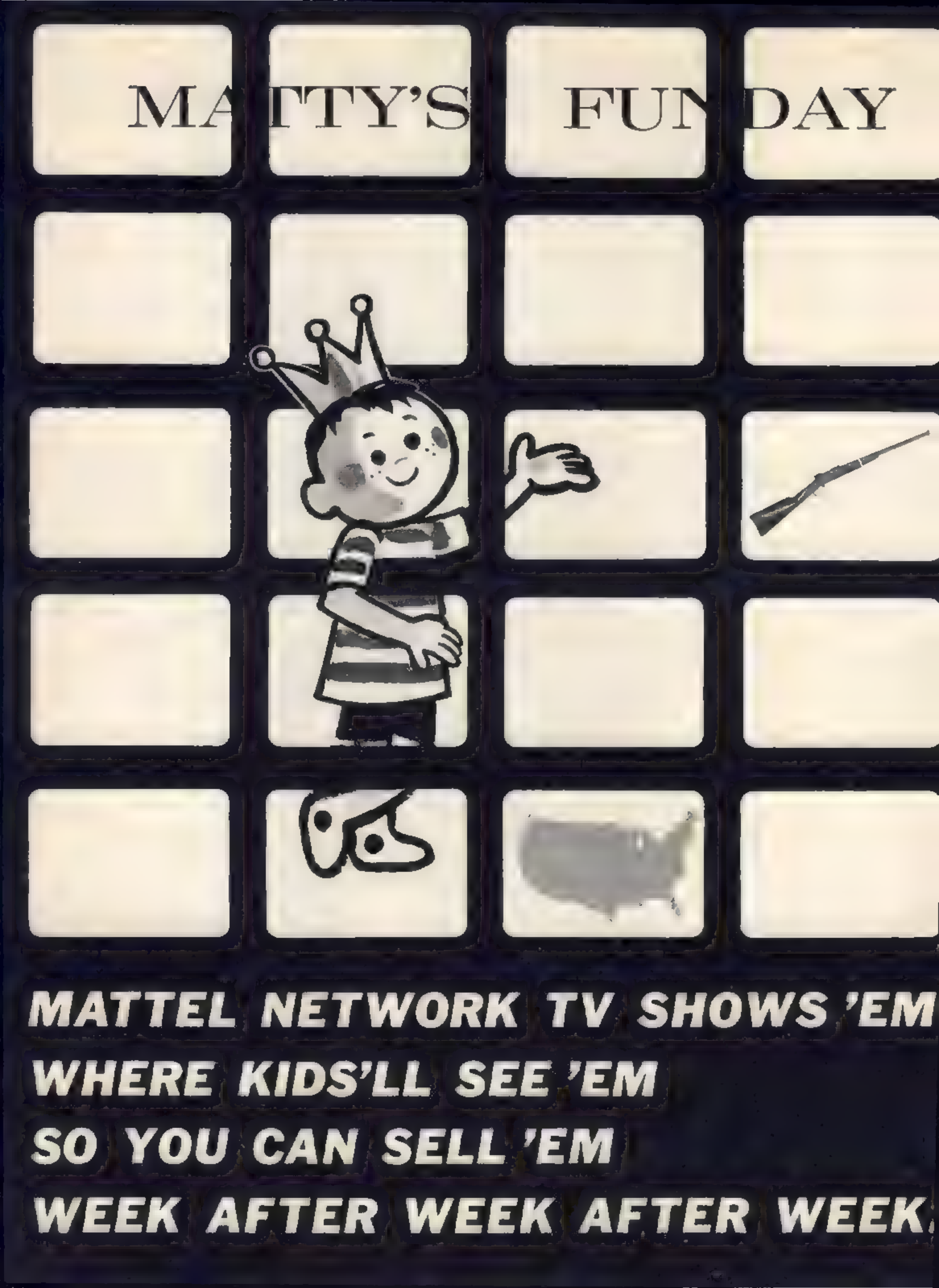
With an exclusive toy industry history of year-round TV advertising since 1955, on the Mickey Mouse Club, a steady stream of kids and parents have been sent your way all year long...for "that Mattel Toy on TV."

Like dollars and cents, kids and cartoons go together. With "MATTY'S™ FUNDAY FUNNIES"—a half-hour of famous Harvey cartoons never shown before on TV, Mattel's animated host "MATTY MATTEL" weaves four solid commercials into the cartoon fun every week. It's the biggest kid-click on TV! Watch it—this Sunday! You'll see why, more *than ever*—IF IT'S MATTEL, IT SELLS!

Write for attractive free "MATTY'S™ FUNDAY FUNNIES" in-store-identifiers and commercial schedule. Let your customers know you sell "that Mattel Toy on TV."

MATTEL, INC. TOYMAKERS

MATTEL, INC. 5432 West 102nd Street, Los Angeles 45, California


MATTY'S FUNDAY
MATTEL NETWORK TV SHOWS 'EM
WHERE KIDS'LL SEE 'EM
SO YOU CAN SELL 'EM
WEEK AFTER WEEK AFTER WEEK

Herm Nickels, Fenton *JOKER*

Mrs. [illegible]

[illegible]

[illegible] *LA FLEUR*

Franco Cavallo, Italy *FANDANGO*

Nino Cosentino, Italy *VENILIA*

Jake Vilas, Chicago *SUSANA*

From a fix on our customers, one thing is reasonably certain: we're on the right course!

On these pages you see winners and champions from some of the world's most competitive racing groups. All of them have one thing in common — Murphy & Nye Sails.

Some of them, the DeCardenas family for example, have been winning important events with our sails for years. Others, like Reinaldo Conrad, (5 straight firsts in the Pan American Games), join us now and we hope from now on

One reason makes these sailors our faithful customers — we provide ideas that give them the chance to be winners.

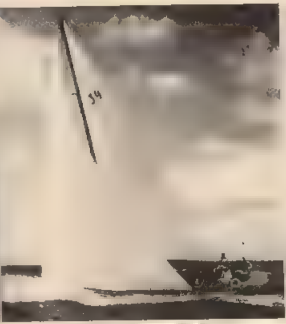
Could it be, a simple change of helm in our direction might give you the chance to win? Where are you?

Murphy & Nye

4721 N. KEDZIE AVE. Sailmakers • CHICAGO 25
BRANCH: 616 3RD ST. ANNAPOLIS, MD.

"NAVIGATOR, where are we?"

Reinaldo Conrad, Brazil


[illegible], Annapolis *BABE*

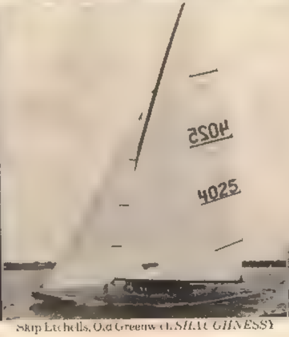
Gary Comer, Chicago *[illegible]*

Hank [illegible], Detroit MI

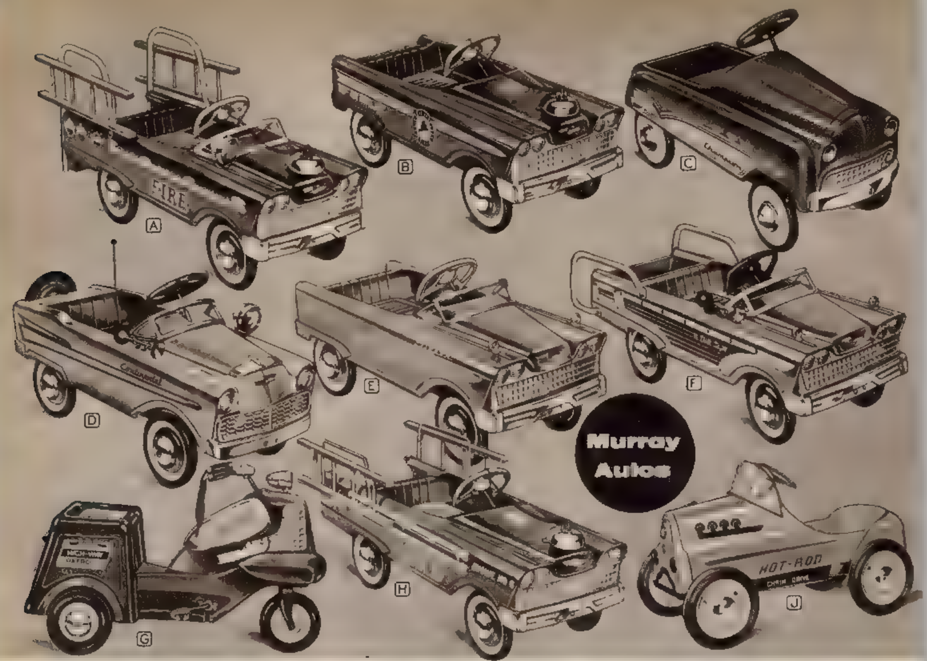
Carlos de Cardenas, Havana *KURUSH IV*

Hugh [illegible], Fort Lauderdale *HILARIA*

Bob Smith, Chicago


Skip Etchells, Old Greenwich *SHAUGHNESSY*

Stan Ogilvy, Larchmont *FLAME*



(A) Murray Super Deluxe Fire Truck

• Full Ball Bearings • Gong Bell • 2 Ladders

Just the right auto for your child's fire fighting activities! Of durable steel, finished in Vermilion with white trim. ⅞" moulded tires. 8" wheels. Fabric type, red and white seat pad. Jet type steering wheel with ball bearing straps and 5 position adjustable pedals. With battery-powered spotlight. 45" long, 17" wide Wt 37 lbs.

H09889-1835	each	Retail $27.95
H09889-1628	3 or more	Retail $27.95
A14015-13	Batteries. 2 needed	Retail 20¢

(B) Murray Deluxe "Fire Chief" Auto

• Ball Bearing Drive Mechanism • Gong Bells

Your "make-believe" fires will be minutes away with this streamlined "fire chief" auto. Constructed of durable steel—finished in Vermilion with white trim and aluminum enamel grill. ⅞" solid rubber tires, 8" wheels. Fabric type red and white seat pad Jet type steering wheel. Complete with fire engine bell. 5-position adjustable pedals. 36" long, 17" wide. Wt. 27 lbs.

H09884-1225	each	Retail $18.95
H09884-1086	3 or more	Retail $18.95

(C) Murray "Champion" Auto

• Ball Bearing Drive Mechanism • 8" Wheels

Action packed with thrills and exciting adventures for the small-fry auto drivers. 8" double disc wheels make pedaling easy! Heavy gauge steel body and undergear; ⅞" solid rubber tires. Red fabric type seat pad. New steering mechanism for easy turning Rubber block pedals. Finish Attractive blue baked enamel, handsome white trim and aluminum enamel grille 36" long, 17" wide. Shipping wt. 27 lbs.

H09835-1120	each	Retail $16.95
H09835-994	3 or more	Retail $16 95

(D) Murray "Continental" Auto

• Full Ball Bearing • Spotlight, Horn

The car for the "Jr. Executive"—looks just like the big expensive models. Has 8" double disc wheels with spare wheel ⅞" moulded tires, attractive sky gray enamel steel finish with white, vermilion and gold trim. 5-position adjustable pedals. Red fabric type seat pad With spotlight, 12" antenna and horn. 41" long, 17" wide Wt. 37 lbs.

		Retail
H09879-1900	each	$28.95
H09879-1688	3 or more	$28.95
A14015-13	Batteries, 2 needed	20¢

(E) Murray Chain Drive "Clipper" Auto

• Full Ball Bearing • Motor Tone Shift

Smooth styling, smooth driving — just like Dad's big car! 8" double disc wheels with ⅞" moulded tires. Heavy gauge steel body finished metallic gold with red and white trim. Realistic motor tone gear shift with ball bearing drive mechanism and bicycle roller type chain. Handsome type gun sight design fender ornament. Jet type steering wheel Red and white fabric type seat pad. 36" long, 17" wide. 32 lbs.

H09873-1690	each	Retail $25.95
H09873-1507	3 or more	Retail $25.95

(F) Murray Deluxe "Station Wagon"

• Full Ball Bearing • Tail Gate • Horn

For the youngster who's dream is to be a suburbanite. 8" double disc wheels with ⅞" moulded tires. Heavy gauge steel body finished in fawn beige metallic with white and mahogany trim. Red and white fabric type seat pad Ball bearing drive mechanism, with jet type steering wheel 5-position adjustable pedals. Fender ornament with horn, hand rails and windshield. 46" long, 17" wide. Wt 37 lbs.

H09872-1660	each	Retail $25.95
H09872-1472	3 or more	Retail $25.95

(G) Murray "Highway Patrol" Cycle

• Chain Drive • Full Ball Bearing • Siren

No speeder will get away from you in this cycle! Heavy gauge steel finished metallic blue. It's speedy, chain-drive has full ball bearing construction; maneuverable, 360° steering mechanism allows complete turning. 8" wheels —1½" semi-pneumatic rubber tire in front, ⅞" moulded tire in rear Has siren, rear door, tank and grill, red and white fabric type seat pad. 36" long, 20" high, 22" wide.

H09883-1955	each. Wt. 38 lbs.	Retail $29.95
H09883-1736	3 or more	Retail $29.95

(H) Murray "Little Giant" Fire Truck

• Full Ball Bearing • Gong Bell

"Sound the Alarm"—the "Little Giant" Fire Truck is coming to the rescue! 8" double disc wheels with ⅞" moulded tires. Heavy gauge steel body finished in vermilion with white trim. Red and white fabric type seat pad Ball bearing drive mechanism with jet type steering wheel 5-position adjustable pedals. Complete with 2 wooden varnished ladders handrails, gong bells 43" long, 17" wide Ship wt. 34 lbs.

H09887-1565	each	Retail $23.95
H09887-1388	3 or more	Retail $23.95

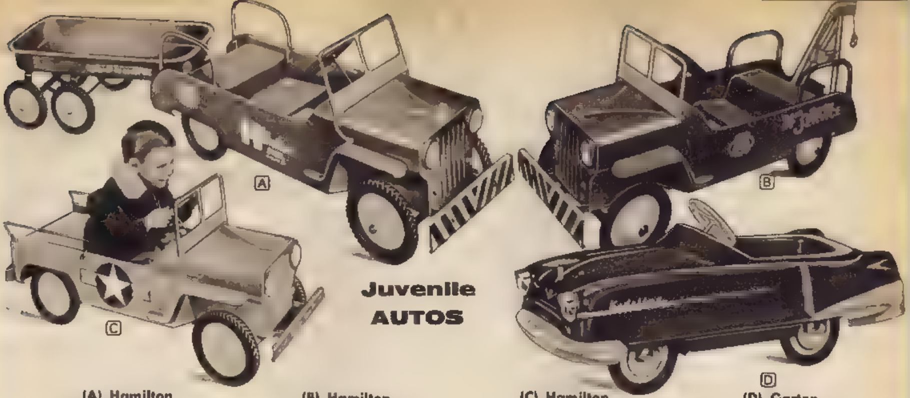
(J) Garton Chain Drive 'Hot Rod Racer'

• Ball Bearing • 10" Wheels • 35" Long

Sleek looking, streamlined styling—ideal for the youngster with dreams of the "racing world" Swift running on speedy, easily operated chain drive with ball bearing pedal cranks and ball bearing rear axle support. 10" nylon bearing artillery wheels with 1.75 inch semi-pneumatic tires. Heavy duty steel body with brilliant yellow finish with black trim Size 35" long, 16" wide Wt. 35 lbs.

H09686-1810	each	Retail $27.95
H09686-1651	3 or more	Retail $27.95

Juvenile AUTOS



(A) Hamilton "Semi-Trailer" Auto

• Ball Bearing • 70" Long

A handsome, easy-to-pedal, service car and detachable four wheel trailer—all in a beautiful metallic copper finish of sturdy welded steel construction. Ball bearing rear axle, 8" wheels, with 1¼" tires. Two seat level adjustment, 3-pedal adjustment. Folding windshield Large bumpers. Auto tractor 46" long x 20⅛"x16⅛"; trailer 30" long x 13½" x 11½". Overall length 70". Weight 54 lbs. Retail

H09680-2025 each $25.95
H09680-1804 3 or more $25 95

(B) Hamilton Tow Truck Auto

• Ball Bearing • Action Towing Hoist

The little mechanics will shine with pride when they see the tool box and genuine towing hoist that really works just like the big ones on the highways. Sturdy steel with baked enamel finish Ball bearing rear axle, smooth running pedal drives. 8 inch wheels, 1¼ inch semi pneumatic tires, 2-seat level, 3-pedal adjustments. Folding windshield, large pushing bumpers. 45" long x 20⅛x16⅛". Wt. 39 lbs. Retail

H09679-1690 each $25.95
H09679-1507 3 or more $25.95

(C) Hamilton Air Force Jeep

• Ball Bearing • 40" Long

What young flyer-to-be wouldn't like to breeze around in his own jeep! Sturdy welded steel construction with ball bearing rear axle and 8" wheels with 1¼" semi-pneumatic tires. Two seat levels; 3 pedal adjustment Front and rear bumpers; realistic markings and folding windshield Official Air Force blue baked enamel finish. Ball bearing driving mechanism. Size 40 inches long. Shipping weight 36 lbs. Retail

H09675-1420 each $22.95
H09675-1262 3 or more $22.95

(D) Garton "Deluxe Kidillac" Auto

• Full Ball Bearing 45" Long

Smartly styled to catch the eye of all little boy drivers! Make your child the envy of the block! Runs like a dream on ball bearing rear axle supports and 8" disc wheels with nylon bearings and ¾" rubber tires. Plated head lamps with shields, hub caps, red plastic hood ornament. Adjustable pedals. Flamboyant French Turquoise finish, white and silver trim. 45" long. 20" wide. Shipping weight 41 lbs. Retail

H09681-1900 each .. $29.95
H09681-1732 3 or more $29.95

Quality Made Bicycle Accessories

(E) HIGH-LOW 3-PC. GENERATOR SET. Generates its own power to run the high-low beam headlight and taillight. Operates efficiently at low speeds Beautiful chrome plated finish Wiring and mounting brackets. 2½ lbs.

H00981-360 each .... Retail $5.95
H00981-329 6 or more . . Retail $5.95

(F) STARLITE HORN-LITE. Just the accessory—combines a horn and lite in one attractive unit. Horn operates from handle bar extension button. Chrome plated automotive type visor design Battery operated. Wt. 1¾ lbs.

H02959-235 each .. ..Retail $3.79
H02959-214 6 or more .... Retail $3.79

(G) STARLITE HEADLIGHT. Has chrome plated automotive type visor design. Operates on 2 standard batteries. Wt. 1⅜ lbs.

H02958-160 each . ... Retail $2.59
H02958-148 6 or more... . Retail $2.59

(H) YODER SPARKLING JEWEL GOOSE HORN. Emits a dual tone "honk" that juveniles of all ages find appealing. Die-cast metal construction, new Chrome-Brite finish, 6 gleaming reflector jewels; 4 red, 2 green. 9¼" long

H00932-90 each. .. .. Retail $1.39
H00932-79 6 or more..... . Retail $1.39

(J) DIRECTIONAL SIGNAL-TAIL LIGHT COMBINATION. Gives bicycles the same safety advantages as the auto turn signal. Operates from handlebar switch. Rider flicks switch to operate either turn signal or to turn on tail light. Baked white enamel finish. Wt. 1 lb.

H00939-215 each .... Retail $3.29
H00939-201 6 or more . ...Retail $3.29

(K) REAR VIEW DUAL REFLECTOR MIRROR. Fits any size or shape handlebar. The 2½x5" mirror has ball and swivel socket, adjusts quickly to any angle. Glass mirror, red reflectors. Chrome finish

H00920-100 each . .... Retail $1.59
H00920-88 6 or more .. Retail $1.59

(L) CADET BICYCLE SPEEDOMETER. Clocks speeds to 50 mph. Records distance to 10,000 miles. Easy to read metallic blue dial. Chrome and red pointer. Shatterproof lens. Hammerloid aluminum finish, chromed trim. For 24" and 26" bicycles.

H00931-465 each. 1½ lbs. Retail $6.95
H00931-443 6 or more . . Retail $6.95

(M) DELUXE TRAINING WHEELS. With step plate. 6" steel wheels. ¾" molded solid tires. Fits all size bikes 16"-20"-24" and 26" Wt. 7 lbs.

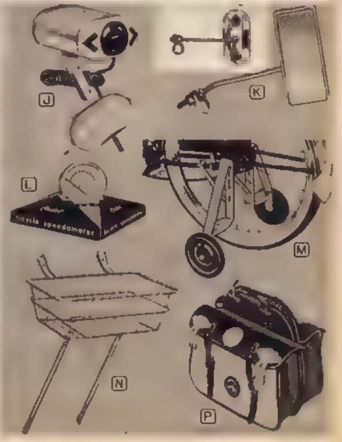
H00938-300 each .... Retail $4.49
H00938-284 6 or more... Retail $4.49

(N) DENNIS MITCHELL WIRE BASKETS. With adjustable 1-pc. clamp. Sturdy support struts. Heavy gauge steel wire, chrome plated. Closely knitted bottom. Retail

H03800-100 15x10x5". Wt. 2 lbs. $1.59
H03800-88 6 or more $1.59
H03801-120 18x13x6". Wt. 2½ lbs. $1.95
H03801-108 6 or more $1.95

(P) DELUXE DOUBLE SADDLE BAGS. Washable, sturdy vinyl fabric in black and white. Genuine leather straps and western trim with decorations. 15x11x4"

H00934-380 each. 4 lbs. Retail $5.95
H00934-361 6 or more.. ..Retail $5.95



FOR OFFSHORE...IT'S

OUT O'GLOUCESTER 42'

Out O' Gloucester designing and building for 1960 reflects the boating public's growing realization that a boat should have not only accommodation and appearance, but safety and seaworthiness as well

In meeting all these qualifications, the success of the Out O' Gloucester 30' has lead to the introduction of two new models; the new 36' Cruiser, and the new 42', also designed by Out O' Gloucester's architect Philip Bolger. These new models carry forward the well-earned Out O' Gloucester reputation for offshore performance

Each of these three designs for 1960 offer distinctive and unusual advantages

- The Out O' Gloucester 30' has improved cabin accommodations and more equipment as standard; additional power options, new styling, superior finishing
- The new Out O' Gloucester 36' Cruiser is unusual in that it combines a sport fisherman design with the proved offshore performance of the 30'. In design too, the 36' is unique for it answers the needs of many yachtsmen who require greater accommodations in this size boat With its large cockpit and sleeping accommodations for four with option for six, the 36' has the comfort and styling of a much larger boat
- Offering the very best in offshore seaworthiness, the New Out O' Gloucester 42' combines speed and comfort for the finest in yachting, versatile as either cabin or sport fisherman. The most demanding among boatsmen will delight at her performance.

See us at the boat show in Chicago, Miami and Boston.

For 1960 the 30', 36', 42'... three seagoing boats for the finest in today's yachting. FOR OFFSHORE... It's OUT O'GLOUCESTER!

OUT O' GLOUCESTER ENTERPRISES, INC.

OUT O' GLOUCESTER ENTERPRISES, INC. Rocky Neck, Gloucester, Mass.

GLOUCESTER PACIFIC CO. 1501 American Highway, Long Beach, Calif.

OUT O' GLOUCESTER MARINE SALES 3234 S. Federal Highway, Ft. Lauderdale, Fla.

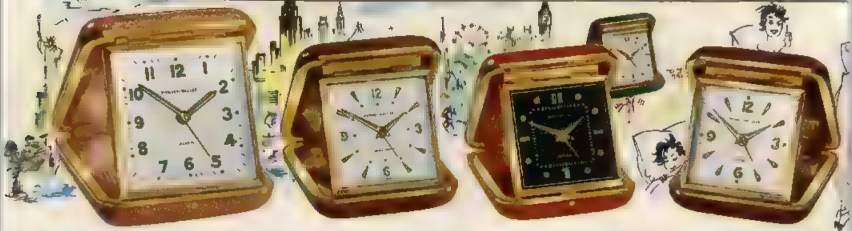
OUT O' GLOUCESTER!

SEAWORTHINESS and SPEED . . . plus STYLING

OUT O'GLOUCESTER 30' offers improved cabin accommodations, storage closet and berth space for four. Power options are available with Palmer [illegible] hp and Walter V drive offered as standard. New style lifelines, bridge-mounted compass, superior finishing—$15,900

OUT O'GLOUCESTER 36' CRUISER combines a sport fisherman with the proven performance characteristics of the 30', twin-powered, options in [illegible] gasoline and diesel engines. The flying bridge, double mahogany hull, chrome & brass hardware, etc. is standard. Berth accommodations for six—$22,900.

OUT O'GLOUCESTER 42', versatile as either sport fisherman or cabin cruiser, with power options to 500 hp. Double Philippine mahogany planked, evedure fastened, flying bridge, separate crews quarters, 2 water closets and complete equipment are some of the outstanding features. $34,900.

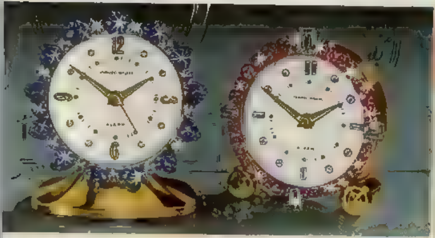


BLUE RIBBON America's Favorite **30-HOUR DESK/TRAVEL ALARM.** Gilt Trim Texo case, full luminous dial, 3-½×3-⅛" Specify color: tan, brown alligator, red
12PO201H430 Retail **$6.95**

KING-PIN Exceptional **30-HOUR 7 JEWEL DESK TRAVEL ALARM.** Gilt trim leather case, raised gilt indicators. Luminous figures hands, dots 3×2 ⅞" Specify color Pig red tan alligator or brown
12PO202H610 Retail **$9.95**

DAZZLER Fabulous **30-HOUR DESK/TRAVEL ALARM.** Gilt trim leather case, brilliant white rhinestone hour indicators, luminous hands, dots. 3×2-⅞". Specify dial, also case color red, pig, green
12PO203H500 Retail **$7.95**

TING-A-LING "Bright-Morning" start, **30-HOUR DESK, BOUDOIR ALARM.** Intermittent, then steady rings awaken you Gilt trim texol case, raised gilt figures indicators, luminous hands, dots 3×2-⅛". Specify color: tan, brown alligator, red
12PO204H610. Retail **$9.95**



HEART-THROB For true sentiment **30-HOUR BOUDOIR ALARM.** Brilliant rhinestones, gilt case, raised gilt figures indicators Luminous hands, dots 3×2-3¾". Specify color. Ice-blue, rose, crystal
12PO205H875 Retail **$13.95**

CHARMED CIRCLE Dazzling **30-HOUR BOUDOIR ALARM.** Blazing rhinestones gilt case, white rhinestone indicators Luminous hands dots 2-¼×2-⅝" Specify color, rose, ice-blue, crystal
12PO206H815 Retail **$12.95**

PARADISE Winsome **30-HOUR BOUDOIR ALARM.** Transparent plastic case, raised gilt figures, indicators. Luminous hands dots 3-¾×3". Specify color clear-white, rose, lt. blue
12PO208H560 .Retail **$8.95**

AMOUR Just lovely **30-HOUR DESK/BOUDOIR ALARM.** Gilt case, plastic crystal, vivid colors, gilt figures, indicators luminous hands, dots. 3-¼×3" Specify color: black, red, blue, ivory
12PO209H500 Retail **$7.95**

Phinney-Walker

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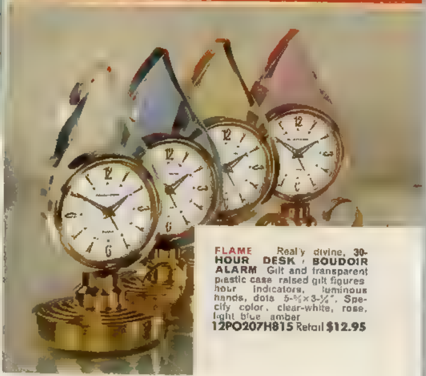
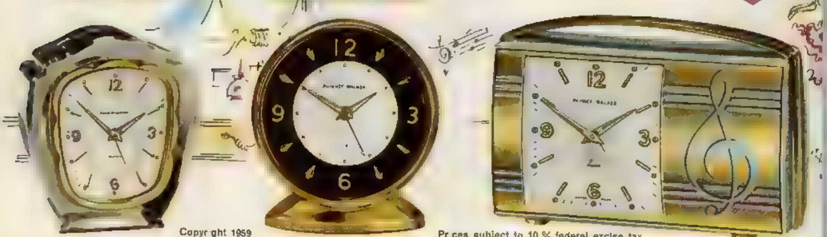


FLAME Really divine, **30-HOUR DESK / BOUDOIR ALARM** Gilt and transparent plastic case raised gilt figures hour indicators, luminous hands, dots 5-⅝×3-¼". Specify color. clear-white, rose, light blue amber
12PO207H815 Retail **$12.95**

MERRY TUNE "Cheerful Earful," **30-HOUR MUSICAL ALARM.** Gilt metal case, enamel trim, raised gilt figures, Indicators. Luminous hands, dots 4-¼×2-½ Specify color: pink, white, light blue, black.
12PO210H935 .... .Retail **$14.95**



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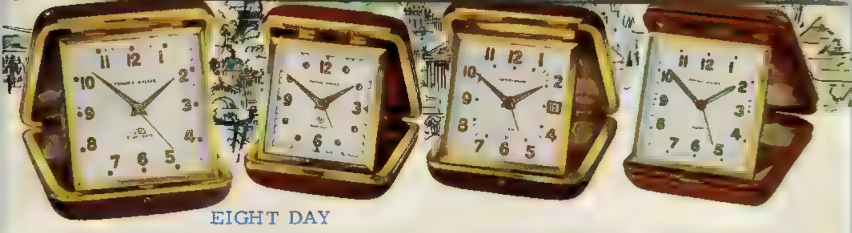
Prices subject to 10% federal excise tax



EIGHT DAY

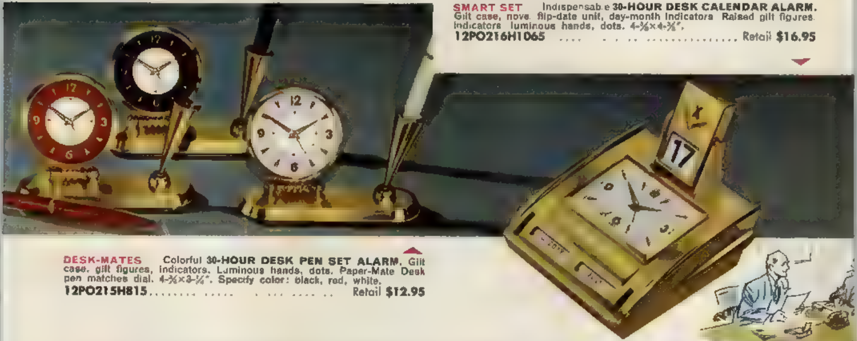
TRIUMPH Dependable **8-DAY DESK/TRAVEL ALARM** Gilt trim Texol case, gilt figures, luminous hands, hour dots. 3-⅛×3-⅛". Specify color: brown lizard, tan, or red pig.
12PO211H765 Retail **$11.95**

CHIEFTAIN The Tops! **8-DAY 7 JEWEL TRAVEL/ALARM.** Gilt trim leather case, raised gilt figures, luminous hands, dots. 3×2-⅞". Specify color: red, pig, brown alligator
12PO212H960 Retail **$14.95**

DATE 'N TIME **30-HOUR DESK CALENDAR TRAVEL ALARM.** Gilt trim leather case, magnifying "date-window." Raised gilt figures, luminous hands, dots. 3×2-⅞". Specify color: red, pig, brown alligator.
12PO213H610 Retail **$9.95**

BANNER A stalwart **30-HOUR DESK/TRAVEL ALARM.** Genuine leather case, easy to read full luminous dial. 3-⅓×3-⅛". Specify color: pig, red, tan alligator.
12PO214H430 Retail **$6.95**

SMART SET Indispensable **30-HOUR DESK CALENDAR ALARM.** Gilt case, novel flip-date unit, day-month indicators. Raised gilt figures, indicators, luminous hands, dots. 4-⅝×4-⅝".
12PO216H1065 .... Retail **$16.95**

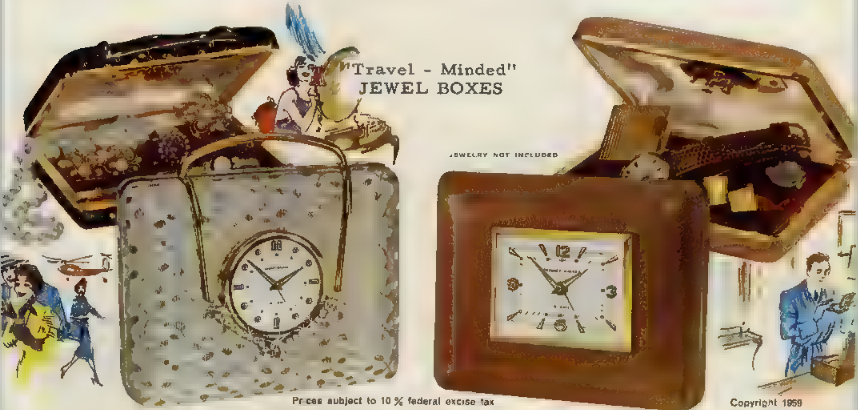


DESK-MATES Colorful **30-HOUR DESK PEN SET ALARM.** Gilt case, gilt figures, indicators. Luminous hands, dots. Paper-Mate Desk pen matches dial. 4-⅝×3-¼". Specify color: black, red, white.
12PO215H815 .... Retail **$12.95**

LADY FAIR Sweet 'n lovely, **30-HOUR TRAVEL ALARM JEWEL BOX.** Rhinestone trim, gilt handle, brocade case, velvet lined, white rhinestone hour indicators, luminous hands, dots. 5-⅝×5-¼". Specify color: black, white.
12PO217H1065 .... Retail **$16.95**

BUCCANEER . A Treasured Time, **30-HOUR TRAVEL ALARM JEWEL BOX.** Gilt trim Texol case, velvet lined, raised gilt figures, indicators, luminous hands, dots 5-⅝×4-½". Specify color: tan, brown alligator.
12PO218H815 .... Retail **$12.95**

"Travel - Minded" JEWEL BOXES

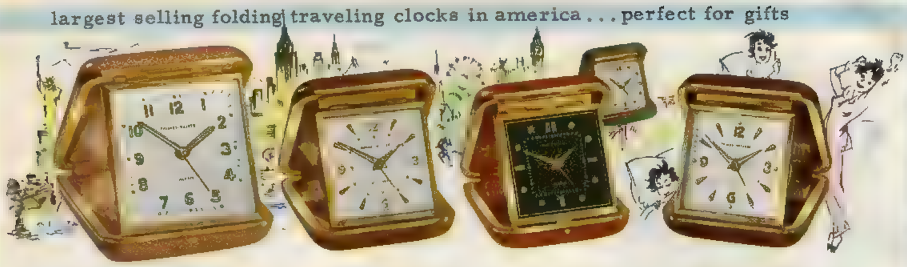


JEWELRY NOT INCLUDED

Prices subject to 10% federal excise tax

Copyright 1959

largest selling folding traveling clocks in america . . . perfect for gifts



30 Hour Desk Travel Alarm

A compact, accurate and faithful travel companion styled in a handsome Texol with gilt trim. Luminous hands and numerals, easy to read in the dark. 3¼x3⅛" square. Snaps shut for travel, opens easily for bedside use. 30 hour movement

E06660-430	Tan	Retail	$6.95
E06686-430	Brn Alligator Rt		$6.95

30 Hour-7 Jewel Travel Alarm

Fine 7-jewel, 30-hour movement for excellent time-keeping; long alarm bell, too. Smart gilt trimmed leather case 3x2⅞". Luminous hands, dots and numerals and raised gilt indicators make it easy to read at night. Snaps shut, opens easily

E06669-610	Alligator	Retail	$9.95
E06670-610	Pigskin	Retail	$9.95

30 Hour Desk Travel Alarm

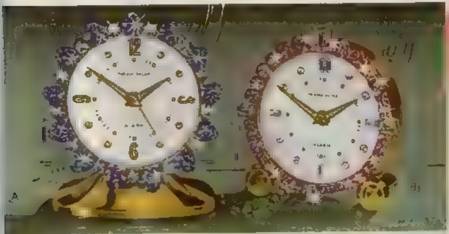
Brilliant white rhinestone hour indicators are set into dark dial face in combination with the luminous hands and dots, especially easy to read night or day. 3x2⅞" leather case with attractive gilt trim. 30-hour movement

E08266-500	Red	Retail	$7.95
E08267-500	Pigskin	Retail	$7.95

30 Hour Boudoir Alarm

Intermittent, then steady ringing wakens you by easy stages, for a pleasant way to start the day. Fine Texol case with attractive gilt trim and raised gilt numerals and indicators. Luminous hand and dots. 30 hour movement. Size 3x2⅝

E06679-610	Tan	Retail	$9.95
E06680-610	Brn Alligator Rt		$9.95



A 30 Hour Boudoir Alarm

A glittering little jewel of a clock ideal for milady's bedside or desk . . . a constant and faithful timekeeper and excellent reminder of the gift-giver! Brilliant rhinestones are fashionably set to frame the dial, which features raised gilt figures and indicators with luminous hands and dots. Fine 30-hour movement, long alarm. Size x2

E06694-875	Ice Blue	Retail	$13.95
E06693-875	Rose	Retail	$13.95

B 30 Hour Boudoir Alarm

A petite and dainty adornment for the boudoir or fancy office, rich in appearance and a fine time-keeper and waker-upper too! Blazing rhinestones circle the gilt case, has luminous hands and dots. 30-hour movement 2¾x2¾ tiny

E08272-815	Rose	Retail	$12.95
E08273-815	Crystal	Retail	$12.95

C 30 Hour Boudoir Alarm

Wakes you gently but insistently from that paradise of sound sleep . . . and is a luxurious addition to boudoir or desk. Raised gilt numerals and indicators, with luminous hands and dots . . . easy to read night or day. 30-hour movement. Size 3⅝x3"

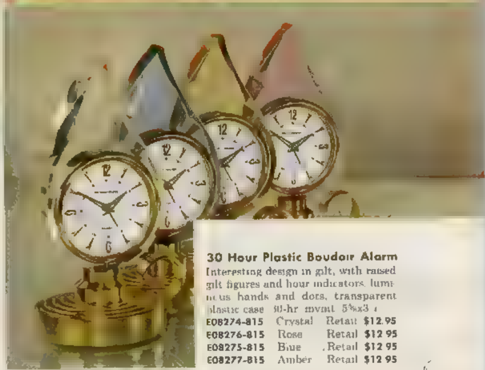
E06663-560	Crystal	Retail	$8.95
E06662-560	Blue	Retail	$8.95
E06661-560	Rose	Retail	$8.95

D 30 Hour Desk-Boudoir Alarm

A lovely, vivid and excitingly colorful time-keeper suitable for bedside or desk use in the most modern homes. Excellent 30-hour movement and alarm mechanism, extremely accurate, dependable and durable. Measures only 3 x3. Smart gilt case, with plastic crystal and brilliant colors. Gilt numerals and indicators, luminous hands and dots. 30-hr. movement

E08278-500	Black	Retail	$7.95
E08280-500	Blue . .	Retail	$7.95
E08279-500	Ivory	Retail	$7.95
E08281-500	Red .	Retail	$7.95

Phinney-Walker



30 Hour Plastic Boudoir Alarm

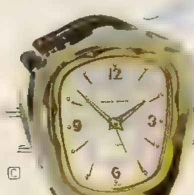
Interesting design in gilt, with raised gilt figures and hour indicators, luminous hands and dots, transparent plastic case. 30-hr mvmt. 5⅝x3

E08274-815	Crystal	Retail	$12.95
E08276-815	Rose	Retail	$12.95
E08275-815	Blue	Retail	$12.95
E08277-815	Amber	Retail	$12.95

E 30 Hour Musical Alarm

Wakes you to a melodious tune. 30-hour movement for accurate time. Modern case in gilt metal with enamel trim, raised gilt figures and indicators. Luminous hands, dots. 4 x2⅞"

E08282-935	White	Retail	$14.95
E08283-935	Blue	Retail	$14.95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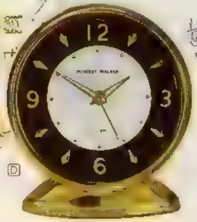
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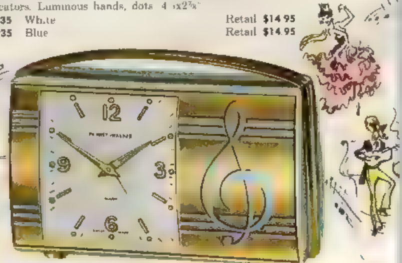
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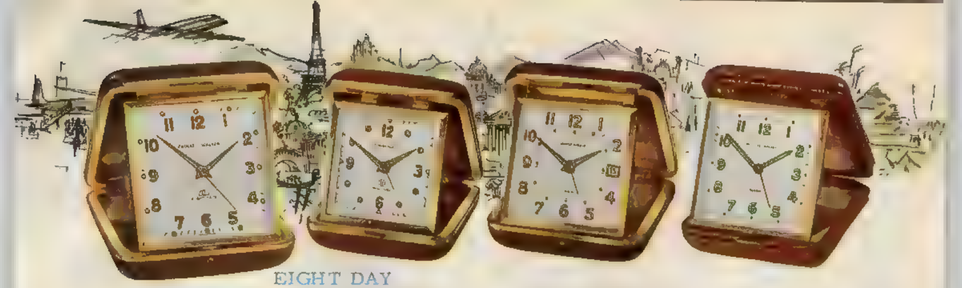


EIGHT DAY

8-Day Desk Travel Alarm

Handsome Texol case, gilt figures, luminous hands & hour dots. 3⅛x3⅛", compact and portable Long alarm Fine 8-day dependable accurate movement. Snaps shut

E08284-765	Brn Lizard	Ret	**$11 95**
E06689-765	Tan ..	Ret	**$11 95**
E06690-765	Brn Alligator	Rt	**$11 95**

8-Day 7 Jewel Travel Alarm

Genuine leather case, beautifully finished . . with luxurious gilt trim. Fine 7-jewel movement Luminous hands and dots, raised gilt figures Compact—only 3x2⅞" very accurate and dependable.

E06678-960	Red	Retail	**$14.95**
E06677-960	Pigskin	Retail	**$14.95**

30 Hour Calendar Alarm

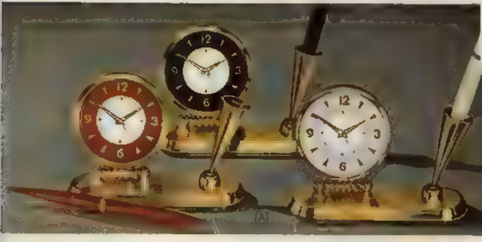
An excellent travel companion—wakes you, then shows you the date and the time of day' Opens easily, snaps shut to 3x2¾" Raised gilt figures, luminous hands and dots. Fine 30-hour movement

E08285-610	Brown	Retail	**$9 95**
E08286-610	Pig	Retail	**$9 95**

30 Hour Travel Alarm

A stalwart, always-ready traveller in a fine genuine leather case Easy-to-read, fully luminous dial. Compact case closes to only 3⅛x3⅛" Fine 30 hr movement

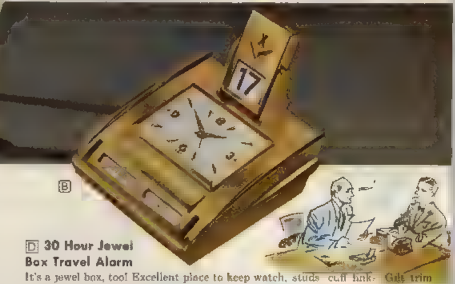
E08287-430	Tan Alligator	Ret	**$6.95**
E06687-430	Brown .	Ret	**$6.95**
E06688-430	Blue.....	Ret.	**$6.95**



B 30 Hour Desk Calendar Alarm

A gleaming modern case in gilt finish and a novel flip-date unit for the ultimate in modern utility Accurate 30-hour movement, wakes you on time, too! Luminous hands & dots, raised gilt figures 4⅛x4⅛"

E06692-1065 Retail **$16.95**



A 30 Hour Desk Pen Set Alarm

An excellent combination set featuring the fine 30-hour clock with a gilt case, gilt figures and indicators, luminous hands and dots. Paper-Mate Desk Pen matches color of dial; color choices below

E06676-815	White	Retail	**$12 95**
E06683-815	Black	Retail	**$12 95**
E06684-815	Red	Retail	**$12 95**

C LADY FAIR 30-Hour Travel Alarm Jewel Box

A smart and useful little clock and a jewel box too Brocade case has rhinestone trim, gilt handle and bezel, velvet lined for protection of your jewelry 30-hour movement; white rhinestone hour indicators, luminous hands and dots Size 5⅛x5⅛"

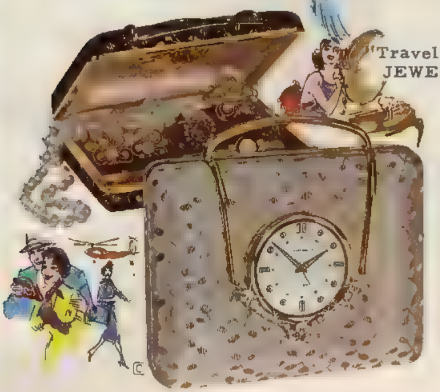
E08288-1065	Black	Retail	**$16.95**
E08289-1065	White.	Retail	**$16 95**

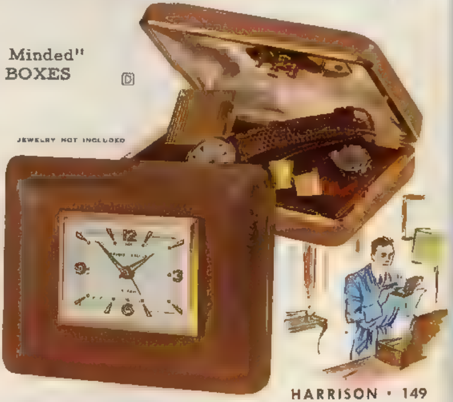
D 30 Hour Jewel Box Travel Alarm

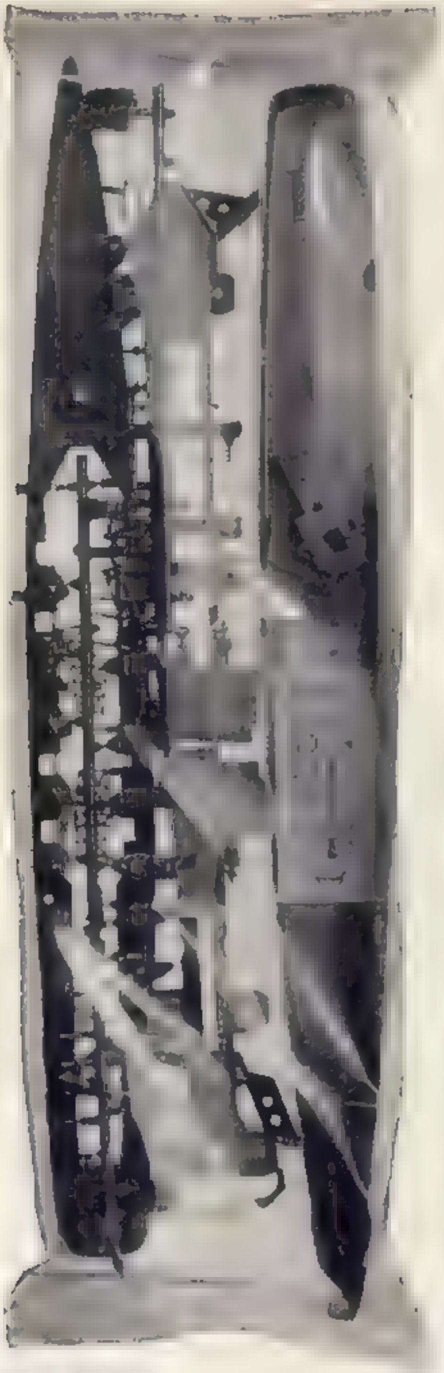
It's a jewel box, too! Excellent place to keep watch, studs cuff links Gilt trim Texol case, velvet lined Raised gilt figures & indicators; luminous hands & dots 30-hr movement 5⅛x4½"

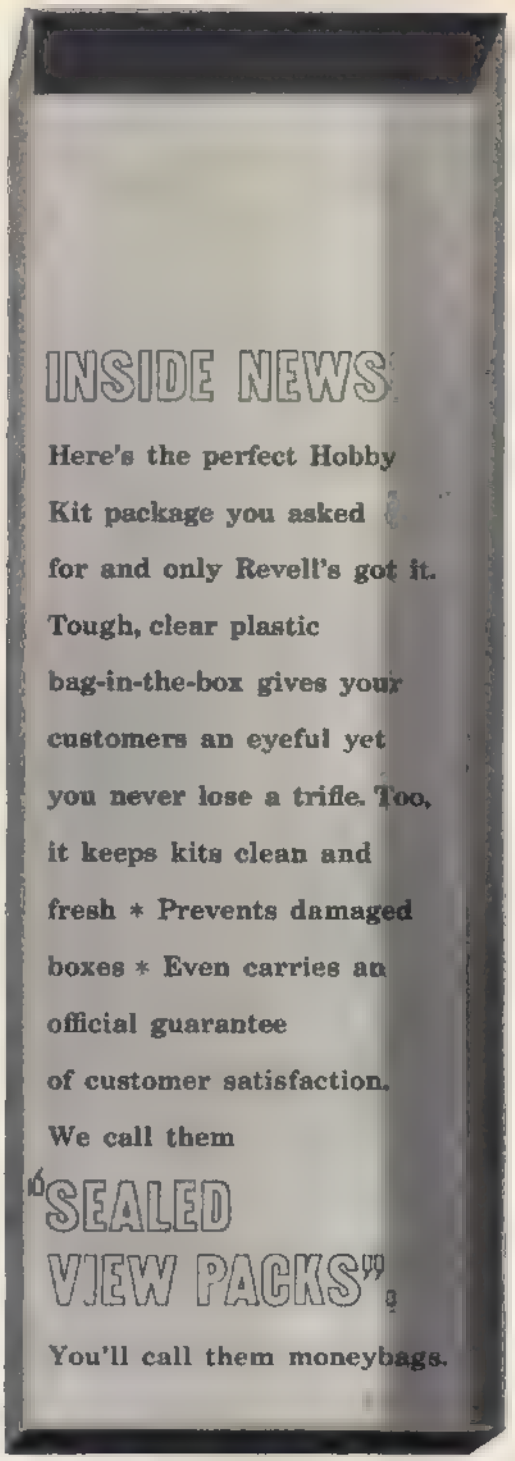
E08290-815	Tan	Retail **$12 95**
E08291-815	Brown Alligator	Retail **$12 95**

"Travel - Minded" JEWEL BOXES









INSIDE NEWS

Here's the perfect Hobby Kit package you asked for and only Revell's got it. Tough, clear plastic bag-in-the-box gives your customers an eyeful yet you never lose a trifle. Too, it keeps kits clean and fresh * Prevents damaged boxes * Even carries an official guarantee of customer satisfaction. We call them

"SEALED VIEW PACKS".

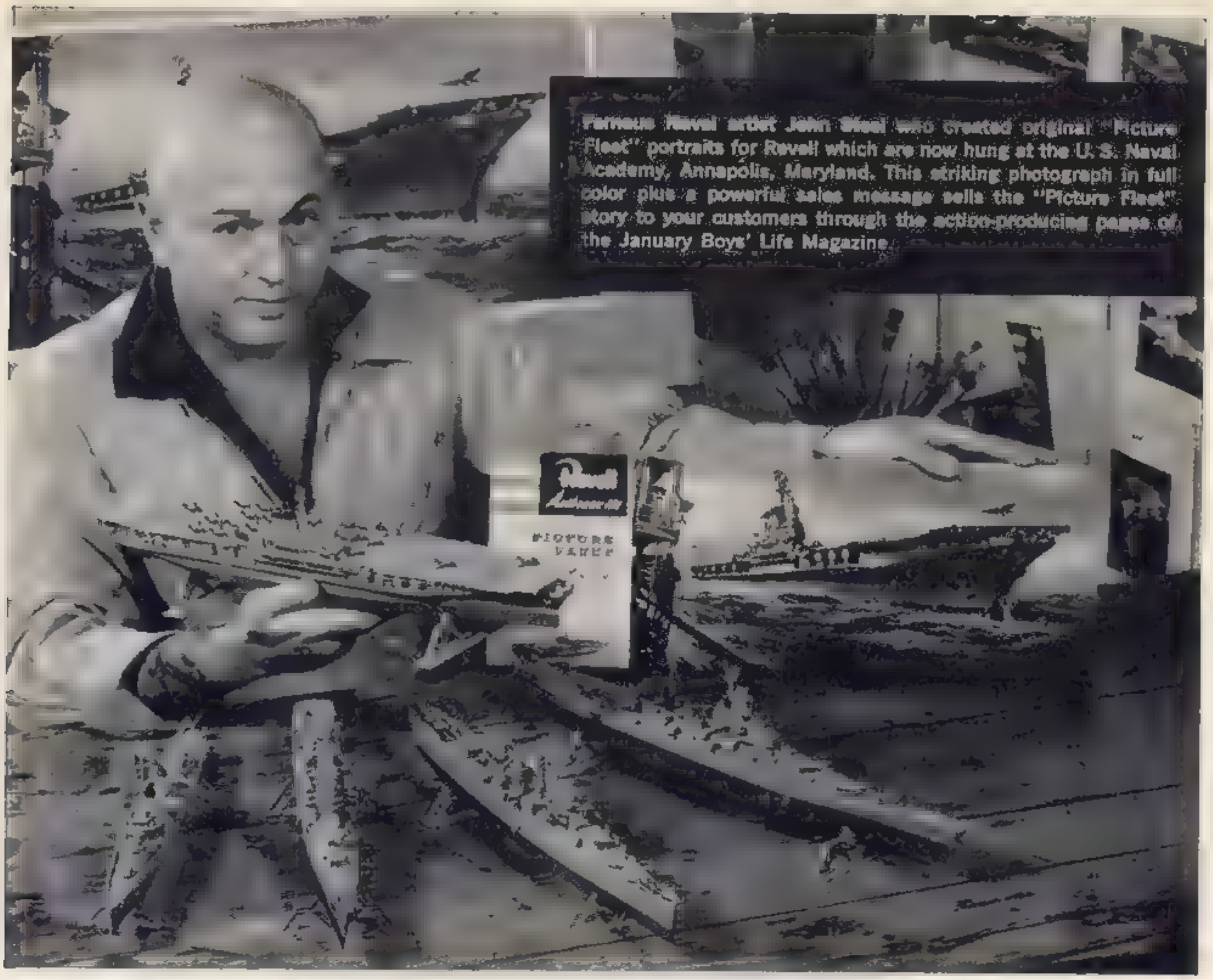
You'll call them moneybags.

STARTING TODAY—

with the "Picture Fleet" and every new Revell money-maker—you get Revell's Sealed View Pack protection.

Revell
Authentic Kit
PICTURE FLEET
WITH BATTLE PORTRAIT
BOX TOP YOU CAN FRAME

It's easy to see that in packages, promotions and planning for profits, only *REVELL Goes Like '60!*



Famous Naval artist John Steel who created original "Picture Fleet" portraits for Revell which are now hung at the U. S. Naval Academy, Annapolis, Maryland. This striking photograph in full color plus a powerful sales message sells the "Picture Fleet" story to your customers through the action-producing pages of the January Boys' Life Magazine.

NEW FROM REVELL—TASK FORCE SELLING...

MAKES ONE SHIP SALE INTO FIVE SALES!

You asked us to make collectors out of builders, multiple sales out of one . . . and here's the answer!

It's Revell's new "Picture Fleet"—five famous warships launched together into a "Task Force" by Revell's revolutionary new packaging concept.

The secret is on the box. Each "Picture Fleet" warship package is boldly lithographed with a thrillingly-authentic battle portrait of the ship inside. And, to top it off, these dramatic, colorful action paintings have been created especially for Revell and for you. Every one of your customers will want to collect, frame and display these true-to-life battle portraits of the models he's built!

Pipe yourself aboard to Task Force Selling—and profits—today. See how Revell—and only Revell—helps you again and again to turn ones into fives; in sales, in customers, and most important, in profits.

. . . all this and Revell's Sealed View Pack, too!

TASK FORCE MERCHANDISING, TOO!

Every day is "D Day," and "D Day," is Dollar Day when you use the exciting, colorful merchandising aids for Revell's "Picture Fleet." Send for yours today! c/o Dept. T, Revell, Inc., Venice, Calif.

Here's the Revell Picture Fleet that turns Ones into Fives!

H-369	U. S. S. IOWA	$1.98
H-370	U. S. S. HELENA	$1.69
H-371	U. S. S. FLETCHER	$1.29
H-372	U. S. S. CANBERRA	$1.69
H-373	U. S. S. MIDWAY	$2.49

Revell
Authentic Kits

United Marine, Inc., Presents

RICHARDSON'S FINEST FLEET FOR 1960

Culminating better than a half century of boat building, Richardson offers its Finest Fleet for 1960. All the 1960 Richardsons embody outstanding features of design and construction, of which the Richardson "Round-bilge" hull is just one example.

ABOVE The Double Cabin "43" Sleeps eight. Controls on fly bridge. Master stateroom with private toilet-lavatory aft. Large deckhouse with dinette and galley. Two-berth private stateroom forward. Twin power, from 170 to 275 HP each.

BELOW The "40" Sedan Sleeps six. Low Silhouette. Has complete galley and dinette, large deckhouse and aft cockpit. Twin power from 170 to 225 HP each. Reduction drives and hydraulic clutch controls.

ABOVE The "46" Motor Yacht. Sleeps ten. Headroom, 6' 2" in cabin, 6' 4" in deckhouse. Master and guest staterooms aft with toilet and lavatory. Fully equipped galley. Two-berth stateroom and toilet forward. Twin power from 151 to 275 HP each.

BELOW. The "40" Custom Sport Cruiser. Sleeps six. Fly bridge with dual controls. Large, step down cockpit. Teak decks, handrails, bowrail and high signal mast. Galley and toilet. Twin power — gasoline or diesel — from 125 to 225 HP each.

ABOVE The Double Cabin "40" Sleeps eight. Controls on fly bridge. Master stateroom with private toilet-lavatory aft. Private stateroom and toilet forward. Large deckhouse with galley and dinette. Twin power from 170 to 275 HP each.

BELOW The "40" Express Cruiser. Sleeps six. Complete galley and dinette. Large toilet-lavatory with space for stall shower. Handrails on side decks and cockpit. Twin power, from 170 to 225 HP each.

ABOVE. The "35" Sedan. Sleeps six. Has many big yacht features in modest size. Complete galley and dinette, toilet and lavatory. Twin power, reduction drives and hydraulic clutch controls are standard equipment.

BELOW: The "31" Express Cruiser. Sleeps six. Full galley, dinette, toilet and lavatory. Large cockpit. Twin power with reduction V-drives and hydraulic clutch controls.

ABOVE The "36" Custom Sport Cruiser Sleeps six. Fly bridge with dual controls. Low freeboard cockpit. Teak decks. All facilities. Twin power from 125 to 225 HP each. An ideal boat for off-shore fishing.

BELOW: The "31" Custom Utility. Sleeps two in forward compartment. Toilet forward. Excellent day cruiser and fisherman. Galley unit optional. Twin power, from 109 to 225 HP each.

ABOVE. The "35" Express. Sleeps six. Full galley and dinette Lavatory-toilet. Two separate sleeping areas. Large cockpit. Twin power from 125 to 225 HP each with reduction drives and hydraulic clutch controls.

BELOW: The "31" Sedan Cruiser. Sleeps four. Complete galley and dinette. Lounge converts to double berth Galley and toilet-lavatory. Twin power, from 109 to 225 HP each.

LEFT: The "28" Express Cruiser. Sleeps four. Galley and dinette. Enclosed toilet. Twin power from 109 to 225 HP each. Full headroom.

RIGHT: The "24" Express Cruiser. Sleeps four. Galley and dinette. Enclosed toilet. Full headroom. 170 HP Gray V-8 with hydraulic clutch control.

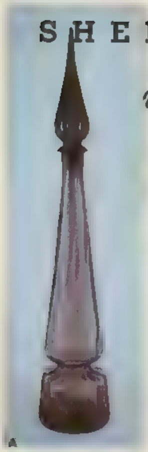
SEE YOUR RICHARDSON DEALER AT THE NEW YORK AND CHICAGO SHOWS

RICHARDSON *Cruisers of Tomorrow*

RICHARDSON BOAT DIVISION, UNITED MARINE, INC. NORTH TONAWANDA, N. Y.

SHEFFIELD

Hand Blown Venetian Glass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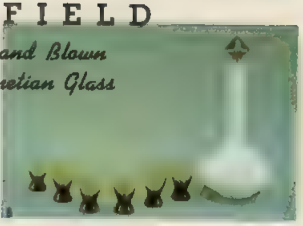
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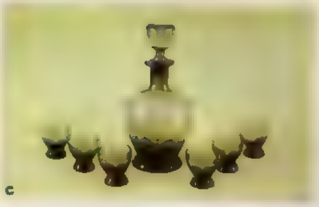
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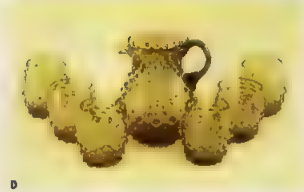
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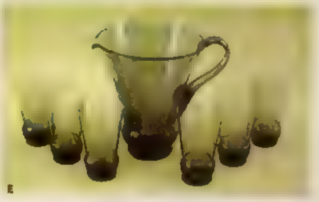
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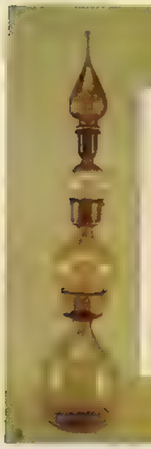
(A) HAND BLOWN DECANTER 27" high — suitable for the finest homes — Amethyst
63B6807H450 -wt. 3 lbs. **$7.50**

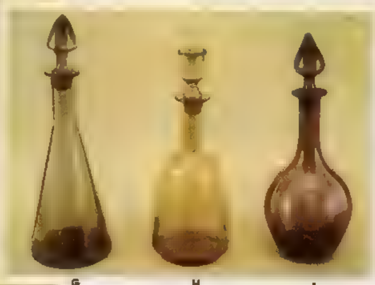
(B) 7 pc OPALINE CORDIAL SET 12" high — decorative and useful on bar, server, or coffee table
63B6804H450 —wt.—2 lbs. **$7.50**

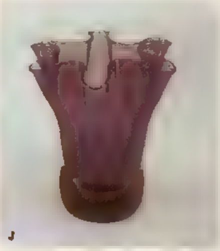
(C) 7 pc HAND BLOWN CORDIAL SET — An excellent gift for Christmas "Spirits". — Smoke
63B6814H300 —wt.—2 lbs. **$4.95**

(D) 7 pc HOBNAIL BEVERAGE SET Ever-useful-pitcher can double as a vase — capacity 64 oz. Tumbler — 14 oz. — Amber
63B6817H600 —wt.—6 lbs. **$9.95**

(E) 7 pc HAND BLOWN BEVERAGE SET — Versatile pitcher. Can be used for Martini, iced tea, etc. Pitcher capacity — 64 oz. Tumbler—12 oz. Smoke or Amethyst
63B6818H750 -wt.—6 lbs. **$12.50**



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(F) STACK DECANTER - 29" high — Separated the pitchers can be used for martinis, manhattans, and water crystal. Decoratively filled with colored sand or colored water.
63B6801H750 wt.—4 lbs. **$12.50**

(G) PYRAMID DECANTER — 15" high — Grace your dresser, coffee table with these lovely decanters. smoke
63B6810H225 —wt.—2 lbs. **$3.95**

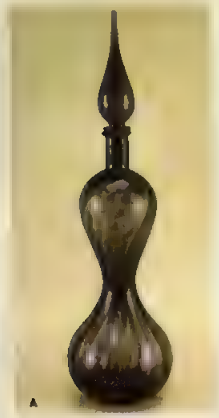
(H) HAND BLOWN DECANTER — 13½" tall — A handsome note on the bar, side of mantel piece, oversize perfume bottles in the bath. Gleaming Amber.
63B6811H225 —wt.—2 lbs. **$3.95**

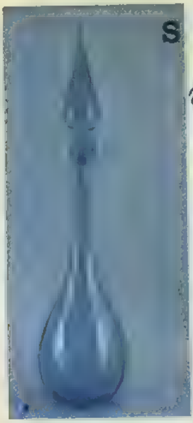
(I) SHERRY SHAPE DECANTER — 14" tall — A rich, deep amethyst characterizes this gracefully shaped decanter.
63B6812H225 —wt.—2 lbs. **$3.95**

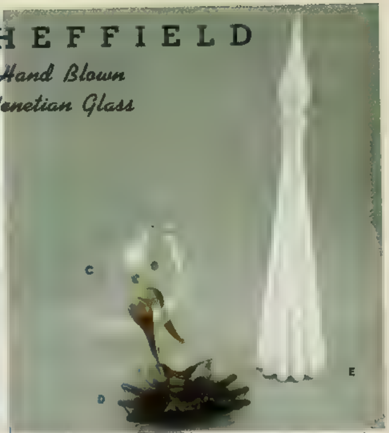
(J) HAND BLOWN VASE — 10½" tall — Any one can be an expert flower-arranger using this vase. Just place the flowers in the vase and they practically arrange themselves. Gem like Amethyst.
63B6816H525 —wt.—3 lbs. **$8.95**

SHEFFIELD

Hand Blown Venetian Glass







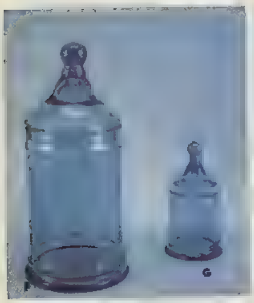
(A) HAND BLOWN DECANTER — 25" high. Choice of blue, amber, smoke or amethyst.
63B6809H375 -wt.—3 lbs. **$6.95**

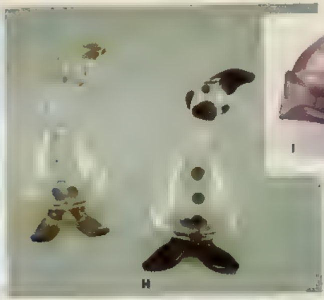
(B) SHERRY-SHAPED DECANTER 25" high So beautiful, you'll want to keep it for yourself. Blue.
63B6820H375 —wt—3 lbs. **$6.95**

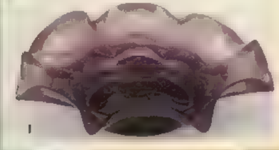
(C) CRYSTAL FISH — Exquisite decoration for top of television set Green or Amber eyes and fins.
63B6815H750 —wt. 4 lbs. **$12.50**

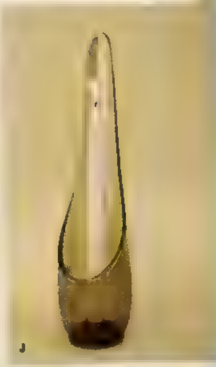
(D) FLUTED ASH-TRAY — Always room for one more ash-tray, especially when it can double as candy dish. 7" long — Smoke.
63B6808H375 wt 1½ lbs. **$5.95**

(E) RIBBED DECANTER — 27" high. In fresh opaline white for beautiful decoration.
63B6819H600 -wt.—3 lbs.... **$9.95**









(F) APOTHECARY JAR - 12½" high Fill with candy, artificial flowers. Elegant on mantel. Blue.
63B6802H600 —wt.—5 lbs. . . . **$9.95**

(G) SMALL APOTHECARY JAR — 6½" high. Use for cigarettes, candy, cotton puffs. Blue.
63B6803H300 —wt.—1½ lbs.... **$4.95**

(H) CLOWN DECANTER — 14½" high. A most happy fella to brighten the house. Crystal with amber or green trim.
63B6806H750 wt 3 lbs. **$12.50**

(I) FRUIT BOWL 16" wide A generous size for fruit or flowers. All hand made. Amethyst.
63B6813H860 —wt.—5 lbs... **$14.50**

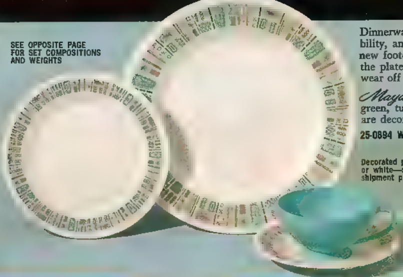
(J) CANDLE-SCONCE — Height 16". Flowers and candle light all in the same container. Amber
63B6805H480 —wt.—3 lbs. .. **$7.50**

Guaranteed in writing for two full years against breaking, cracking or chipping in normal use.

TEXAS·WARE

MAGNIFICENT BREAK-RESISTANT MELMAC® DINNERWARE

SEE OPPOSITE PAGE FOR SET COMPOSITIONS AND WEIGHTS



Dinnerware has never before combined such beauty and durability, and there is a lovely pattern to enhance every table. The new footed cup and bowls complement the broad tapered rim of the plates. Safe in scalding water or dishwasher. Patterns will not wear off or fade.

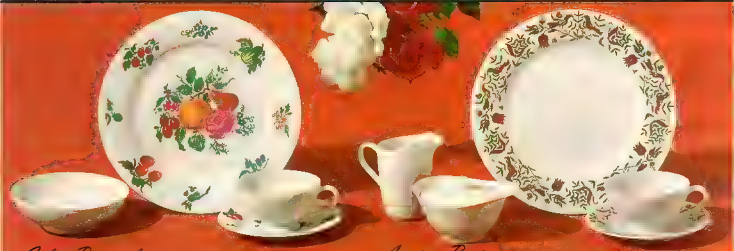
Mayan In symbols of an ancient culture, a blend of muted green, turquoise, and browns. Dinner plates, saucers, and salads are decorated. Solid-color pieces echo the turquoise.

25-0894 W 2897 53-pc. Service for Eight. .... Retail $44.95

OPEN STOCK FOR MORNING FLAIR AND CORONADO

Decorated pieces in Morning Flair only. Solid-color pieces in turquoise, pink, yellow, or white—specify color. Minimum order $10.00 at retail value. Allow 10 days for shipment postpaid.

Stock Number	Description	Retail
65-4798 F 187	Dinner Plate, Decorated	$2.80
65-4806 FF 126	Dinner Plate, Solid Color	1.70
65-4869 F 94	Saucer, Decorated	1.25
65-4848 FF 45	Bread & Butter Plate, Solid Color	.60
65-4897 FF 41	Saucer, Solid Color	.55
65-4939 FF 75	Soup/Cereal Bowl, Solid Color	1.00
65-4970 FF 57	Cup, Solid Color	.75
65-5019 FF 206	Serving Bowl, Solid Color	2.75
65-5050 FF 64	Dessert, Solid Color	.85
65-5092 FF 262	Platter, Solid Color	3.50

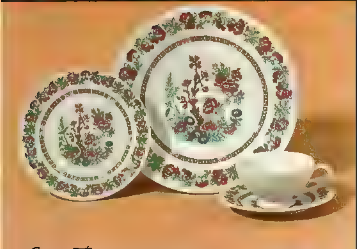


Italian Provincial Gay, festive pattern. Dinner plates, saucers, and salads are decorated. White solid-color pieces

25-0902 W 2997 53-pc. Service for Eight. .... Retail $44.95

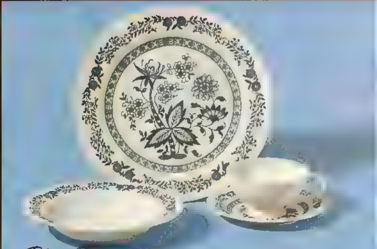
American Provincial Pennsylvania Dutch. Dinner plates, saucers, and salads are decorated. Solid color pieces are white.

25-0910 W 2997 53-pc. Service for Eight. .... Retail $44.95



Indian Tree Inherits the elegant beauty of 17th century Cathay. Dinner plates, salads, saucers, soups, desserts, serving bowl, and platter are decorated. Solid-color pieces are white.

25-0928 W 3330 53-pc. Service for Eight. .... Retail $49.95



Blew Heirloom The famous "blue onion pattern" from the early 1700's. Dinner plates, salads, saucers, soups, desserts, serving bowl, and platter are decorated. Solid-color pieces are white.

25-2742 W 3330 53-pc. Service for Eight. .... Retail $49.95

Pay postage from Milwaukee on all sets; open stock pieces shipped postpaid from factory.

TEXAS·WARE

MAGNIFICENT
MELMAC®
DINNERWARE
Guaranteed 2 Years

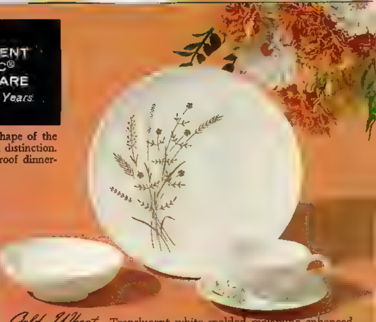
This is the casual new fashion in dining. Note the elegant coupe shape of the plates. In some patterns the new footed cup and bowls add graceful distinction. Famous TEXAS•WARE will lose none of its beauty—this childproof dinnerware withstands the hazards of hard daily use.

45-pc. set 8 ea. dinner plates, bread and butters, saucers, cups, soup/cereals; 1 ea. platter, serving bowl, creamer, sugar and lid. Wt. 14 lbs.
53-pc. set 8 ea. dinner plates, salads, saucers, cups, soup/cereals, dessert bowls, 1 ea. platter, serving bowl, creamer, sugar and lid. Wt. 16 lbs.
79-pc. set 12 ea. dinner plates, salads, saucers, cups, soup/cereals, dessert bowls; 2 ea. platters, serving bowls; 1 ea creamer, sugar and lid Wt. 22 lbs.

OPEN STOCK

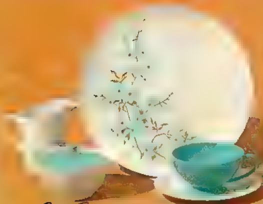
Decorated pieces in Gold Wheat, Sunny Morn, Harvest, Gold Spray, Mayan, Italian and American Provincials, Indian Tree, Bleu Heirloom—specify pattern. Solid-color pieces in turquoise, sandalwood, yellow, or white—specify color. Minimum order $10.00 at retail value Allow 10 days for shipment postpaid.

Stock Number	Description	Retail
65-5134 FF 187	Dinner Plate, Decorated	$2.50
65-5613 FF 112	Salad Plate, Decorated	1.50
65-5571 FF 64	Salad Plate, Solid Color	.85
65-5225 FF 54	Saucer, Decorated	1.25
65-5316 FF 94	Cup, Solid Color	1.25
65-5399 FF 94	Soup Bowl, Solid Color	1.25
65-5431 FF 147	Rimmed Soup Bowl, Decorated	1.65
65-5530 FF 75	Dessert Bowl, Solid Color	1.00
65-5456 FF 101	Rimmed Dessert Bowl, Decorated	1.35
65-5357 FF 292	Creamer/Sugar & Lid, Solid Color	3.90
65-5498 FF 187	Serving Bowl, Solid Color	2.50
65-5472 FF 296	Rimmed Serving Bowl, Decorated	3.85
65-5682 FF 262	Platter, Solid Color	3.50



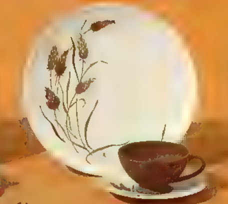
Gold Wheat Translucent white molded melamine enhanced by a classic pattern in rich golden tones. Dinner plates, saucers, and platter are decorated. Solid-color pieces are a lustrous white.

25-0795 W 2663 53-pc. Service for Eight .... Retail $39.95
25-0803 W 3997 79-pc. Service for Twelve .... Retail $59.95



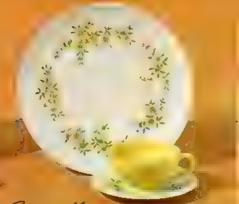
Gold Spray Turquoise flowers on golden branches and leaves. Decorated dinner plates, saucers, platter. Turquoise solid-color pieces.

25-0837 W 2663 53-pc. Service for 8 .... $39.95
25-0845 W 3997 79-pc. Service for 12 .... $59.95



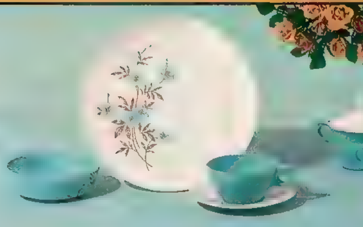
Harvest A carefree design. Ripe oats in browns and greens. Dinner plates, saucers, platter are decorated. Sandalwood solid-color pieces.

25-0852 W 2663 53-pc. Service for 8 .... $39.95
25-0860 W 3997 79-pc. Service for 12. .... $59.95



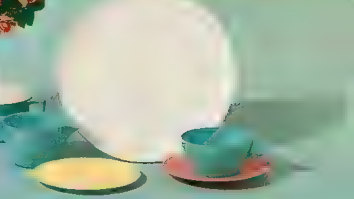
Sunny Morn Yellow blossoms against spring green foliage. Dinner plates, saucers, and platter are decorated. Yellow solid-color pieces.

25-0811 W 2663 53-pc. Service for 8 .... $39.95
25-0829 W 3997 79-pc. Service for 12 .... $59.95



Morning Flair Captures the freshness of early morn with turquoise petals, sandalwood leaves. Dinner plates, saucers, and platter are decorated. Solid-color pieces are turquoise.

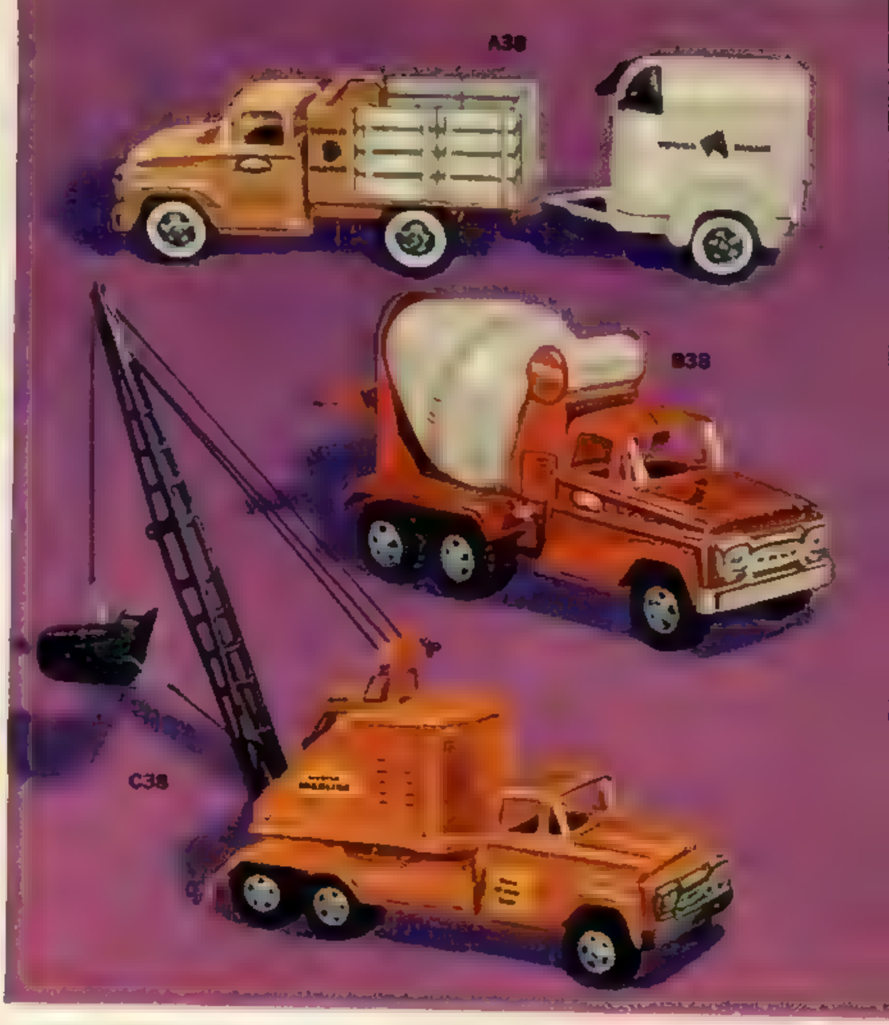
25-0886 W 1997 45-pc. Service for Eight .... Retail $29.95



Coronado A delicate pastel rainbow set with solid-color pieces in turquoise, pink, yellow, and white. Fresh beauty for your table at a bargain price!

25-0878 W 1663 45-pc. Service for Eight .... Retail $24.95

Pay postage from Milwaukee on all sets; open stock pieces shipped postpaid from factory.



A38 FARM STAKE AND HORSE TRAILER

2 plastic horses in a traveling trailer, attached to Tonka's steel truck with new ball-type hitch, easy to couple and uncouple for ages 3 to 8. Removable stake panels. 21¾" long. . $6.98

B38 CEMENT MIXER TILTS AND POURS

Made of extra-tough Implex material for lots of heavy "construction work" by 3 to 8 yr. olds. Fill Tonka's mixer through hopper at top—it turns as steel truck moves—tilt it with handle, and "cement" pours down adjustable chute. $6.98

C38 DIG DITCHES WITH DRAGLINE

Plenty of action with Tonka's realistic all steel 27¼" truck. Firmly mounted cab swivels 180°. Crank on top raises and lowers bucket on nylon ropes, turn side crank and bucket scoops dirt. 10 big rubber tires. 3 to 8 yrs. $7.98

18" DRAGLINE TRUCK $4.98

D38 ROAD GRADER FOR "ENGINEERS"

Clear the roads! Just like real graders, scraper blade rotates, raises, lowers, tilts; front wheels steer. Rugged steel 18¾" long, great favorite with boys 3 to 8. By Structo $3.98

4 PC. HIGHWAY BUILDER GIFT SET $9.98

E38 HYDRAULIC DUMP TRUCK

Structo's 14¾" dumper actually works! Press unload lever, hydraulic cylinder raises body and dumps load automatically. Sturdy steel, finished in chip and crack proof baked enamel for 3 to 8 yr. olds. $4.98

F38 REALISTIC BULLDOZER

Tough, rugged bulldozer made by Structo to look and work just like it's real-life counterpart, for 3 to 8 yr. olds. Blade tilts up when not in use and is held in position by heavy spring. 11¾" long, all steel, to last through rough play. $2.98

G38 POWER SHOVEL FOR "BUILDERS"

Structo's durable steel power shovel looks and works like the real thing! It moves on tractor treads; 2 hand wheels raise and lower boom for loading and unloading; cab turns a full circle. 26½" long for "builders" 3 to 8 $3.98

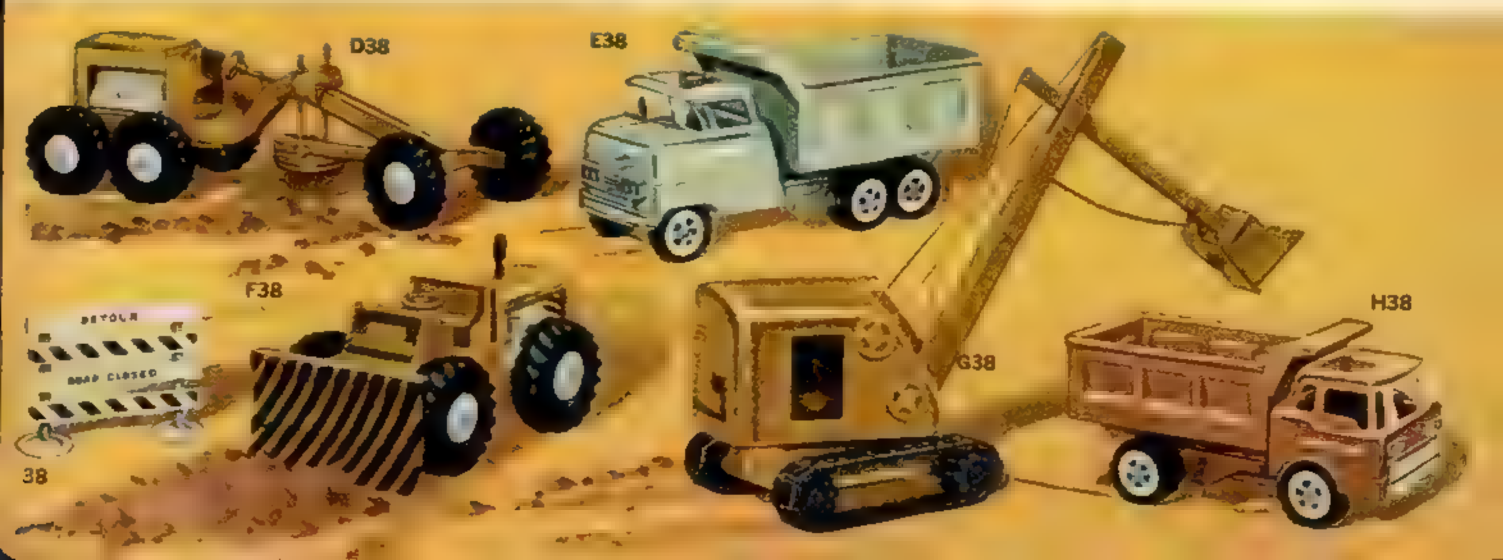
H38 REAL-ACTION DUMP TRUCK

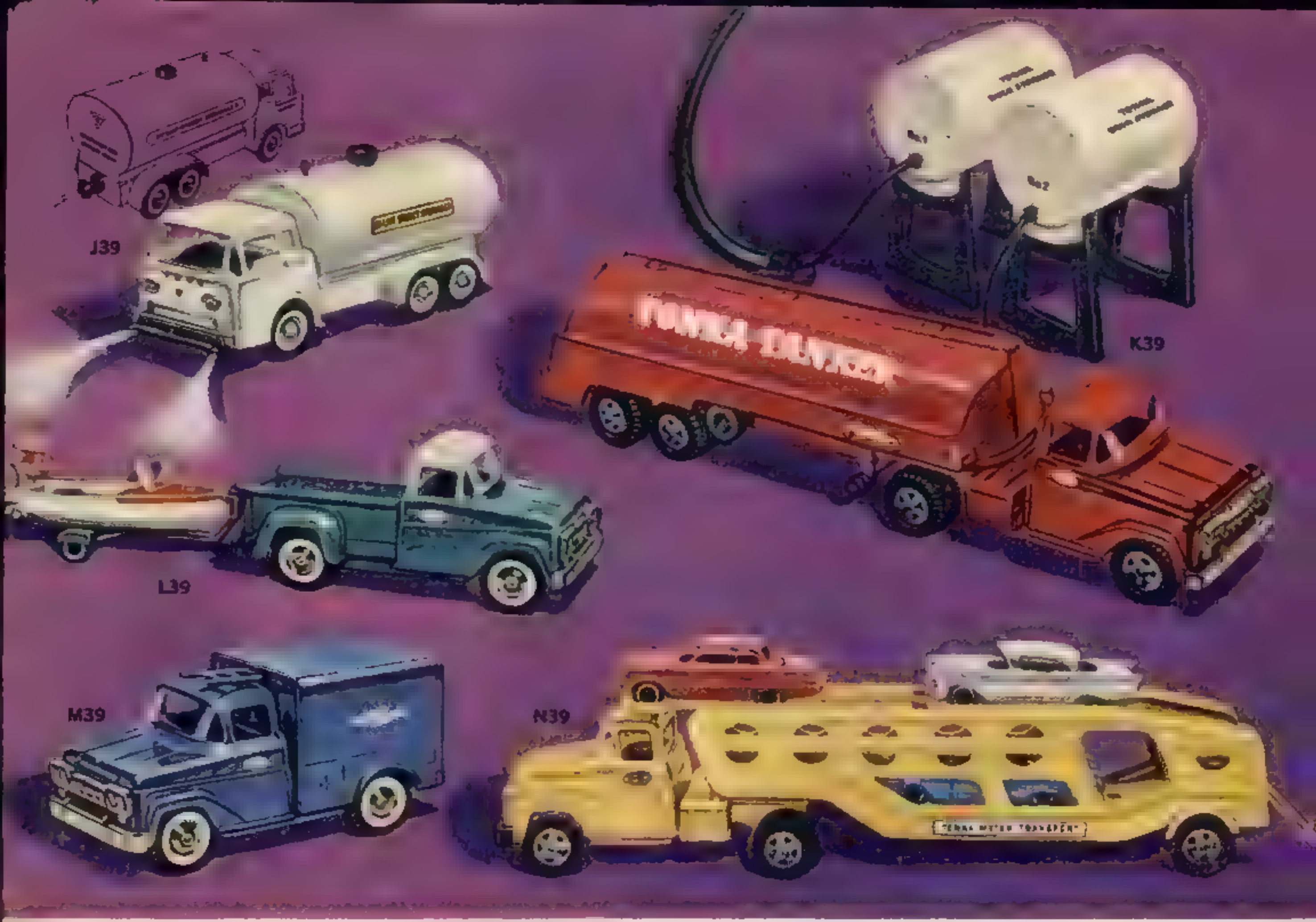
Sturdy steel lever-operated dump truck with all the action 3 to 8 yr. olds like. Just like a real dumper, with windshield wipers, horn. 11½" long. Structo makes it with rolled edges for safety, baked enamel finish. $2.98

J39 STREET SPRINKLER WORKS

Just like real street cleaners, this scale model truck with built-in pressure pump, shoots two powerful sprays of water. Easy to fill, then push lever on top and activate spray. By Ny-Lint, a thrilling gift for ages 4 to 8 $8.98

Prices shown are Manufacturers' List Prices. See us for today's prices





K39 BULK STORAGE TANKS, TANKER

Fill 'er up! Implex bulk storage tanks holding 2 qts. each, can be filled from garden hose. Attach other hose to Tonka's big Tanker and you're in business! Trailer, with "landing gear" uncouples easily from sturdy steel cab. Real activity toy for boys 3 to 8 .... $14.98

28" TANKER, CAB AND TRAILER $9.98

L39 DELUXE SPORTSMAN TRUCK, BOAT

3 to 8 yr. olds really go for Tonka's sporty 22¼" steel truck, trailer connected on ball type hitch, and poly boat with detachable scale model motor $4.98

12¾" SPORTSMAN WITH BOAT	$3.98
3 PC. DELUXE FISHERMAN	$6.98
PICK UP TRUCK	$2.98

[illegible] TRUCK FOR SERVICE CALLS

[illegible]eliverymen 3 to 8 can make thousands of [illegible] calls with rugged, steel truck by Tonka. Finished with Dupont, non-toxic vehicle enamel to stand plenty of wear 'n tear. Sturdy ladder is removable. 12¾" long $2.98

Use Our Lay-Away Plan

N39 MOTOR TRANSPORT WITH CARS

You get 3 unbreakable poly replicas of 1960 model cars atop Tonka's steel car carrier. Youngsters 3 to 8 pull the lever to raise and lower ramp for loading cars. Just like the real thing, finished in tough, non-toxic Dupont vehicle enamel. 29" long. $7.98

P39 ALL SET FOR CAMPING TRIP

What a combination! 5 to 10 yr. olds camp in style with 5 pc. Vacationer set by Fleetline. Includes Shasta Travel Trailer, Rambler Station Wagon, Boat Trailer, and battery-operated* Viking Cruiser with Johnson Outboard Motor $8.98

2 PC. HOLIDAY EXPRESS SET	$4.98
4 PC. WEEKEND SKIPPER SET	$5.98

Q39 HYDRAULIC HOOK AND LADDER

Firemen 3 to 8 get lots of action with Structo's steel fire truck. Tiller seat swivels, hydraulic cylinder raises aerial ladder automatically; extends to 31". Takes hard play. $9.98

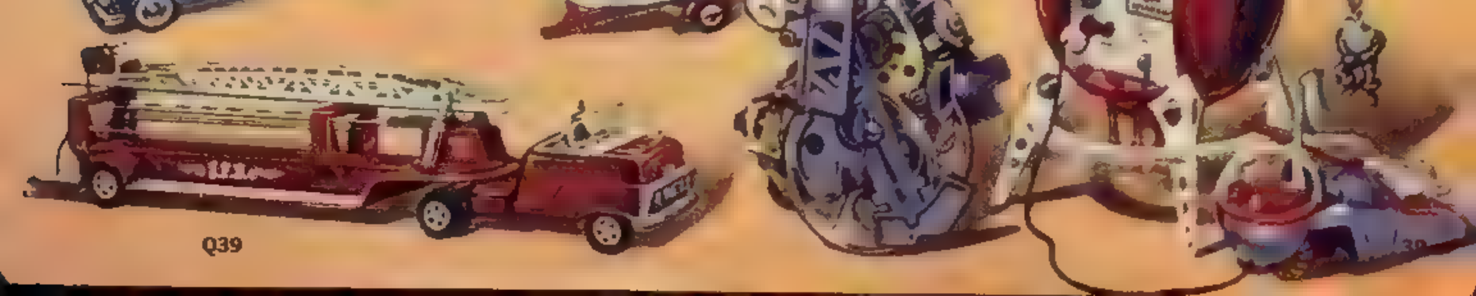
R39 MR. MACHINE—YOUR OWN ROBOT

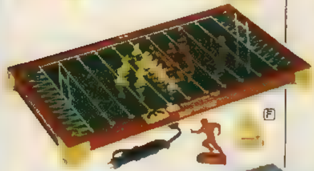
Watch Ideal's Mr. Machine come to life when you wind him up! There he goes—walking away, swinging his arms, ringing his bell, sounding his siren. Children 4 to 9 take him apart and put him together again, with easy numbered instructions. .... ATTRACTIVELY PRICED

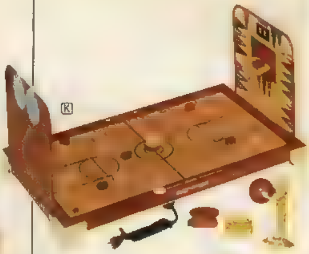
S39 LAUNCH A SPACE EXPEDITION

Be first to land on another "planet" with Ideal's battery powered* Electronic Astro Base—most exciting new toy in years! Remote control panel operates Science-Fiction space ship, maneuvers take-a-part scout car, fires space probes. Safe for astronauts 5 to 12 ATTRACTIVELY PRICED

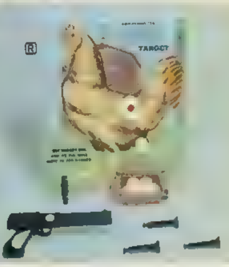
*Batteries not included

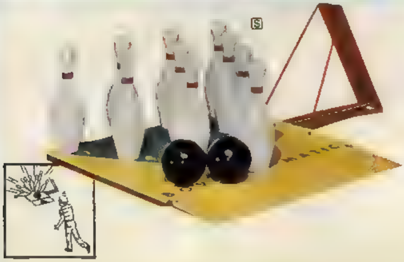




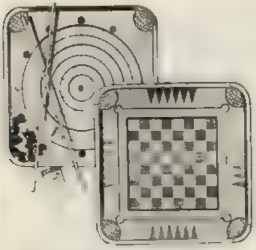


Fast-paced Games For the Whole Family



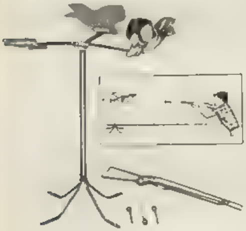


BOWLING PINS
T



CARROM BOARD. Plays 85 exciting games . . many old favorites, some entirely new Lots of fun for the whole family Finest wood construction throughout. 3-ply plywood center panel, 28½" square; rounded corners, rim. Reversible net pockets and green felt cushions on Carrom side. Includes rule book and complete equipment, 2 hardwood cues.
87-3562 C695 Carrom Board...... **$9.95**

MARBLE GAME. All-time favorite dressed up for indoor play! Inflatable plastic bumper ring encircles felt-like marble court which is marked off according to standard playing rules. It's lightweight, compact and portable. Inflates and deflates easily. Includes bag of marbles and instructions for many variations of the game. Repair kit too.
87-3687 B275 Marble Game, 45" diam **$3.98**



FLYING DUCK SHOOT. Get ready for fun with this unique target game in your rumpus room arcade! Spin-action stand has three revolving arms with colorful fiberboard ducks. Gravity feed provides plenty of action. A hit by a rubber-tipped dart knocks "flying" duck over. Complete with 3 safety darts and 21½" plastic dart-shooting rifle.
87-3851 B350 Overall ht. 4½ ft. **$4.98**

For eager youngsters and grown-up experts . . .

GAMES OF SKILL

[E] **ELECTRIC BASEBALL GAME.** You'll want soda pop and hot dogs when you play this very realistic baseball game. Miniature players actually run bases! They pitch and bat a magnetic ball, bat left or right handed for you. Will hit line drives, long flies or bunts. Fielder will throw base runner out from wherever ball lands. All done with Styrene players with nylon "legs," on electrically vibrating 25x15½x2⅛" board. Diamond marked with bases and all field positions A famous Tru-Action® game. Rules included.
87-3786 B465 UL approved. 110v AC.**$6.95**

[F] **ELECTRIC FOOTBALL GAME.** All the excitement, all the tension of a professional game within the comforts of your own rumpus room! So realistic, you'll expect an injured player to be carried off the field. Two full teams . . the Reds and the Yellows . . . automatically move into formation. They run, kick, pass, fumble, tackle, score. Runner actually carries the ball. High impact styrene figures with nylon "legs" move on an electrically vibrating 15x25" field with line markings, goal posts. A Tru-Action® game.
87-3778 B465 UL approved. 110v AC **$6.95**

[G] **"PRO" HOCKEY GAME.** Action-packed game for young or old . . . requires fast thinking, quick coordination. The original pro hockey game, made in Canada . . . teams Montreal Canadiens with Toronto Maple Leafs. Each person playing game operates his player individually—stick handle, pass, shoot, block, score. Goalies move sideways to defend goals. Realistically marked rink of sturdy masonite, wood and metal. Real mesh nets with steel posts. Heavy gauge steel players, 2 pucks, 2 goals, scoreboards, instructions. For 2 to 6 players.
87-3752 C798 36x16x4" overall. . .**$11.95**

[H] **ELECTRIC PIN BALL GAME.** There's something wonderfully fascinating about this pin ball machine . . . especially when the lights begin to flash and the bells ring up the score! It's a fun item for the whole family to enjoy. New improved mechanism assures trouble-free action. Sturdy wooden frame has heavy glass covering. Automatic scoring device registers to 100,000 points. Five steel balls with automatic loading feature. Hand-actuated kickers keep ball in play. Securely anchored wooden legs. 30¾" long, 16¼" wide, 45" high. 115v, AC.
87-3869 C1695 Electric Pin Ball **$24.95**

[K] **ELECTRIC BASKETBALL GAME.** New improved edition of famous Tru-Action® favorite. Most realistic basketball game you've ever seen! Hours of fun for basketball strategists of all ages. Players use large, lifelike plastic figure to actually shoot baskets. 10 plastic ball carriers move up and down court receiving passes, "stealing ball." You keep score on real scoreboard above each basket. Set includes basketball plus 7 other warm-up games. 25x15½x2½" electrically vibrating playing court. Two backboards complete with baskets. Rules included.
87-3802 B465 UL approved. 110v AC.**$6.95**

[L] **ELECTRIC HORSE RACE GAME.** They're off . . . and you're actually the jockey urging your horse on to the finish line! Imagine the fun you'll have with this thrilling new Tru-Action® game. The pace is always fast and furious before the winning horse finally crosses the line. Players can call to their horses, encouraging them to go faster It's the next best thing to a real race. Includes 4 fast-stepping horses in different colors that race around a vacuum-formed plastic track. 25x15x2" metal board. 110v AC.
87-3810 B465 Electric Horse Race . .**$6.95**

[M] **ELECTRIC SPORTS CAR RACE.** There's a thrill a minute and a spill at every turn in this newest Tru-Action® game! Realistic sports car race features 4 high-powered-looking miniature cars in rugged plastic. Just set them on the dare-devil vacuum-formed plastic track. Watch them speed around the course at neck-breaking speed. Colorful track is as tricky, as dangerous a set-up as a real sports car race track. Sure and simple vibration adjustment. 25x15x2" frame constructed of sturdy metal. 110v AC.
87-3828 B465 UL approved..... . ..**$6.95**

[N] **SHARPSHOOTER.** A safe target game that's perfect for the junior-sized "Big Game" hunter. Colorful trophy range offers bear, buck and mountain sheep targets for the "sharpshooter" to stalk. A clean hit reverses the target and shows the mounted trophy with its scoring value. Excitement mounts as hunters see which one builds up the highest score. Molded plastic automatic repeating pistols, loaded with rubber band ammunition, permit fast, accurate shooting. Includes target range, 2 guns, ammunition.
87-3059 B210 Sharpshooter.........**$2.98**

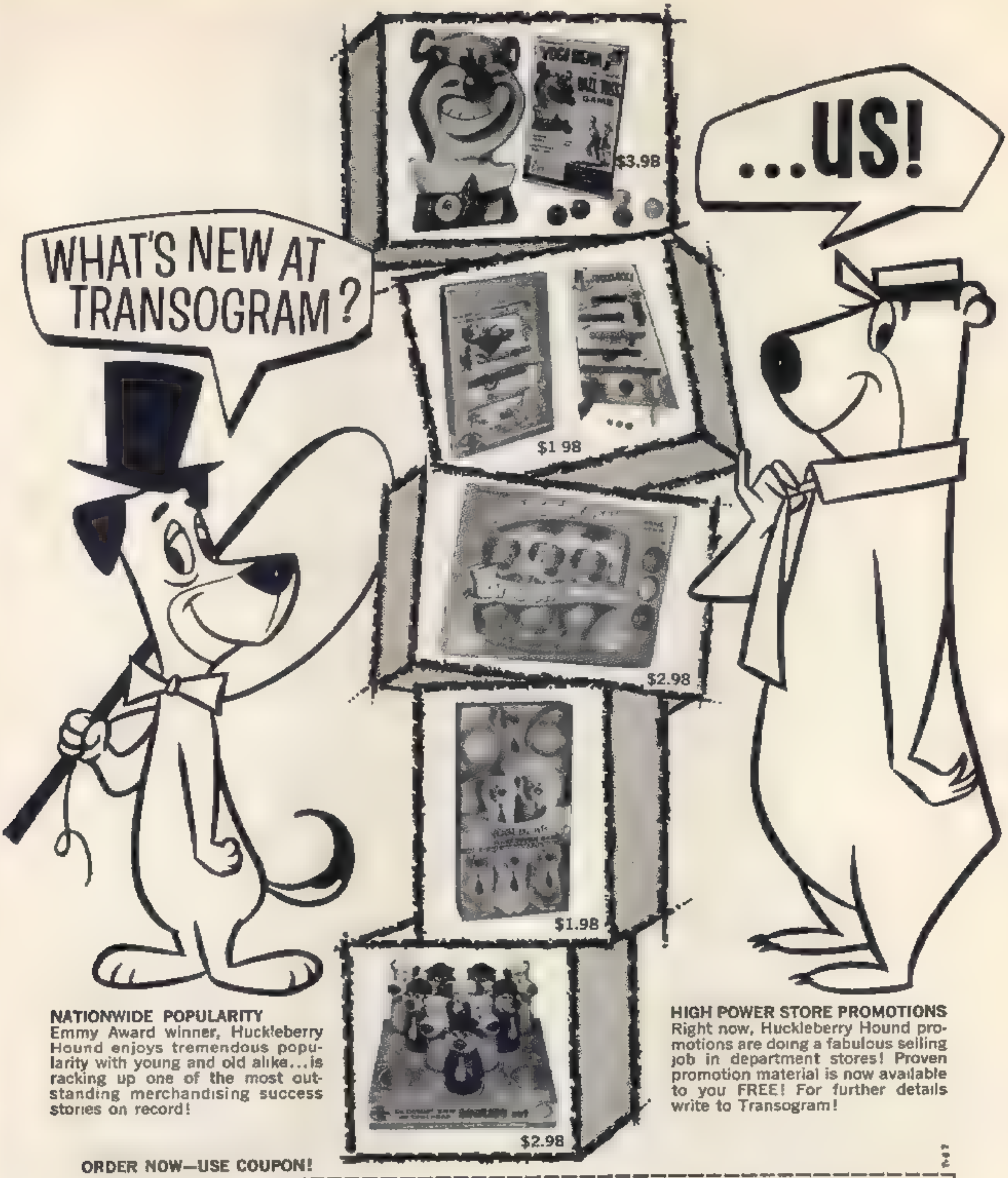
[P] **CLOWN POP-A-PART TARGET.** Ready! Aim! Fire! If you're really a sharpshooter and can hit his bright red "nose" target, this happy-faced clown pops his hat straight up in the air! It's a game that will delight youngsters of all ages. Lots of fun for one or a crowd . . . sure to cause plenty of excitement at a party. Super dart gun with powerful spring action is made of rugged styrene in black with silver painted gun grip. 4 darts have suction cups for safe play. Clown target is lithographed in full color on extra heavy cardboard. 14½" high, 8¾" wide.
87-3950 B140 Clown Pop-A-Part.... **$1.98**

[R] **HEN TARGET GAME.** Ever see a hen laying eggs? You will every time you hit the target of this fun-packed game. It's ear-marked for plenty of action. Here's how it works. Eight plastic eggs go into a funnel inside the target. You aim at the red-dotted egg in the center of the colorful hen. Everytime a direct hit is scored, an egg drops in the basket. Develops good marksmanship in youngsters.

Comes with a 17x14" metal stand that is lithographed in full color. Black styrene plastic gun with silver painted grip and 4 darts with suction cups included
87-3968 B210 Hen Target Game... **$2.98**

[S] **BOWL-O-MATIC GAME.** The bowling game with a built-in pin setter! Amazing and ingenious development makes bowling at home really fun. No more pins to collect or set up . . . simply step on the spring-activated foot pedal and all 10 pins pop into correct standing position. Game helps develop bowling skill. Base is constructed of heavy gauge steel with baked-on Lustranamel finish; 24x35½" overall. 10½" pins with red-ringed necks are unbreakable white polyethylene plastic. Two free-rolling black polyethylene plastic balls with 3 finger holes.
87-3745 C895 Bowl-O-Matic Game **$12.95**

[T] **POLYETHYLENE BOWLING SETS.** Create a bowling alley right in your own home! These sets are designed for indoor-outdoor use. Have vinyl pin spotting mat to speed up game. Include 10 pins and two balls, all molded in non-scratch unbreakable polyethylene. Pin mat, score card, crayon.
With 15" pins, 6½" balls. Features above.
87-3604 B598 Bowling Set.. ... **$8.95**
With 13" pins, 5½" balls. Features above.
87-3612 B465 Bowling Set **$6.98**
With 11" pins, 4¾" balls. Features above
87-3620 B335 Bowling Set . **$4.98**



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Emmy Award winner, Huckleberry Hound enjoys tremendous popularity with young and old alike...is racking up one of the most outstanding merchandising success stories on record!

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☐ Please send free promotion material.	______	#3600	Huckleberry Hound Juggle Roll Game	$1 98	1	18
	______	#3603	Huckleberry Hound Lids Off Bowling Game	$2.98	½	13
	______	#3568	Yogi Bear Pitch Game	$1.98	1	16
	______	#3534	Huckleberry Hound and Yogi Bear Bowling Set	$2.98	½	13

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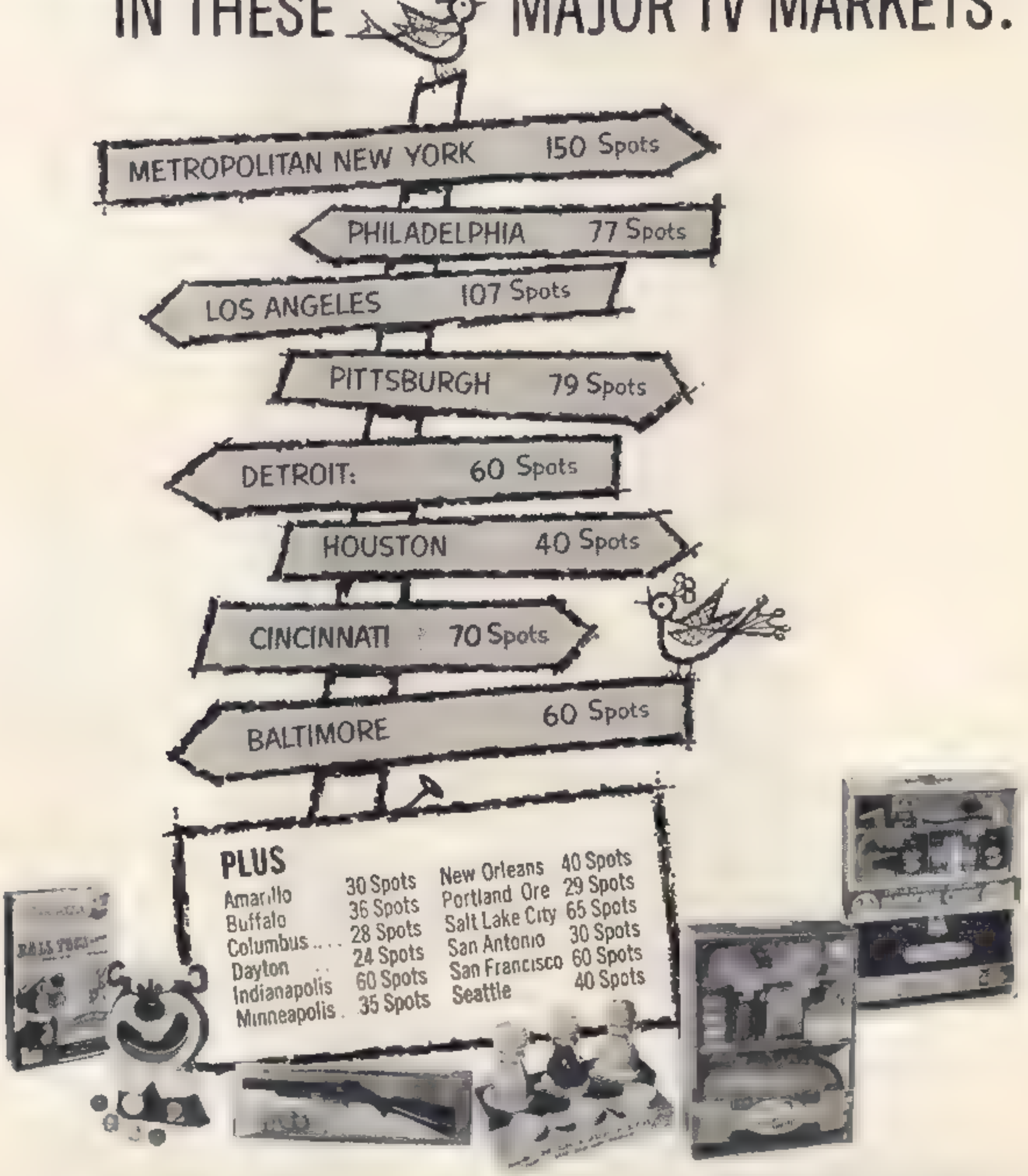

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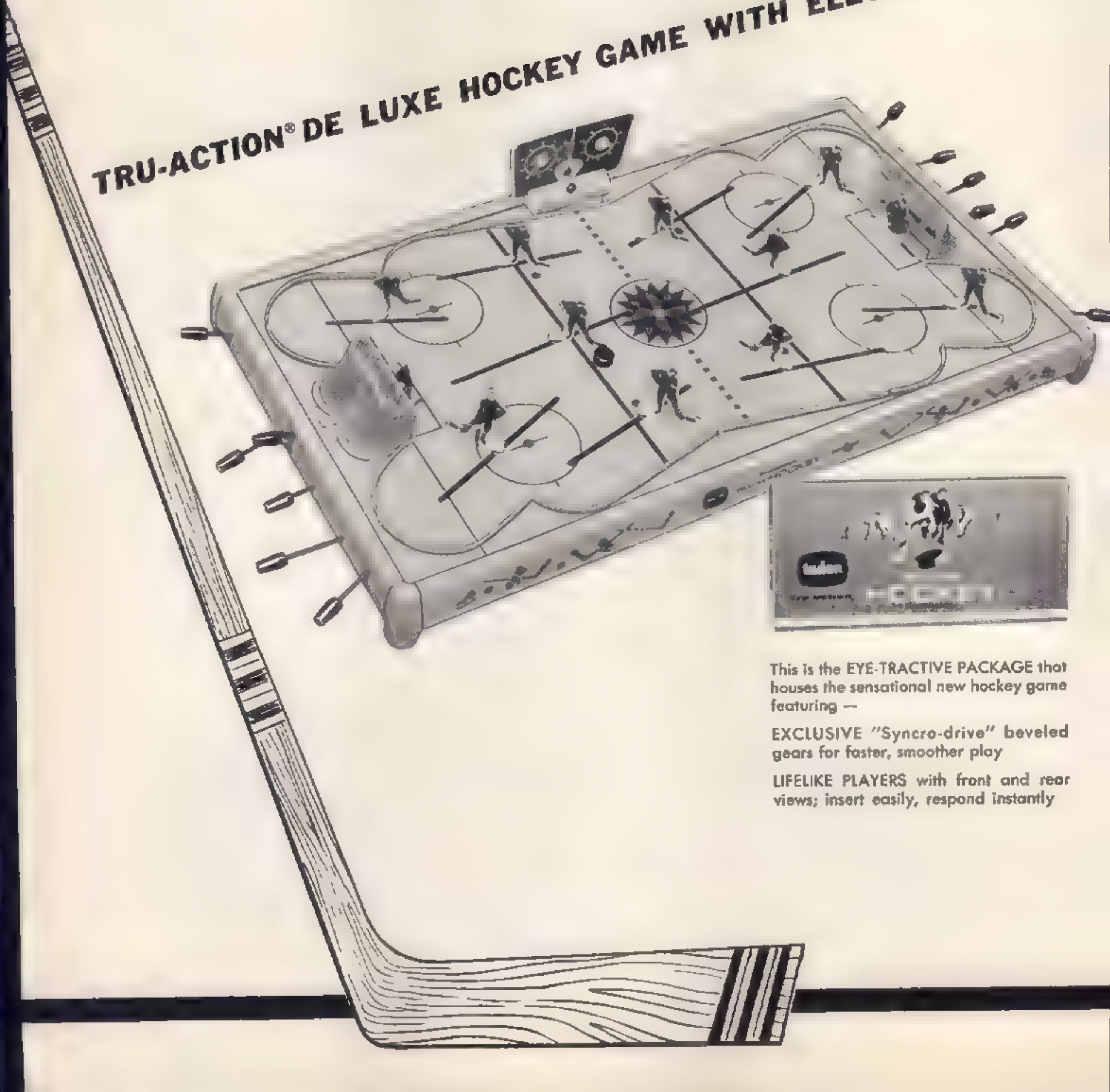

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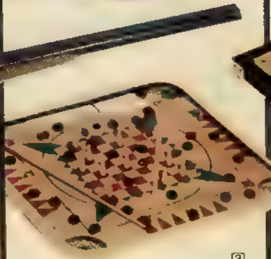

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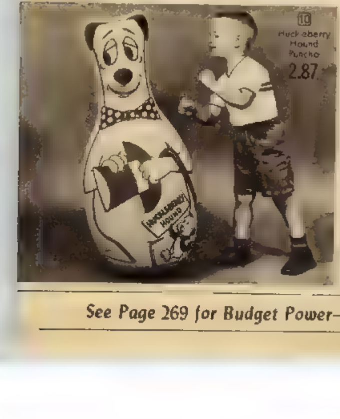

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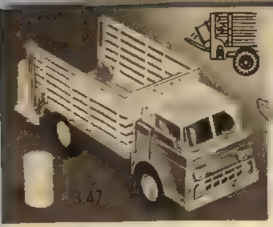

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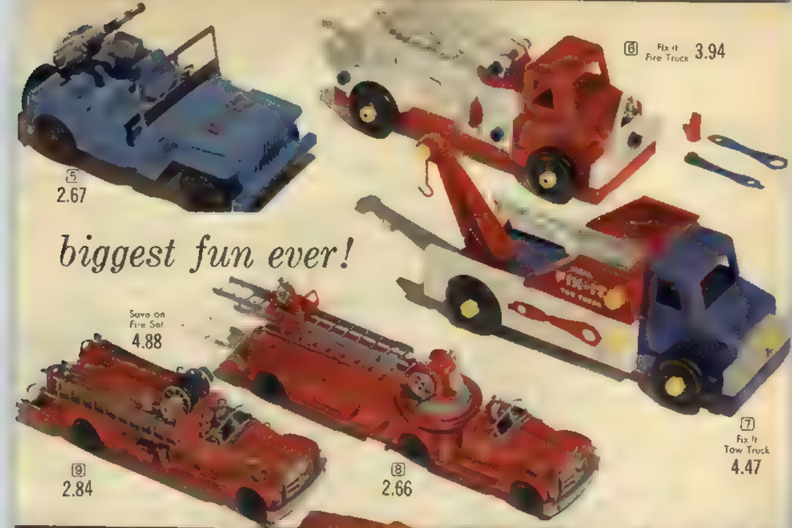
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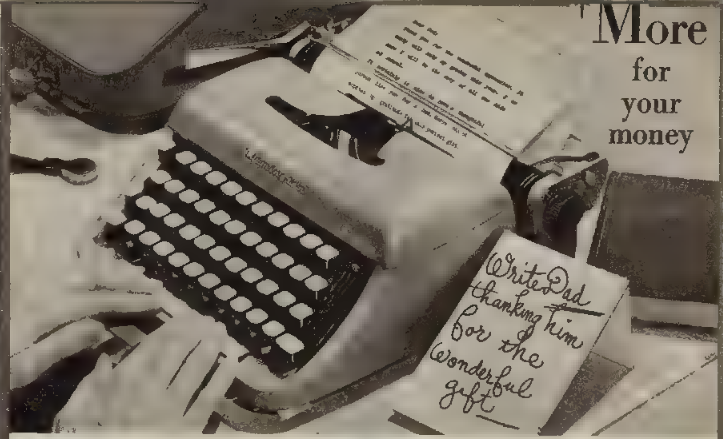

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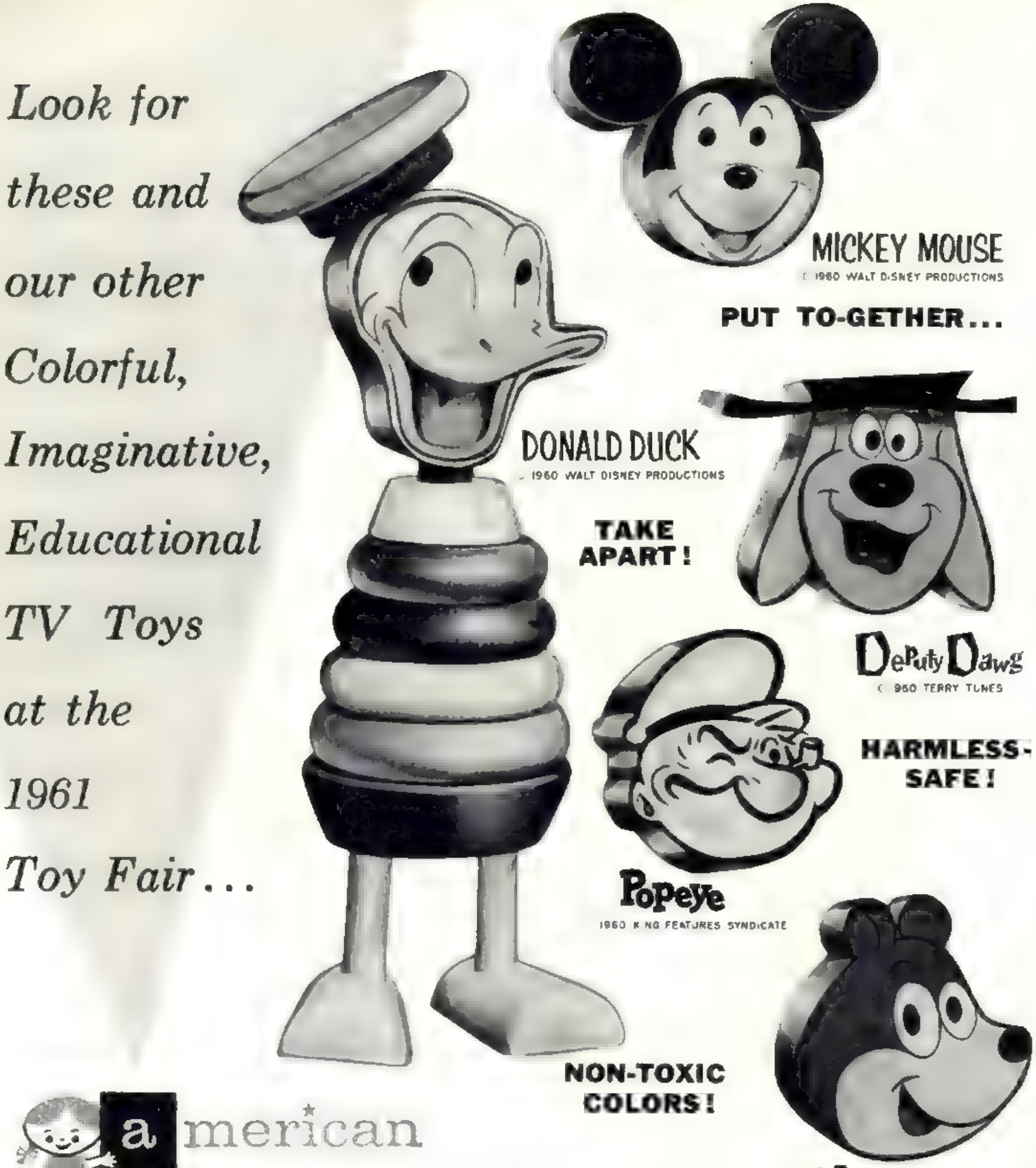

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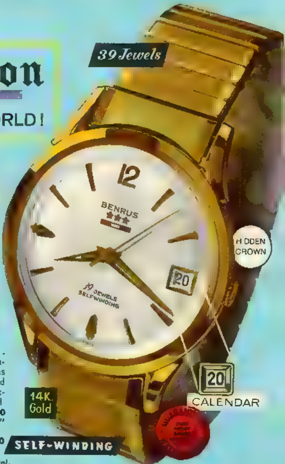

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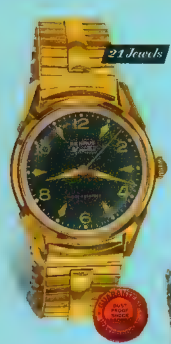

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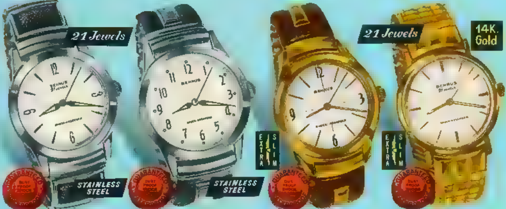

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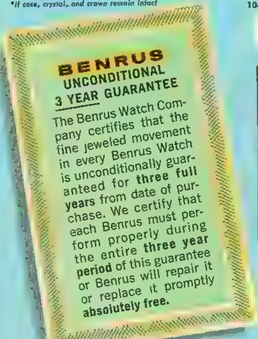

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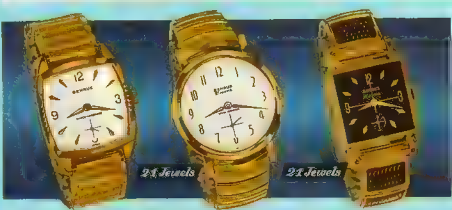


Lord Drake 17 jewels. Superbly-fashioned yellow top, stainless steel back case. Shock-absorbing movement, unbreakable mainspring Matching adjustable expansion band Bold, contemporary styling to please any man Gift boxed for presentation
10-4877 V 2985 . . **$65.00**

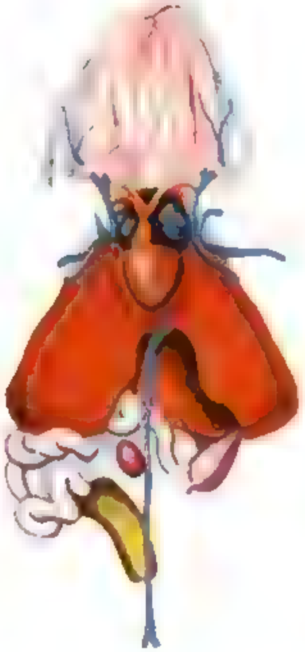
Prince Karl "21" . . . 21 jewels. Modern, masculine case has yellow top, stainless steel back Full-figure dial. Shock-absorbing movement, unbreakable mainspring Matching adjustable expansion band. A truly distinctive watch that you can give with confidence, wear with pride
10-4901 V 3370 . . . **$71.50**

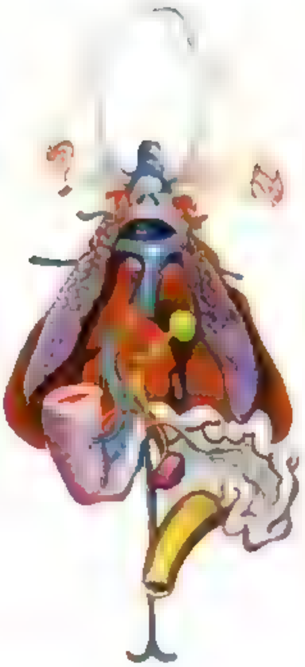
Prince Charles "Z" "21" . . . 21 jewels. Yellow 10K Rolled Gold Plate top, stainless steel back case Black dial Shock-absorbing. Unbreakable mainspring. Leather inlaid expansion band
10-4885 V 3535 . . . **$75.00**

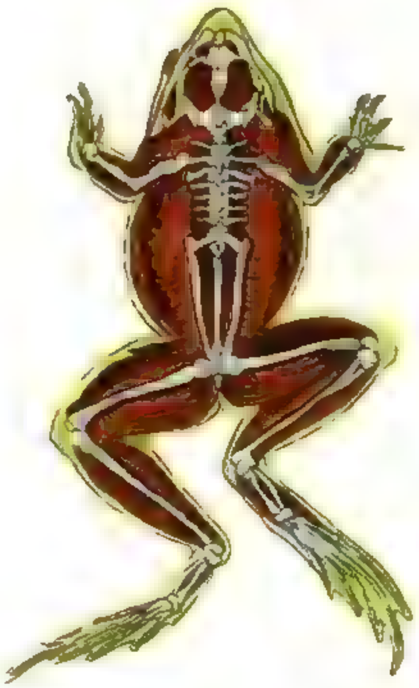
Prince Charles "21" . . . Same as above with white dial.
10-4893 V 3535 . . . **$75.00**

© 1960, Benrus Watch Company, Inc.

Gift Boxed—Shipping wt. ½ lb.







FROM SKELETON TO SKIN ASSEMBLE, REMOVE, REPLACE ALL ORGANS

A true to life anatomically accurate replica of a frog. When assembled this fascinating kit is over 10" long. A clear plastic skin enables you to see all the vital organs, skeleton, respiratory and digestive systems. This authentic model will be of interest to high school and college age students, children, adults and educators.

FREE WINDOW STREAMERS

$1.98
RETAIL

KIT NO. 800
Each frog kit comes complete with an illustrated booklet, dissecting tweezers and lily pad stand.
Box Size: 12" x 8" x 3"
Packing: Individually packed in a full color litho set up box.
1 doz. to carton.
Ship. Weight: Approx. 9 lbs.

Deal No. 801 DL
2 doz. kits with FREE 3D counter display to carton.
Ship. Weight: Approx. 18 lbs.

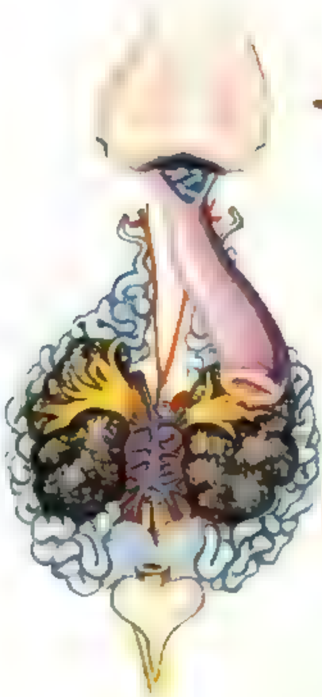
Palmer Plastics Inc. Brooklyn, New York

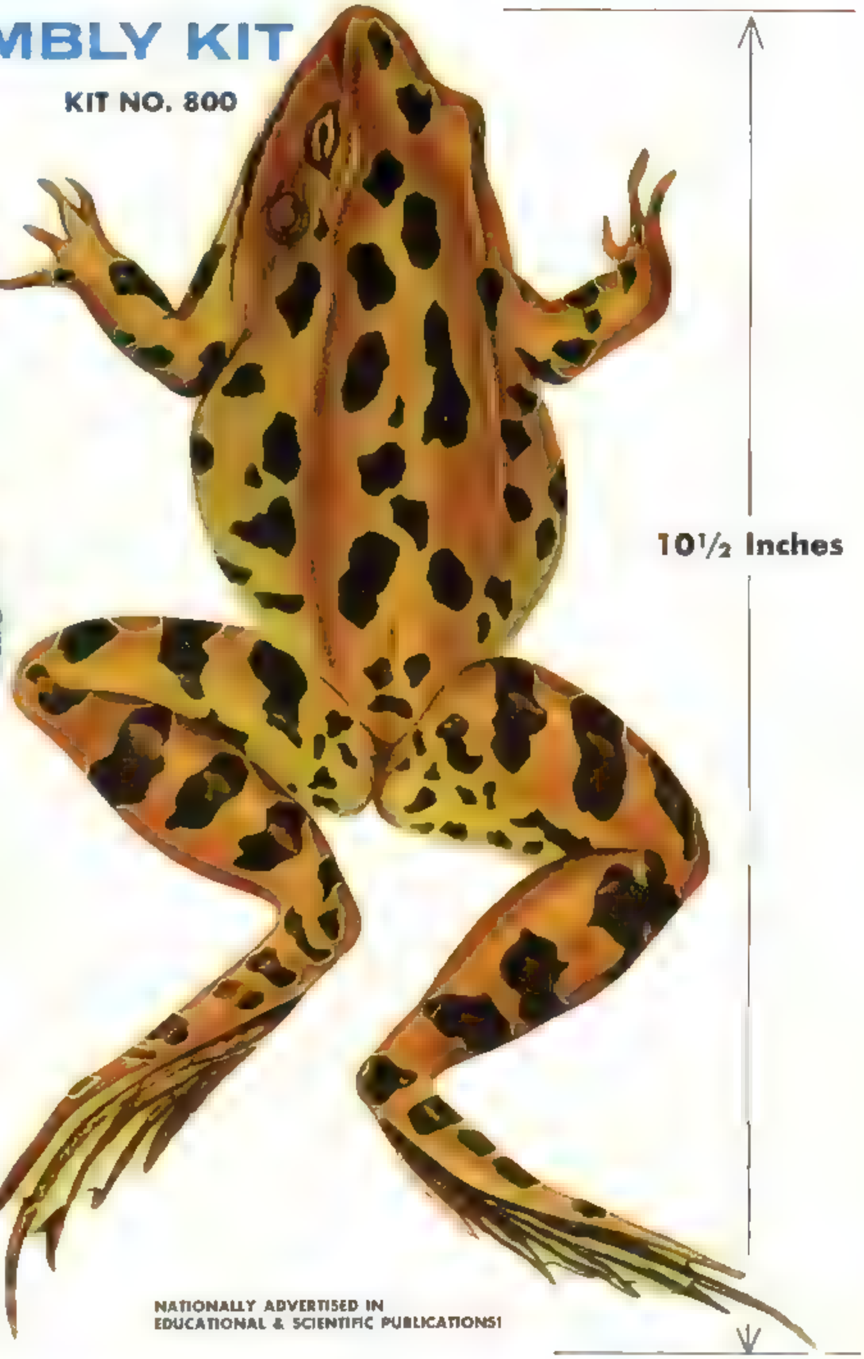
THE VISIBLE DISSECTING
FROG

LEOPARD FROG (*Rana pipiens*) FEMALE

ASSEMBLY KIT

KIT NO. 800





LARGER THAN LIFE SIZE WITH 50 PIECES

NATIONALLY ADVERTISED IN EDUCATIONAL & SCIENTIFIC PUBLICATIONS!

PALMER PLASTICS INC., BROOKLYN, N.Y.

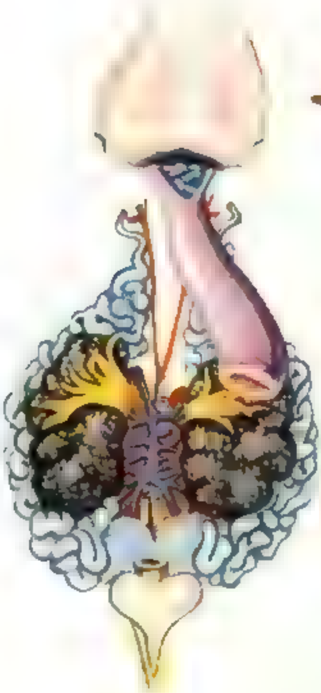
SEE REVERSE SIDE...

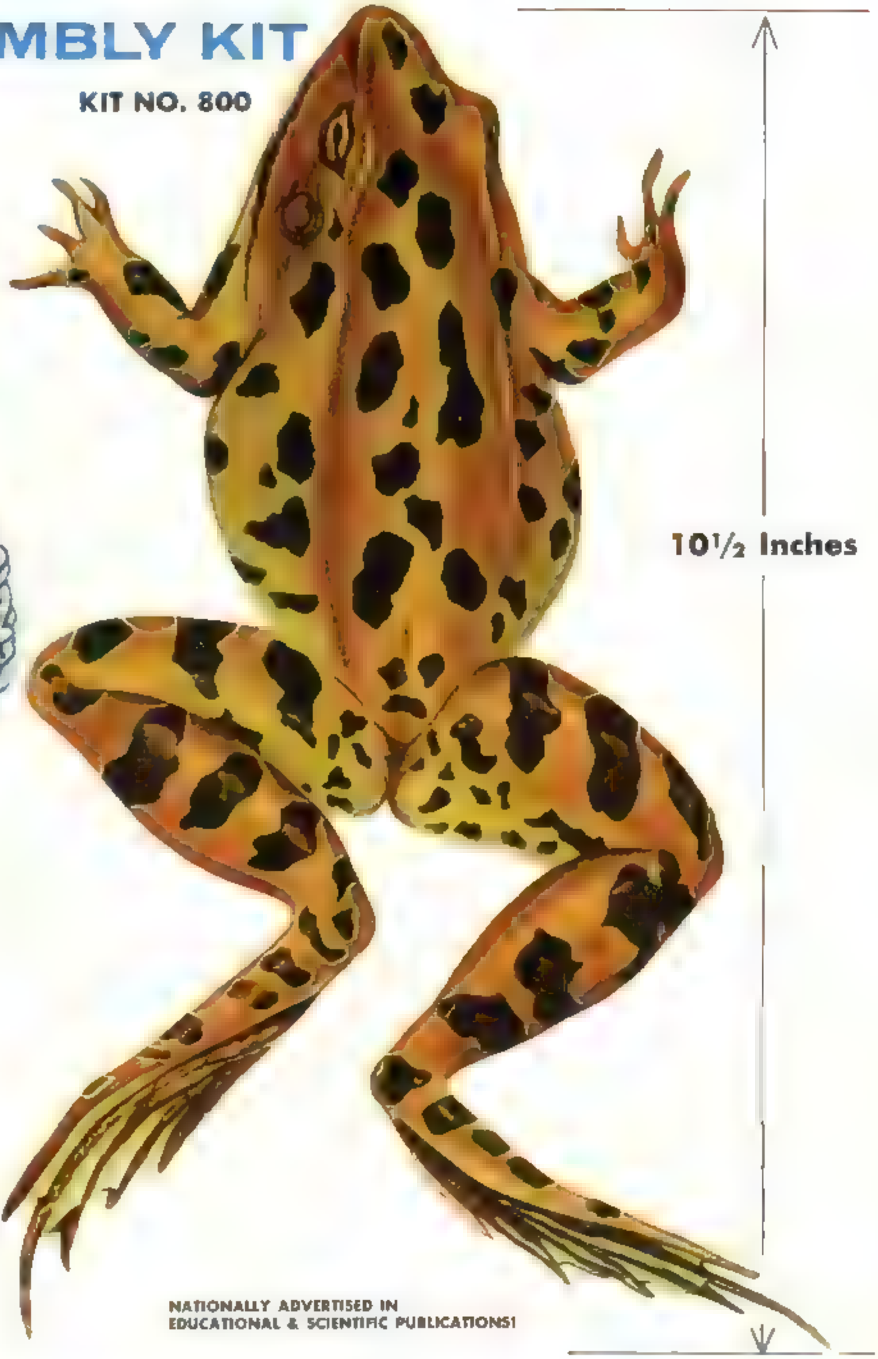
THE VISIBLE DISSECTING FROG

LEOPARD FROG (*Rana pipiens*) FEMALE

ASSEMBLY KIT

KIT NO. 800





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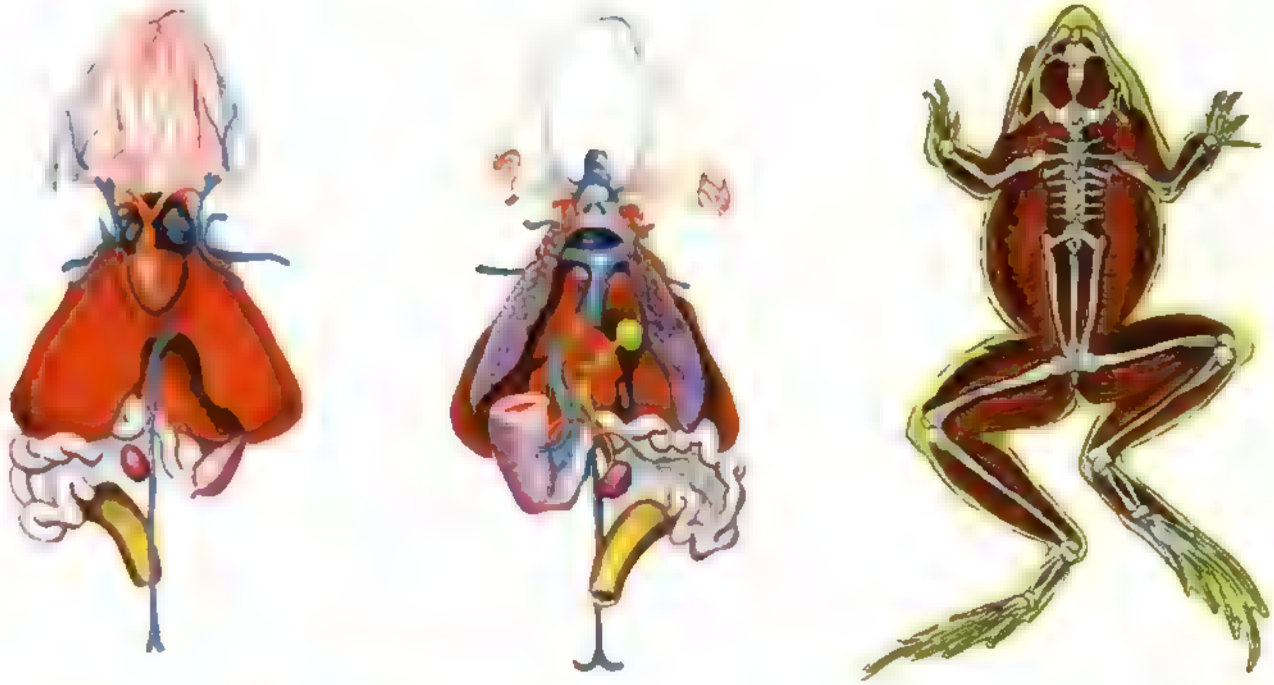

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Deal No. 801 DL
2 doz. kits with FREE 3D counter display to carton.
Ship. Weight: Approx. 18 lbs.

Palmer Plastics Inc. Brooklyn, New York

Hallmark

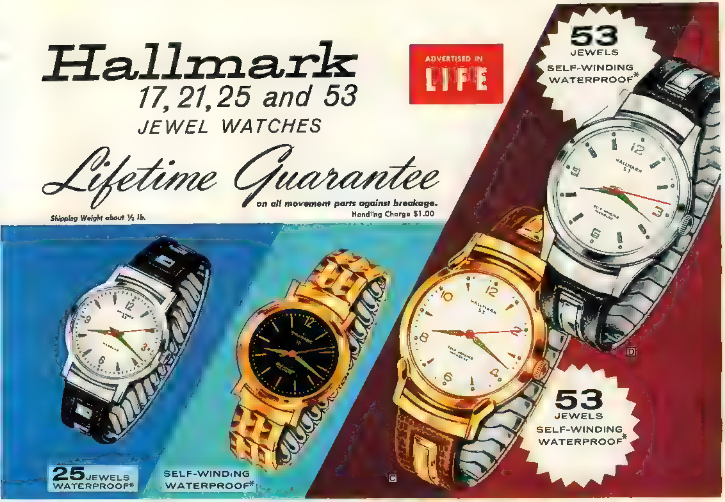
17, 21, 25 and 53 JEWEL WATCHES

ADVERTISED IN LIFE

Lifetime Guarantee

on all movement parts against breakage.

Shipping Weight about ½ lb. Handling Charge $1.00


53 JEWELS SELF-WINDING WATERPROOF*
25 JEWELS WATERPROOF*
SELF-WINDING WATERPROOF*
C
53 JEWELS SELF-WINDING WATERPROOF*
D

Sea Rover "25": 25 Jewel waterproof* military type watch, styled for dress wear Chrome case has non-corrosive back Steel combination expansion band with leather trim. Luminous hour dots and hands visible in the dark. Red sweep second hand. **Shockproof with Incabloc. Unbreakable mainspring.**
10-9496 V 2375 Retail **$62.50**

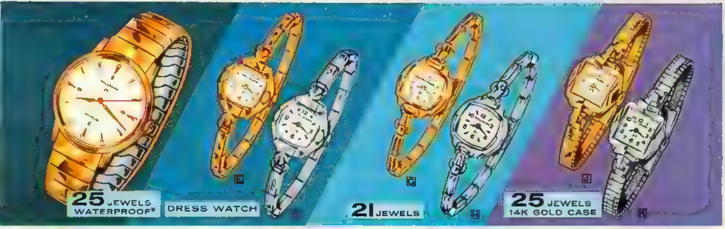
Newton: Self-winding waterproof*. The jet black dial contrasts vividly with the rich, gleaming yellow case. Non-corrosive back. Matching gold-filled expansion band. Sweep second hand, luminous hour dots and hands. 17 jewel movement shockproof with **Incabloc. Unbreakable mainspring.**
10-9462 V 2895 Retail **$75.00**

C Presentation Cyclomatic 53 Jewel self-winding waterproof* watch has the most efficient, accurate automatic system ever designed Yellow 10 Krolled gold plate case with non-corrosive back. Gold-filled combination expansion band with lizard trim. Luminous dial, sweep second hand. **Unbreakable mainspring.**
10-1170 V 4790 . Retail **$125.00**

D Marine Cyclomatic 53 Jewel self-winding waterproof. Ultra-advanced movement with built-in shock-absorbers. Chrome top case has non-corrosive back. Steel combination expansion bracelet with leather trim. Luminous hands and hour dots, sweep second hand. **Unbreakable mainspring. Incabloc.**
10-9454 V 4360 Retail **$115.00**

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices Include Federal Excise Tax; Dealer's Prices Do Not.



Avalon. 25 Jewel waterproof* wafer-thin dress watch for the man who prefers executive styling. Gleaming yellow top case has a non-corrosive back Matching 10K gold-filled expansion bracelet. Luminous dial with sweep second hand. **Incabloc shockproof and anti-magnetic. Unbreakable mainspring.** Excellent buy.
10-5460 V 2820 . . Retail **$75.00**

E Lilac Y: Fashion designed dress watch. Yellow case has non-corrosive back. 10K gold-filled expansion bracelet. 17 Jewels. **Incabloc shockproof. Unbreakable mainspring.**
10-9744 V 2160 Retail **$57.50**

F Lilac W: As above in white.
10-5478 V 2160 . Retail **$57.50**

G Rhumba "21": 21 Jewels. Superbly styled watch. 10K yellow rolled gold plate case has non-corrosive back. Matching 10K gold-filled expansion bracelet. **Incabloc shockproof.**
10-9538 V 2370 . Retail **$62.50**

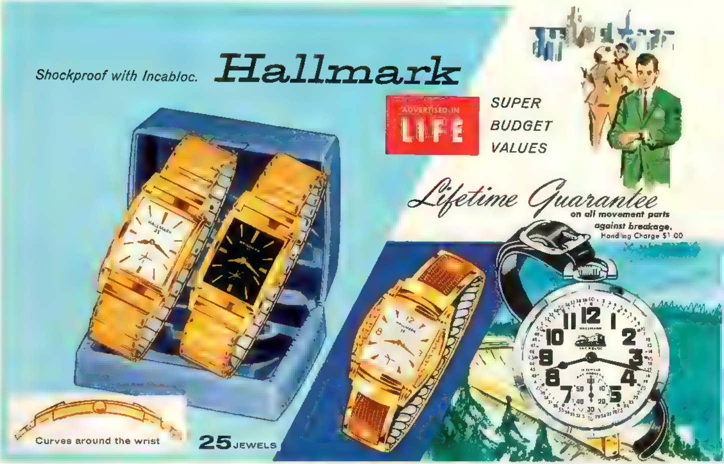
H Sabrina "21": As above in 10K white rolled gold plate case.
10-9520 V 2370, Retail **$62.50**

J Golden Glow "25" Y: 25 Jewels. Solid 14K yellow gold case. Wide 10K gold-filled link bracelet has safety chain. **Incabloc shockproof. Unbreakable mainspring.**
10-5486 V 3125 Retail **$82.50**

K Golden Glow "25" W: Same as above, with 14K white gold case.
10-5494 V 3125 . Retail **$82.50**

Shockproof with Incabloc.

Hallmark



CURV-AIR "25": 25 Jewels. Contour curved to hug your wrist. An improved design of a favorite style Handsomely masculine case is 10K yellow gold-filled with matching expansion bracelet. A really distinguished watch. **Incabloc shockproof. Unbreakable mainspring.**
10-5585 V 3450. Retail **$89.50**

CURV-AIR "25" B: 25 Jewels. Fine new version of an always popular design. Striking black face gives this fine timepiece a debonair appearance. Beautiful case is 10K yellow gold-filled. Matching expansion bracelet. **Incabloc shockproof. Unbreakable mainspring.**
10-5593 V 3450. Retail **$89.50**

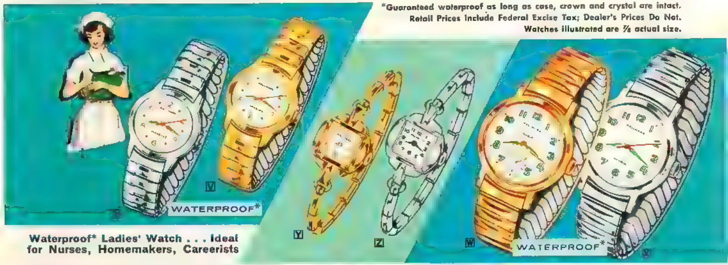
Columbine: Truly important looking watch for the young man on his way up. 10K yellow rolled gold plated case, non-corrosive back. Gold-filled combination expansion band with brown leather insets. 17 Jewels. **Incabloc shockproof. With unbreakable mainspring. Anti-magnetic.**
10-9751 V 2140. Retail **$55.00**

Transportation Style Pocket Watch

Time-honored style for men who can't wear a wrist watch. Super-accurate, built for hard wear and dependable service. Dust-protected chrome plated case has locomotive design engraved on back. Black enameled figures on white dial Fully numbered minute track. 17 jewel **shockproof movement. Anti-magnetic. Unbreakable mainspring. Leather fob included.**
10-9801 V 1995................Retail **$52.50**

Shipping Weight about ½ lb.

***Guaranteed waterproof as long as case, crown and crystal are intact. Retail Prices Include Federal Excise Tax; Dealer's Prices Do Not. Watches illustrated are ⅞ actual size.**



Waterproof* Ladies' Watch . . . Ideal for Nurses, Homemakers, Careerists

U **Nurse Nanette W:** Sensational value in a truly practical watch. Very legible skip figure dial has luminous hands and hour dots. Red sweep second hand. All steel case with matching expansion bracelet. Accurate 7 jewel movement is **Incabloc shockproof and has unbreakable mainspring. Anti-magnetic.**
10-5643 V 1545.....................Retail **$42.50**

V **Nurse Nanette Y:** As above. Yellow top case, band.
10-5650 V 1735.....................Retail **$45.00**

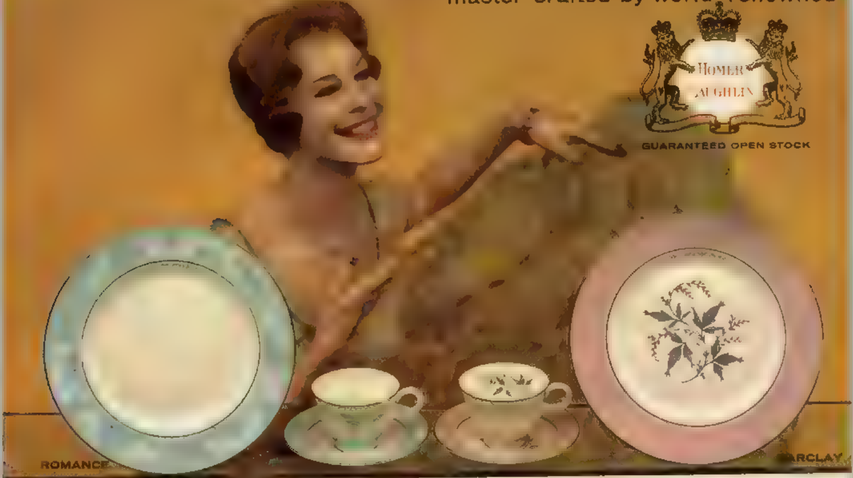
Y **Iris Y:** Dainty, sub-deb fashion. Yellow top case with non-corrosive back. 10K gold-filled expansion bracelet to match. All arabic numeral dial. Accurate 7 jewel movement is **Incabloc shockproof. Unbreakable mainspring.**
10-5619 V 1565.................Retail **$42.50**

Z **Iris W.** Same as above in white case and band.
10-5627 V 1565.................Retail **$42.50**

W **Midshipman: Waterproof*** case has rich yellow top; non-corrosive back. 10K gold-filled expansion band. Luminous hands and figures. 7 Jewel movement is **Incabloc shockproof. Unbreakable mainspring.**
10-9793 V 1420 ....Retail **$37.50**

X **Sea Corvair: Waterproof*** chrome top case, non-corrosive back. Steel expansion band. Luminous dial. Sweep second hand. 7 Jewels.
10-5601 V 1350..............Retail **$35.00**

cavalier egg-shell **DINNERWARE** edged in priceless PLATINUM master-crafted by world renowned



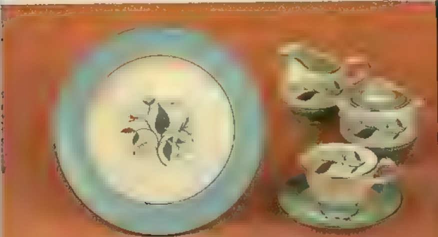
We proudly present 8 nationally acclaimed patterns by Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against checking or crazing. Each piece is completely oven-proof . . . bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page

ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape

94R0201H1662	32 Pc	Set, serves 6	Retail $24.95
94R0202H2015	35 Pc	Complete service for 6	Retail $30.25
94R0203H3162	53 Pc	Complete service for 8	Retail $47.50
94R0204H5510	93 Pc	Complete service for 12	Retail $82.75

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

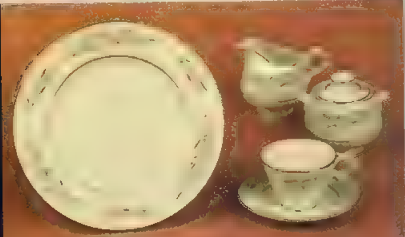
94R0213H1662	32 Pc.	Set, serves 6	Retail $24.95
94R0214H2015	35 Pc	Complete service for 6.	Retail $30.25
94R0215H3162	53 Pc.	Complete service for 8	Retail $47.50
94R0216H5510	93 Pc	Complete service for 12	Retail $82.75



SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM rim, of course. Cavalier shape

94R0205H1662	32 Pc	Set, serves 6	Retail $24.95
94R0206H2015	35 Pc	Complete service for 6	Retail $30.25
94R0207H3162	53 Pc	Complete service for 8	Retail $47.50
94R0208H5510	93 Pc	Complete service for 12	Retail $82.75

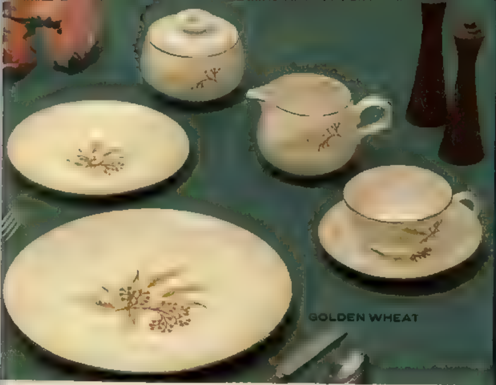


SOMERSET

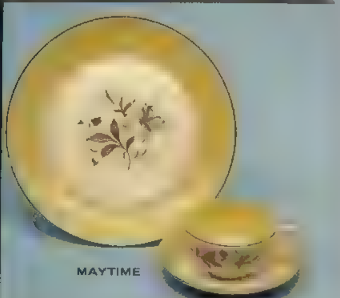
SOMERSET—A most enticing decoration Delightfully simple with its border of sun-drenched, ripened wheat . . and pale blue field flowers. Graceful Cavalier shape is trimmed with priceless PLATINUM

94R0209H1538	32 Pc	Set, serves 6	Retail $23.25
94R0210H1874	35 Pc	Complete service for 6	Retail $28.25
94R0211H2966	53 Pc	Complete service for 8	Retail $44.50
94R0212H5141	93 Pc	Complete service for 12	Retail $77.25

See other side for set composition.



GOLDEN WHEAT



MAYTIME

HOMER LAUGHLIN

semi-porcelain dinnerware

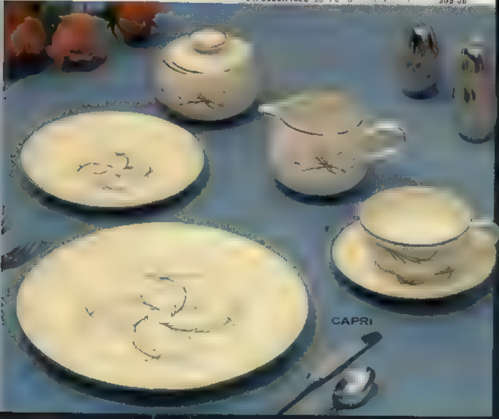
lavishly designed in
22K GOLD
AND PLATINUM

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines *Rhythm* coupe shape is both graceful and modern.

		Retail
94R0221H1397	32 Pc Set, serves 6	$20.95
94R0222H1662	35 Pc Set serves 6	$24.95
94R0223H2651	53 Pc. Set, serves 8	$39 79
94R0224H4629	93 Pc Set, serves 12	$69.50

CAPRI—You'll adore the appealing center with feathery charcoal lines tipped with pink . . . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts for banquets . . . you'll always be proud of the table you set.

		Retail
94R0217H1397	32 Pc Set, serves 6	$20.95
94R0218H1662	35 Pc Set serves 6	$24 95
94R0219H2651	53 Pc Set serves 8	$39 79
94R0220H4629	93 Pc Set, serves 12	$69 50



CAPRI

MAYTIME—Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves PLATINUM edged *Rhythm* coupe shape

94R0229H1538	32 Pc. Set serves 6	Retail $23.25
94R0230H1874	35 Pc Set serves 6	Retail $28 25
94R0231H2966	53 Pc. Set. serves 8	Retail $44 50
94R0232H5141	93 Pc Set serves 12	Retail $77 25

COMPOSITION OF SETS

32 pc. Set Service for Six Shpg Wt., 21 lbs

Six each Tea Cups, Tea Saucers, Bread and Butter plates 6", **Large** Dinner Plates 10", and Sauce Dishes

One each Platter 11½", Round Open Vegetable Dish

35-pc. Set COMPLETE Service for Six Shpg. Wt. 25 lbs

Same as 32 pc. Set above **PLUS** Covered Sugar Bowl (2 pc) and Creamer

53-pc Set Service for Eight Shpg Wt 38 lbs

Eight each Tea Cups, Tea Saucers, Bread and Butter Plates 6", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.

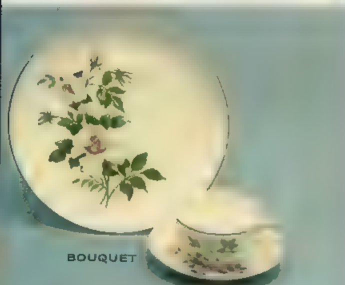
One each Large Platter 13½", Round Open Vegetable Dish Covered Sugar Bowl (2 pcs) and Creamer

93-pc Set Service for Twelve Shpg Wt 73 lbs

Twelve each Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes

One each Platter 11½", **Extra Large Platter** 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs) and Creamer

Two each Round Open Vegetable Dishes

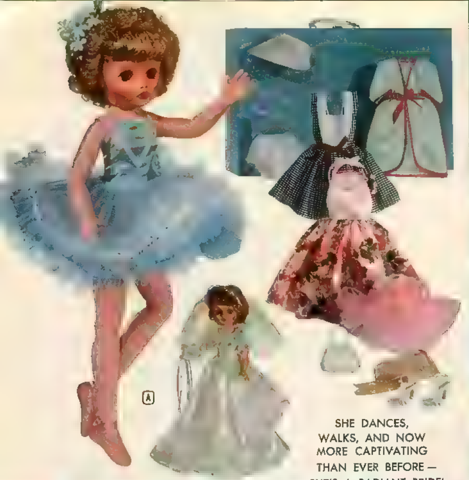


BOUQUET

BOUQUET—A best seller in fine stores throughout the country White roses with pink centers and fresh green leaves trim both plate centers and cup sides. Lavishly trimmed with PLATINUM edge lines.

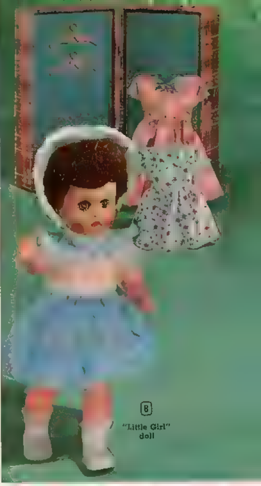
94R0225H1397	32 Pc Set serves 6	Retail $20.95
94R0226H1662	35 Pc Set serves 6	Retail $24.95
94R0227H2651	53 Pc. Set serves 8	Retail $39.79
94R0228H4629	93 Pc Set, serves 12	Retail $69 50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

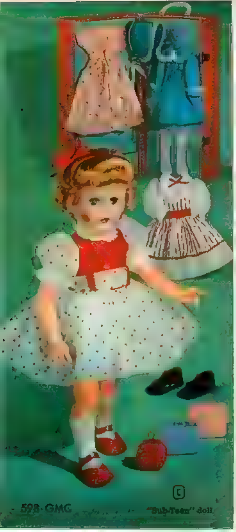

A

SHE DANCES,
WALKS, AND NOW
MORE CAPTIVATING
THAN EVER BEFORE—
SHE'S A RADIANT BRIDE!

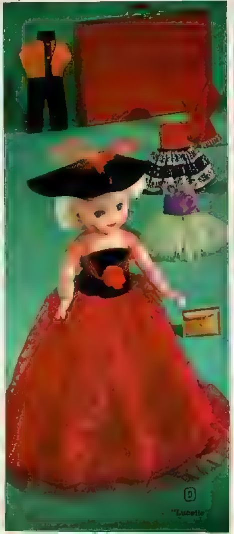
Lovely nylon taffeta bridal gown'


B

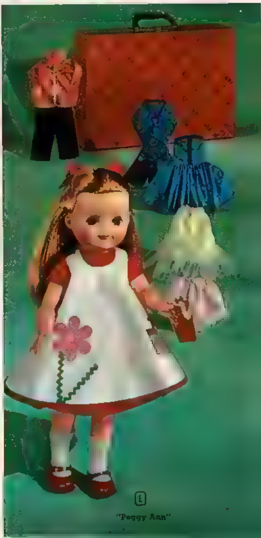
"Little Girl" doll


C

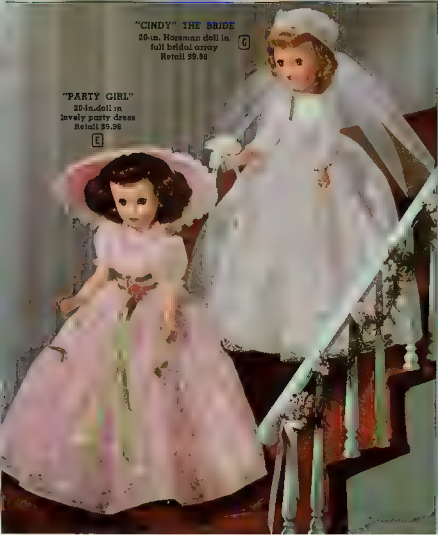
"Sub-Teen" doll


D

"Lucette"

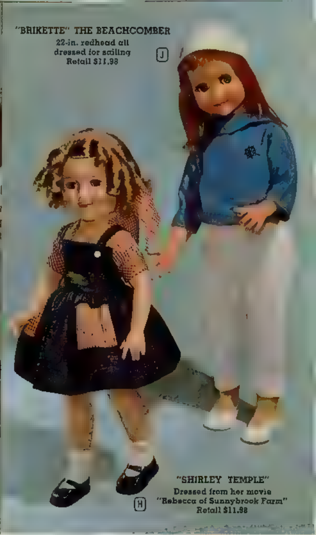

E

"Peggy Ann"



"CINDY" THE BRIDE
20-in. Horsman doll in full bridal array
Retail $9.98
G

"PARTY GIRL"
20-in. doll in lovely party dress
Retail $9.98
E

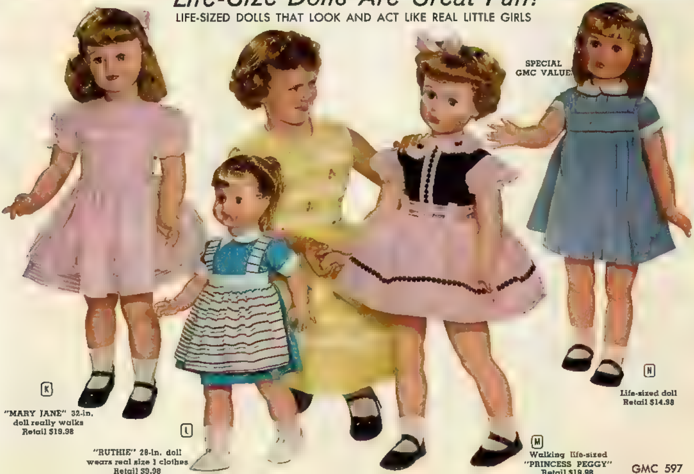


"BRIKETTE" THE BEACHCOMBER
22-in. redhead all dressed for sailing
Retail $11.98
J

"SHIRLEY TEMPLE"
Dressed from her movie "Rebecca of Sunnybrook Farm"
Retail $11.98
H

Life-Size Dolls Are Great Fun!

LIFE-SIZED DOLLS THAT LOOK AND ACT LIKE REAL LITTLE GIRLS



SPECIAL GMC VALUE

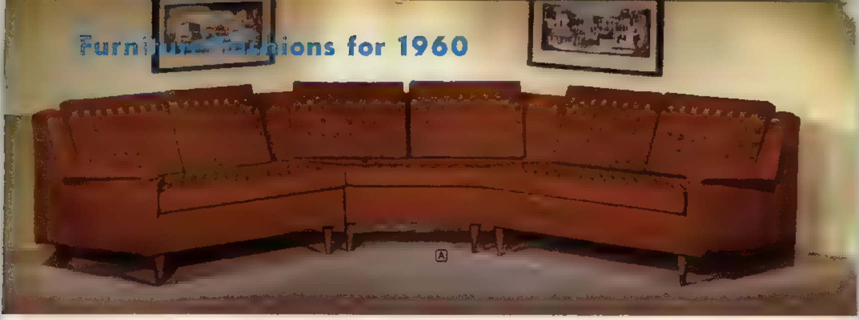
K
"MARY JANE" 32-in. doll really walks
Retail $19.98

L
"RUTHIE" 28-in. doll wears real size 1 clothes
Retail $9.98

M
Walking life-sized **"PRINCESS PEGGY"**
Retail $19.98

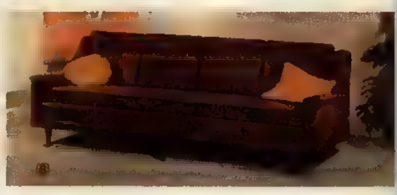
N
Life-sized doll
Retail $14.98

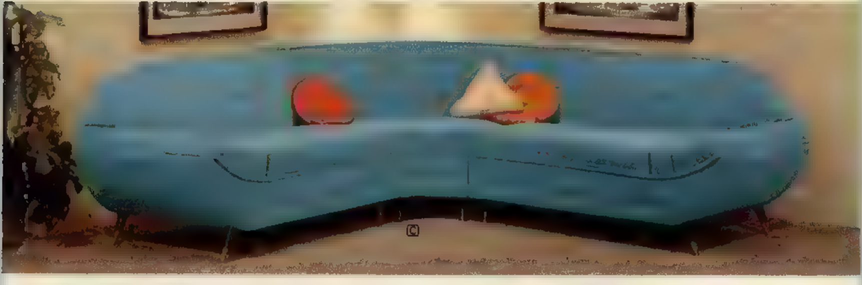
Furniture Fashions for 1960



Cheerful and relaxed is the mood of new CASUAL by Kenmar. Invitingly comfortable, living room, family room, den, Casual is fresh and excitingly different. You'll enjoy creating unusual decorator effects, your family will enjoy the comfort and handsome good looks of this new grouping Sturdy hardwood frames and no-sag spring back construction with comfortable coil-spring base. Reversible, loose cushions are made of plump Firestone Foamex rubber, seats are Firestone Foamex cushioned, too. Choose from an array of the season's smartest decorator-selected colors. The sectional comes in attractive two-tone tweed in Persimmon and Brown (shown above), two-tone Char-Brown, or Gray and Charcoal combinations. The sofa in a rich Brown tweed (shown right), Decorator Blue, Gold or Neutral. The sectional is 156-in wide overall Each end section is 53-in wide, center section 50-in. wide to corners. Sofa is 90-in. wide Each piece is 31-in. high, with seating depth of 22-in

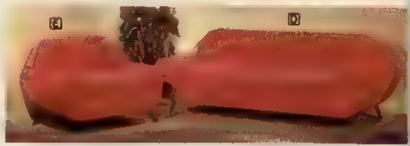
(A)	97R7313H36700—3 pc Sectional—340 lbs.	Retail $569.00
	97R7314H23765—2 End Sections—230 lbs.	Retail $369.00
(B)	97R7315H18775 Sofa—190 lbs.	Retail $289.00





Truly modern in every sense of the word . . . FUTURA by Kenmar Take a look at the lovely curving lines of this new, modern group . . every inch breathes good taste and knowledge of what's new in decorating. Wonderfully comfortable, too, with a stretch-out ease that's sure to be a husband-pleasing success. Sturdily constructed with hardwood frames and coil-spring base. Firestone Foamex cushioned for sink-into comfort and long lasting good looks. Sectional comes in rich Nylon Frieze with just a hint of a glint to highlight the lovely colors. Choose Turquoise (shown above), Brown, Light Beige or Black. Sofa and Matching Chair in Nylon Frieze touched with silver metallic thread in Coral (shown left), Brown, Turquoise, Beige or Black. The end pieces are 54-in. wide each, center section is 42-in to corner. Height on all pieces is 32-in. with a seating depth of 22-in. Sofa is 89-in. wide, Chair is 44-in. wide. Hardwood legs with brass-tipped self-levelers.

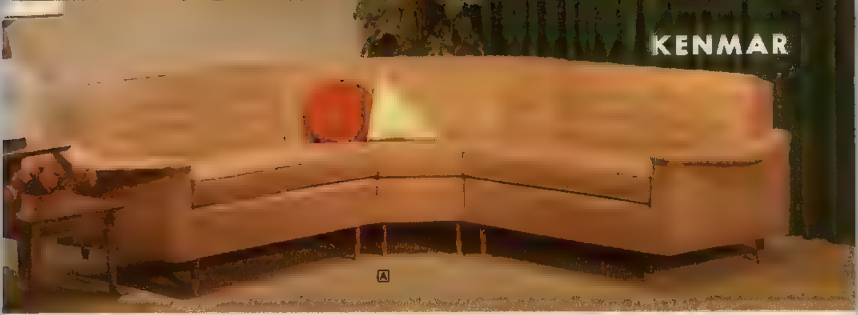
(C)	97R7316H30425—3 pc. Sectionals—Ship wt. 385 lbs.	Retail $475.00
	97R7317H21140—2 pc. End Sections—Ship. wt. 270 lbs.	Retail $329.00
(D)	97R7318H16100—Sofa—Ship. wt. 200 lbs.	Retail $249.00
(E)	97R7319H9825—Matching Chair—Ship. wt. 100 lbs.	Retail $149.95

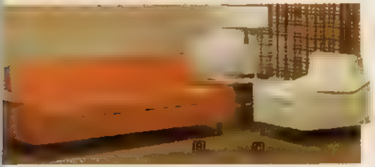


CUSTOM FABRICS AVAILABLE, TOO
Be your own decorator. Send for color swatch kits in Frieze, Nylon, Tweed or Plastic (specify material). Small charge credited to you on return of kit.

All Furniture Shipped F.O.B. Ohio.
State Choice of Finish on Legs . . . Blond, Walnut, Mahogany, Ebony

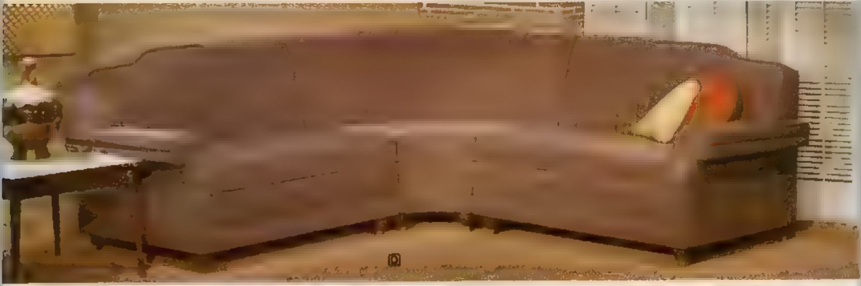
KENMAR

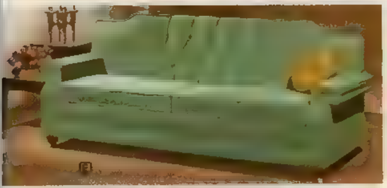




All line and pure design . . . new TEMPO by Kenmar. Living room, family room, den—even an office, so versatile, it fits in anywhere. Hardwood frame and comfortable coil spring base. Firestone Foamex cushioning assures sleek appearance now and years from now. Zippered cushions for easy upkeep. Choose Decorator Boucle in Beige (shown above), Turquoise, Char-Brown, Red, Gold: or smart cloth-backed washable, leather-like Boltaflex plastic in Persimmon (sofa at left), Bone White (chair at left), Black, Turquoise, Brown, Gold, Tan, Red, Dark Green. All pieces are 31-in. high, seating depth 22-in. Each end section 46-in. wide. Center section 42-in. wide to corners. Sofa 81-in. wide. Chair 35-in wide.

(A)	97R7301H26225—3 pc. Sectional (Boucle)—330 lbs. . .	Retail $409.00
	97R7302H17260—2 pc. End Sections (Boucle)—210 lbs.	Retail $269.00
	97R7303H26875—3 pc. Sectional (Boltaflex)—330 lbs. .	Retail $419.00
	97R7304H17660—2 pc. End Sections (Boltaflex)—210 lbs	Retail $275.00
(B)	97R7305H13675 Sofa (Boltaflex) 165 lbs.	Retail $219.00
(C)	97R7306H7575—Matching Chair (Boltaflex)—90 lbs .	Retail $119.00
	97R7307H13475—Sofa (Boucle) 165 lbs.	Retail $215.00
	97R7308H7375—Matching Chair (Boucle)—90 lbs.	Retail $115.00





The fresh approach to furniture fashion . . . FINESSE by Kenmar. Another in the exciting new styling achievements of the season, Finesse combines the clean lines of modern with a breath of beautiful, traditional elegance. Create original decorating effects of your own with this wonderful, blend-with-everything design. Note the raised back line and button-tufted accent. Sheer Lawson-arm styling and baronial squared hardwood legs capped in gleaming brass. Starts out with hardwood frames and coil spring base . . . finishes with wonderfully comfortable Firestone Foamex cushions . . . reversible and zippered for the maximum in wear. Long-wearing Nylon frieze cover in Beige (shown above), Sage Green (shown at left), Coral, Natural or Black. All pieces are 32-in. high and have a seating depth of 22-in. Wide end sections are 47-in. wide each, center section 40 in. wide to corner. Sofa is 82-in. wide. Matching Chair (not shown) is 35-in. wide.

(D)	97R7309H29979—3 pc. Sectional Sofa—Ship. wt. 330 lbs.	Retail $469.00
	97R7310H19997—2 pc. End Sections—Ship. wt. 230 lbs.	Retail $315.00
(E)	97R7311H16100 Sofa Ship wt 200 lbs	Retail $249.50
	97R7312H8625 —Matching Chair (not shown)—100 lbs. ,	Retail $134.50

CUSTOM FABRICS AVAILABLE, TOO

Be your own decorator. Send for color swatch kits in Frieze, Nylon, Tweed or Plastic (specify material). Small charge credited to you on return of kit.

All Furniture Shipped F.O.B. Ohio.

State Choice of Finish on Legs . . . Blond, Walnut, Mahogany, Ebony

A new kind of portable from ROYAL!

Dramatic new styling! Brilliant new colors! Exciting new features!

THE FUTURA "800"

Here, *today*, is the portable of tomorrow! Tastefully, the Futura "800" breaks with the past in design. Decoratively, the Futura "800" tops your desk with new color. And, with its line-up of years-ahead features, the Futura "800" is the world's most modern typewriter.

Sit down to its finger-flow keys and comfortable keyboard slope, and you type smoothly and effortlessly. Flick the Magic Margin button, and you automatically set both margins. Adjust the Touch Control lever, and you tailor the keyboard to your individual touch. Observe the Royal Line Meter, and you know how many lines are left on page. Touch the Magic Column Set key, and you automatically set up columns for tabulating. Twin-Pak plastic-enclosed ribbon . . . you change it without smudging fingers. Pound away . . . its unitized construction can take it. Factory-tested, cushion-packed. With case.

Color	*Pica Type*	*Elite Type*	*Retail*
Mist Gray	**79-8504 C11150**	**79-8512 C11150**	**$147.00**
Meadow Green	**79-8520 C11150**	**79-8538 C11150**	**147.00**
Periwinkle Blue	**79-8546 C11150**	**79-8553 C11150**	**147.00**
Cocoa	**79-8561 C11150**	**79-8579 C11150**	**147.00**

THE NEW ROYAL FUTURA "400" . . . styled out of the future, yet priced within today's budget! Keywords of the keyboard are "finger flow", because fingers flow across keys in absolute comfort. And you can adjust the Touch Control Lever to your personal liking. Magic Margin and a full 84 character keyboard are additional features. Time was when hand-washing followed ribbon-changing . . . but, with Royal's exclusive Twin-Pak plastic cartridge, you make the change without your hands ever touching the ribbon! All in all, features of the factory-tested Futura "400" add up to happy hours of effortless typing. In smooth Imperial Pearl Gray finish. Carrying case included.

79-8587 C8910	Futura "400" with Pica Type . . .	$121.20
79-8603 C8910	Futura "400" with Elite Type	121.20

```
This is pica type size.
This is elite type size.
```

THE ROYAL "ROYALITE" . . . so compact that it's a great deal *more* portable than what's customarily called a "portable" typewriter! The height of it is a mere 3" . . . the weight of it, case and all, a very easily manageable 11 pounds, one ounce! No small wonder that you see so many "Royalite" typewriters in hotel rooms of travelers, student dormitories, offices of professional people, private homes.

One big reason for the popularity of the "Royalite" is its small size . . . but always in combination with its features! There is, for instance, a full-sized standard keyboard. There's a control for the setting of margins. There's a control for the spacing of lines. There's a neat, new, print-like type-face that goes by the name of Royal's Pica Director. Unusually easy to read and slightly more personal in the opinion of some, it's the same size as regular Pica type. The "Royalite", with a frame of cast magnesium and working parts protectively enclosed, is plenty rugged. In harmonizing two-tone gray, it comes with a case of simulated leather.

79-7142 C6245 Royal "Royalite", with case . . . **$79.75**

Budget-Priced Royal Portables!

This is elite type size

SMITH-CORONA "Silent Super" . . . feature packed!

Here it is—the first, fastest and most popular portable in the world! Smart, modern lines; rich, warm finish in 4 exciting colors. It's a typewriter for the whole family to use and enjoy. Has all the features you'd get in an office model. 88-character Colorspeed keyboard has rimless, non-glare keys. Finest Keyset tabulator in portable history requires just a finger-touch to set and clear tabs and stops—right from the keyboard. Exclusive Page Gage indicates exact amount of paper remaining at the bottom of the page. Super-speed escapement permits faster action . . . means that (with correct rhythm) keys won't jam no matter how fast you type. Touch Selector adjusts keys to your most comfortable typing pressure. Quickset Margins are easiest system on any portable. Impression control dial assures perfect carbons. Completely insulated for quiet operation. Weighs just 17 lbs. with smart carrying case. (Please *specify* 1st and 2nd color choice when ordering.)

Color	*Pica Type*	*Elite Type*	*Retail*
Desert Sand	**79-8181 C11891**	**79-8199 C11891**	**$146.91**
Alpine Blue	**79-8140 C11891**	**79-8157 C11891**	**146.91**
Sapphire Gray	**79-8124 C11891**	**79-8132 C11891**	**146.91**
Seafoam Green	**79-8165 C11891**	**79-8173 C11891**	**146.91**

SmithCorona

SMITH-CORONAS With Super-speed Action

SMITH-CORONA SUPER SPEED "STERLING" PORTABLE . . . unexcelled in the medium-price range! Truly a terrific typewriter value . . . offers many office-machine talents. Exclusive Page Gage warns you when you're within 2½" from bottom of page. 4-way Touch Selector for custom touch; easy back-spacer. Tabulator key indents at a finger-touch. Standard-size Colorspeed keyboard has non-glare keys. Floating Shift, Line Retainer, Paper Guide, Retractable Paper Supports and manually set tabulator. Sapphire Gray finish. Touch typing chart, instruction book included. Weighs just 17 lbs. with case

79-7084 C9225	Pica Type. With carrying case	**$125.71**
79-7092 C9225	Elite Type. With carrying case . .	**125.71**

SMITH-CORONA "SKYWRITER" WEIGHS JUST 9 LBS.! A joy to tote wherever you go. So compact, so lightweight . . . it's just what you need when traveling by plane, train or car. Handsome zippered carrying case is only 3" high, 12" long, 11" wide . . . tucks away easily in suitcase or desk drawer. It's preferred by authors, journalists, sportswriters and students . . . practical for home use too. Has office-model features despite its size and low price. Full-size keyboard; takes full-size stationery. Has Page Gage, Quickset Margins, Error Control and Touch Selector. Attractive Woodland Beige finish.

79-7126 C5979	Pica Type. With carrying case	**$78.49**
79-7134 C5979	Elite Type. With carrying case .	**78.49**

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MAKES EVERY LURE A FAST MOVER!

THE MOST

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SELF-SERVICE DISPLAY

FOR COUNTER, FLOOR OR WINDOW!

HELP YOURSELF to proven fish catchers
South Bend LURES
in the handy new SLIDE-PACK

Order now from your jobber

SOUTH BEND TACKLE CO. INC.

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Increase your lure sales, turnover and profit

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Feature and Promote
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in the new Self Selling

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another South Bend exclusive!

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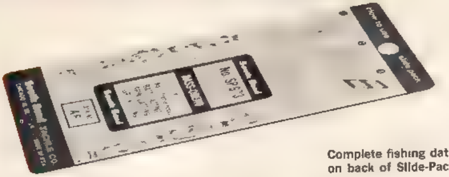
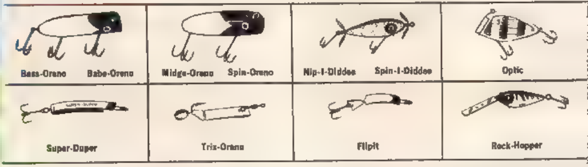
- Self-selling consumer appeal
- Fits tacklebox, tray or pocket
- Convenient sliding cover
- [illegible]
- "How, when and where" instructions printed on sliding cover
- Colorful and eye catching
- Pilfer resistant
- Self-selling consumer appeal
- Easier to stock, sell and reorder


How to use
slide pack
South Bend
Bass-Oreno
No. 973

Complete fishing data
on back of Slide-Pack


Bass-Oreno
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OR SOUTH BEND SALESMAN*

SOUTH BEND TACKLE CO., INC.

8710 North Lincoln Avenue
Chicago 45 Illinois

Vogue Dolls
INC. 33 SHIP AVENUE · MEDFORD 55, MASSACHUSETTS

NOTICE TO THE TRADE

Vogue Dolls, Inc., herewith serves notice that it is the exclusive licensee of United States Letters Patent, Design No. 188,118, which said letters patent cover and embrace Vogue's "Brikette" Doll, red hair, green eyed, pixie character.

On September 1, 1960, Vogue Dolls, Inc., instituted an action in the United States District Court for the Northern District of Ohio, Toledo Division, against a retailer in Toledo, Ohio, for infringement by Defendant of Vogue Dolls, Inc., United States Letters Patent, Design No. 188,118 and for acts of unfair competition by Defendant.

On September 27, 1960, the Honorable Judge Kloeb signed a default judgment which provided that Letters Patent Design No. 188,118 is good and valid in law and infringed by Defendant. The said judgment also provided for an injunction and for an accounting and costs of the action, including reasonable attorneys fees with respect to patent infringements and acts of unfair competition.

Vogue Dolls, Inc., wishes to inform the trade that it will continue to zealously protect its patent rights against any and all infringements.

Vogue Dolls further wishes to announce to the trade that it is the exclusive licensee under a copyright registration covering the "BABY DEAR" Doll and it intends fully to protect all of its legal rights against any and all possible infringers.

Vogue Dolls, Inc.

has been awarded a default judgment against a retailer in Toledo, Ohio, in respect to infringement on and unfair competition against their United States Letters Patent, Design No. 188,118, on their Brikette Doll (red headed, green eyed, pixie character).

On September 1, 1960, Vogue Dolls, Inc. instituted an action in the United States District Court for the Northern District of Ohio, Toledo Division against the defendant for infringement and other acts of unfair competition.

On September 27, 1960, the Honorable Judge Kloeb signed a default judgment against the defendant which provided that Vogue Dolls, Inc. Letters Patent, Design No. 188,118, is good and valid in law and infringed by the Defendant. The said judgment also provided for an injunction and for an accounting and costs of the action, including reasonable attorneys' fees with respect to patent infringements and acts of unfair competition.

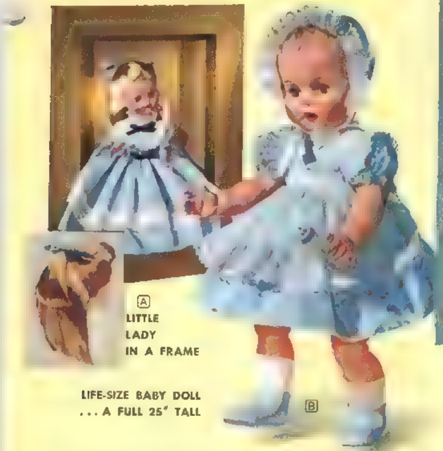
In effect, Vogue Dolls, Inc. has completely accomplished its purpose in that default judgment validates its Patent which covers the Brikette doll and has stopped the retailer, the Defendant in this instance, from further acts of unfair competition.

Vogue Dolls, Inc., in making this announcement wishes to inform the trade that it will zealously protect its patent rights against any and all infringements on the Brikette doll

This nationally known manufacturer of dolls further wishes to make it clear to the trade that it is the exclusive Licensee, under a copyright registration, covering its new infant doll "Baby Dear" and it intends fully to protect all of its legal rights against any and all possible infringers.

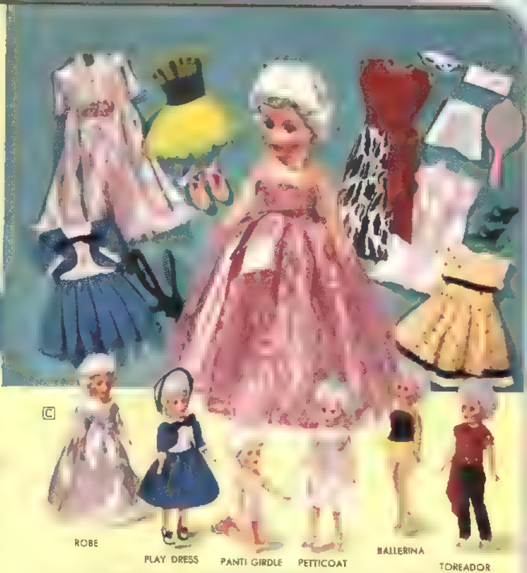
Vogue Dolls, Inc.

33 Ship Avenue
Medford, Massachusetts



A "YOUNG LADY IN FRAME," 13" DOLL . . . Pretty as a picture! Leaves her shadow box home for a child's make believe world. Long flowing tie-back hairdo is dreamy —rooted, can be combed, washed She wears a darling moiré story book dress trimmed with lace, net crinoline; lace edged panties, black hose, plastic wedgy shoes. All vinyl body, fully jointed for any position. Eyes move Sh. wt. 2¼ lbs.
99/38C465 . . . . Retail **$6.95**

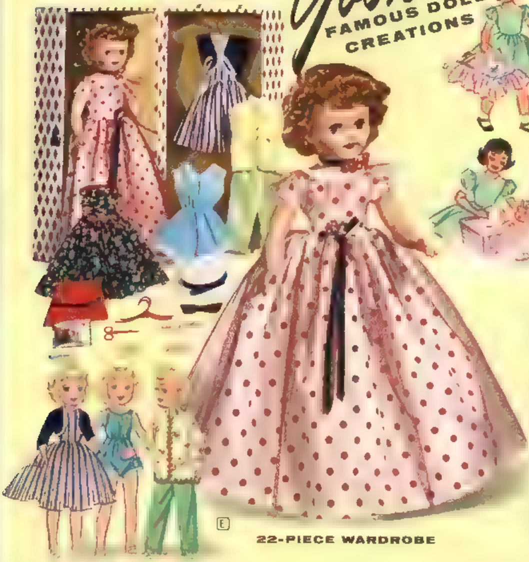
B "LIFE-SIZE" BABY 25" DOLL . . . Little doll mommy will just love to hug this sweet, soft "armful"; to close those "big" eyes. Baby drinks from a vinyl nursing bottle and wets. Lace trimmed blue taffeta dress, bonnet; satin ribbon, white dotted nylon pinafore. Molded hair. Cotton panties, shoes. Sh. wt. 3 lbs.
99/6802Y795 Retail **$11.95**



C "MISS 1959"—WALKING TEENAGER 10½" DOLL—AND HER 25-PIECE WARDROBE . . . Petite "dream come true doll," lovely model ready for a miniature fashion show! Stands, sits, walks, kneels, turns head from side to side, swivels her hips, does the split, curls up like a kitten, moves her eyes! Dressed in all-lace evening dress, taffeta petticoat, pearl earrings, panties, high heeled shoes. Wardrobe: Illustrated above plus shoes, hose, bonnet, accessories, etc. Sh. wt. 1 lb.
99/55C665. . . . . **$9.95**

Yvonne FAMOUS DOLL CREATIONS

- *Just like the "real" thing!*
- *As a basket to carry baby everywhere!*
- *As a bassinette for baby's nap!*
- *As a bathinette to bathe baby!*



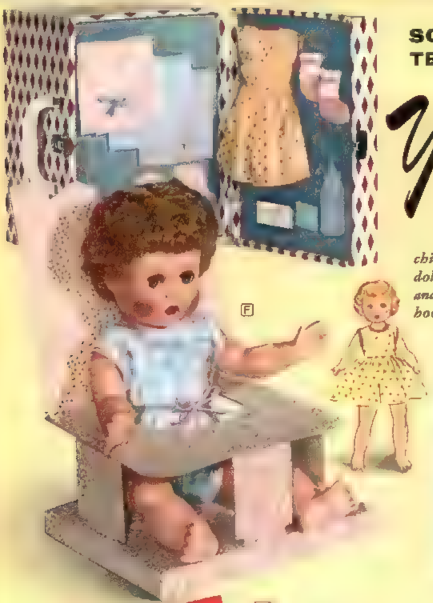
D "YVETTE" DARLING BABY IN BASKET, 16" DOLL . . . She's tucked in for dreaming in a big easy carrying plastic basket, satin lined, net over-skirt. She rests her curly head (rooted hair) softly on a satin lace-edged pillow, fluffy flannel blanket trimmed with satin bow Drinks, wets, tears. Comes dressed in striped flannel jacket, diapers. Plastic rattle, nursing bottle, basket 16x11x5". Sh. wt. 3 lbs.
99/44C795 . . . . Retail **$11.95**

E "MADELINE"—MISS GLAMOUR 19" DOLL—AND HER 22-PIECE WARDROBE IN STEAMER TRUNK . . . She's the eye-filling doll of the ball in her formal of printed taffeta with net over-skirt, flower-trimmed, and golden evening purse! A tall beauty, Madeline's body is life-like vinyl, fully-jointed; her eyes move beneath long eyelashes. Party hairdo is rooted Wardrobe Afternoon taffeta dress w/matching bolero, sun dress w/matching stole, straw-hat, rayon pajamas, playsuit sun glasses, 4 plastic hangers, grooming accessories. Sh. wt 6 lbs.
99/45C1135 . . . . Retail **$16,95**

SOME DRINK AND WET AND CRY TEARS . . . AND ONE EVEN BURPS

Yvonne DOLLS

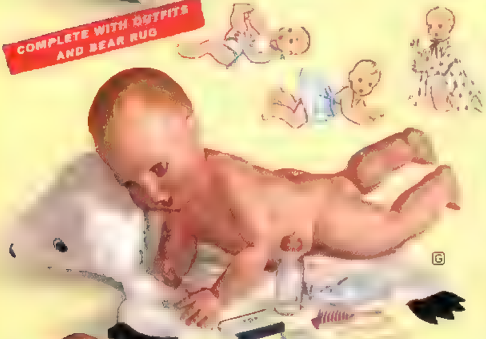
Into the magical dreamy make believe world of children come these selected YVONNE DOLLS *. . . so life-like, adorable, cuddly and captivating . . . dolls for every child's blessed play moments—story-book dolls, toddlers, teenagers, walkers, baby-dolls, and "Burpee." A* YVONNE DOLL *is for childhood . . . and the dreams of tomorrow!*

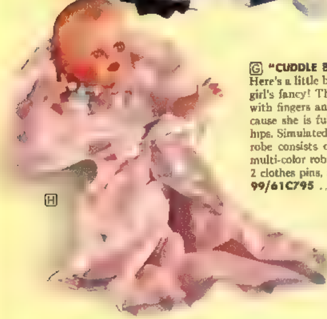


AND SHE EVEN BURPS!

Ⓕ **"BURPEE" BABY 16" DOLL—AND HER 12-PIECE WARDROBE CASE . . .** New, exclusive, patented! This love-me-up burps just like a real baby, cries real tears, wets, drinks from bottle. An adorable "little dickens" from every bit of her soft washable vinyl body to her individually rooted hair For hours of play, dress baby in plaid romper, sit her in high chair, feed, and **burp** her! Afterwards make her party-pretty in taffeta dress. Accessories include, 3 diapers, 2 booties, soap, sponge, feeding bottle, full size feeding apron. Sh. wt. 3¾ lbs.
99/63C665 . . . . Retail **$9.95**

COMPLETE WITH OUTFITS AND BEAR RUG

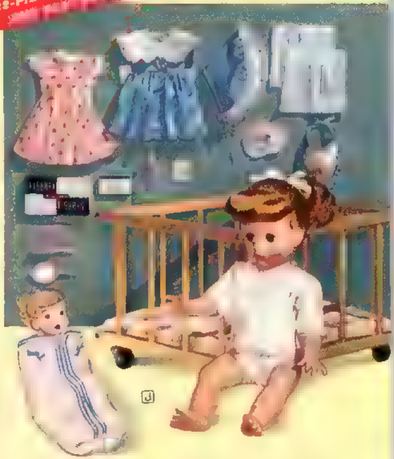




Ⓖ **"CUDDLE BABY ON BEAR RUG," 20" DOLL . . .** Here's a little bundle of softness that captivates a little girl's fancy! This little mischief in soft vinyl can play with fingers and toes, pose in many life-like ways because she is fully jointed at knees, shoulders, elbows, hips. Simulated bear rug of plush. Cuddle Baby's wardrobe consists of Pique rompers with applique shirt, multi-color robe, 3 powder puffs, sponge, shower brush, 2 clothes pins, and soap. Sh. wt. 4½ lbs.
99/61C795 . . . . Retail **$11.95**

Ⓗ **"MY BABY," 16" DOLL . . .** A "new born" baby! Goes to sleep, drinks and wets! Delicate features, molded tinted hair Soft baby vinyl Turns head; moves jointed legs, arms. In lace-edged kimono, flannel diapers, knitted booties fluffy pink receiving blanket, pink bow, bottle. Wt. 1½ lbs.
99/4401C465 . . . . Retail **$6.95**

22-PIECE LAYETTE



Ⓙ **"YVETTE," 16" DOLL—HER PLAY PEN AND 22-PIECE LAYETTE . . .** Love this "real-like" baby that drinks, wets, cries real tears, sleeps! Hug and cuddle the soft vinyl body; move arms, legs, turn head! Wash, comb, curl Yvette's cute pony-tail hairdo with white bow! Her attire, Striped flannel jacket, diapers, fluffy pink receiving blanket w/shirred edging Wardrobe: printed lace-edged dress, rayon moiré coat w/lace collar and cuffs, matching bonnet, 2 flannel diapers, accessories. Play pen w/casters, pad. Sh. wt. 5 lbs.
99/54C995 . . . . Retail **$14.95**

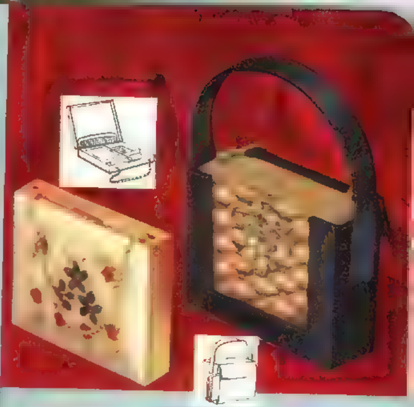
"YVETTE," 16" DOLL AND 22-PIECE LAYETTE . . . Same as above but without play pen. Sh. wt. 3½ lbs.
99/62C735 . . . . Retail **$10.95**

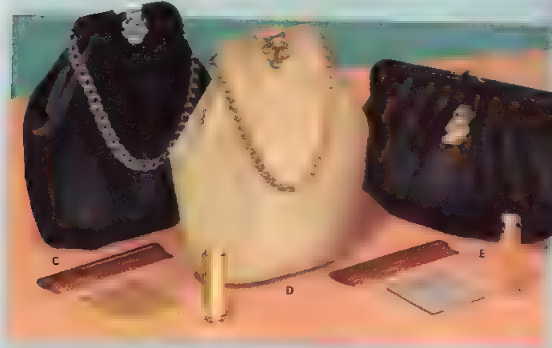
Zell Purse Portables . . . Purse Accessories

Smartly styled, elegantly
crafted accessories to beauty
Created in the finest tradition
of correct feminine grooming

(A) "LADY ANN" CARRYALL. Richly decorated in floral patterned genuine cloisonne, this lovely sleek jeweler's bronze carryall cannot help but captivate every feminine heart Amazingly compact and versatile. . holds King or regular-size cigarettes, powder, money, etc Fitted with new "click in" lipstick case, full mirror, spill-proof powder compartment with puff and comb. 10% tax.
57/325Y600 . . . . . . .Retail **$9 95**

(B) "EMPRESS" CARRYALL. Two-sided jeweler's bronze carryall with exquisite shimmering rhinestone trim . . . in excellent taste for daytime or evening wear Holds all of Milady's needs. Fitted with the new "click-in" lipstick case, full mirror and comb on one side, holds King or regular size cigarettes on the other side Lovely black faille handbag-casette for miscellaneous items. 10% tax.
F66/R16Y1200. . . Retail **$19.95**

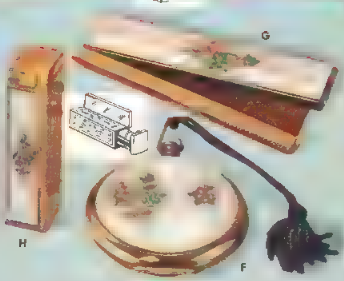




(C) "ELIZABETH" HANDBAG. Jewelry chain-handled black faille handbag with rhinestone trimmed frame closure. With compact, lipstick case, comb. 10% tax.
F222/1Y600. . . . . .Retail **$9 95**

(D) "VICTORIA" HANDBAG. Same as above with gold en chain in exquisite light brocade. 10% tax.
F222/12Y600 . . . . Retail **$9.95**

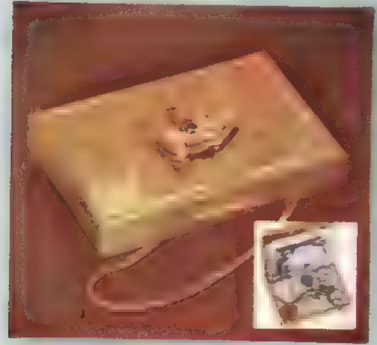
(E) "AFTER FIVE" CLUTCHBAG. Smart black velvet cocktail bag with accenting jewel trim . . the perfect accessory for cocktail and evening wear. Fitted with "Decanter" perfumer, comb and mirror 10% tax.
F15/D37Y450 . . . . Retail **$7.50**



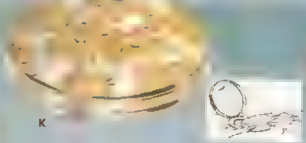
(F) "WATCHCASE" COMPACT. Hand decorated genuine cloisonne compact with sifter and puff for loose powder users. Included at no extra cost 2 pressed powder refills—night and day shades. No tax.
WC/16Y360. . . . . Retail **$5.95**

(G) "FOLDAWAY" COMB. To match above. No tax.
78/16Y240 . . . . .Retail **$3 95**

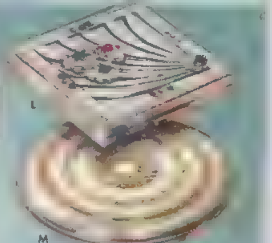
(H) "LIP-FLIP" LIPSTICK CASE. To match above. Automatic flip up mirror. With medium shade lipstick.
80/16Y300 . . . . Retail **$4.95**



(J) MONEY MIND-HER" DELUXE CHANGE PURSE. Jeweler's bronze chain-handled case with lucite money organizer . holds all coins, tokens, bills safely separated and right at hand. Jeweled piggy and real penny ornament. A most practical gift. 10% tax
265/J5Y210. .Retail **$3.50**

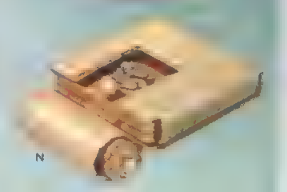


(K) "WONDERFIT" COMPACT. Silverplate and gold leaf engraved design accented with simulated jewels. Filled with medium shade of pressed powder, easily refilled with any favorite brand. 10% tax
84/J4Y300 . . . . .Retail **$4.95**

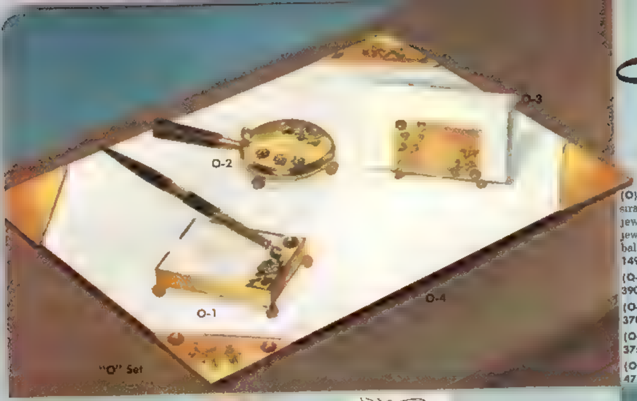


(L) "SILVER SETTING" COMPACT. Sparkling silver-plate with elaborate multicolored jewel overlay A most elegant accessory for feminine grooming Has spill proof loose powder door compartment. 10% tax.
34/75Y420 . . . . .Retail **$6.95**

(M) "CONTINENTAL" COMPACT Waferthin rich gold hand engraved on silverplate in the tradition of fine jewelry Has spill-proof loose powder door. No tax.
40/ST2Y300. Retail **$4.95**



(N) "GOLDUST" CASETTE. Champagne with delicate golden ovals casette fitted with a jeweled compact and matching new "click-in" lipstick case. 10% tax
K291Y360. . . . . Retail **$5.95**



Zell COMPANION ORIGINALS

Unique accessories magnificently fashioned for practical use and feminine adornment

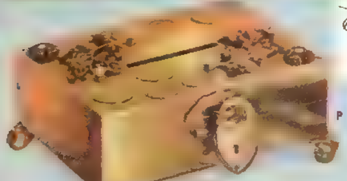
(O) "LA BOUTIQUE" DESK SET. A truly useful, most desirable gift . . this four piece matching desk set in jeweler's bronze ornamented with Aurora Borealis jewels. Set includes 22"x16" Desk Pad, Memo Pad with ball point pen, Silent Butler and Letter Rack. 10% tax
1497Y1025 Complete Set. . . . Retail **$18.95**

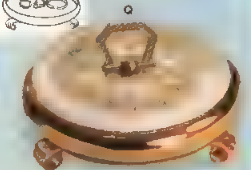
(O-1) "GOLDEN MEMOS" MEMO PAD with pen, only
390/50Y225 10% tax. . . . . .Retail **$4.00**

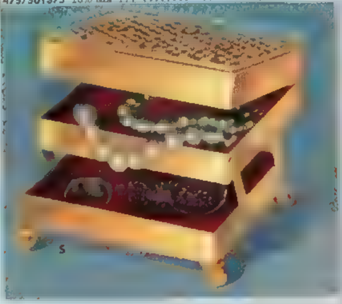
(O-2) "PANHANDLE" SILENT BUTLER, only
370/50Y200 10% tax . . . . Retail **$3.50**

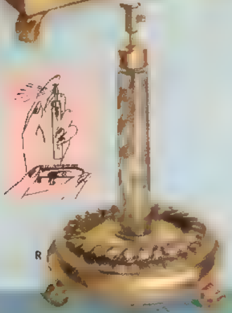
(O-3) "GOLDEN NOTES" LETTER RACK, only
375/50Y225 10% tax. . . . . .Retail **$4.00**

(O-4) "GILT EDGE" DESK PAD, only 22"x16"
475/50Y375 10% tax . . . . Retail **$7 50**









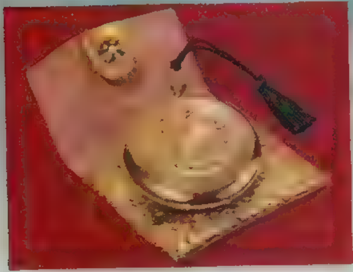
(P) "WINNINGS" BANK. Drop your "winnings" and loose change in this unique bank and save for those little extras you've always wanted. Attractively styled in jeweler's bronze, trimmed with Aurora Borealis jewels and simulated coins. Lock and two keys included. 10% tax.
564/J1Y360 . . . . .Retail **$5.95**

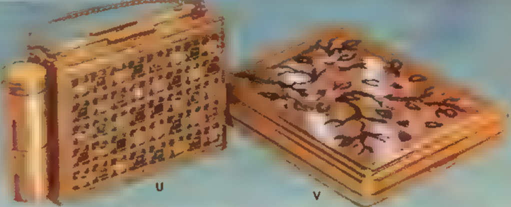
(Q) "TRINKET" BOX A miniature "Pandora" in jeweler's bronze with 23Kt. Gold embossed Mother-of-Pearlessence plaque. Lined with soft velvet to safely keep your rings and small trinkets. No tax.
160/2Y180 . . . . .Retail **$2.95**

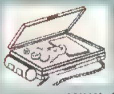
(R) "REGINA" PERFUMER. Floral decorated, jeweled perfume spray atomizer set in a rhinestone ringed, footed jeweler's bronze base. 10% tax.
496/41Y300 . . . . .Retail **$4.95**

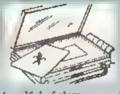
(S) "TWIN-TIER" JEWEL CHEST. Trellis jeweled in gleaming rhinestones this two compartment chest affords ample space for jewelry and trinkets. Crafted in jeweler's bronze and lined with rich, soft velvet to keep Milady's jewelry gleamingly bright. 10% tax.
562/11Y450 . . . . Retail **$7.50**

Zell creations designed for Milady's wear, beauty care and feminine decor. Ideal gifts for the lady . . . for every occasion









(T) "GOLDEN SEQUINS" COMPACT IN CASE. An authentic reproduction of Grandpa's ever-lovin' watch styled in this charming compact encased in a glistening Golden Sequins patterned case. Case has jeweled tab closure. Compact includes puff and sifter. No tax.
R43JY240 Retail **$3.95**

(U) "PRETTY PETITE" CARRYALL. A handful of glamour fashioned for that special young lady . in jeweler's bronze with attractive multi-colored jewel plaque Holds powder and cigarettes or odds 'n ends "Click in" lipstick case. 10% tax.
55/80Y450 . . . . .Retail **$7 50**

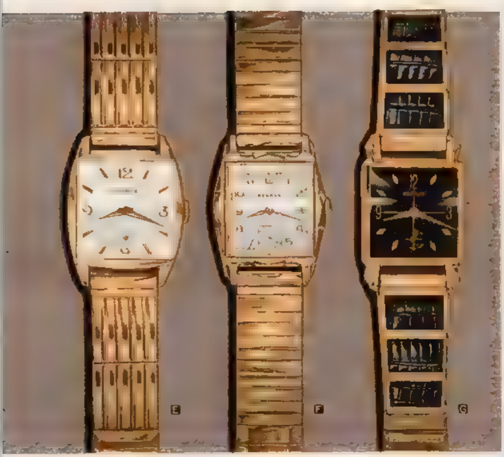
(V) "SEEGARETTE" CASE. See your cigarette inventory at a glance! This jeweler's bronze framed cigarette case holds a full pack of king or regular size cigarettes. Adorned with hand painted pink posies and sprinkled with glitter sequins, No tax.
45/15Y300. . . . . .Retail **$7.50**

BENRUS

Official Watch of Famous Airlines

Citation Comet "21" . . . has the built-in look of a leader. The smooth simplicity of the round case is handsomely set off by the richly grained leather strap. White dial is marked in gold. 21-jewel movement is accurate to the split second. Choose 14K yellow gold or 10K yellow rolled gold plate.

18-7187	W5700	Gold	$110.00
18-7195	W3890	RGP....	69.50



The name Benrus has long been a symbol of excellence in watch-making . . . and now as further proof of Benrus superiority, all Benrus watches are fully guaranteed for 3 years. All are shock-resistant, anti-magnetic and temperature compensated. All have an unbreakable mainspring. Each is a masterpiece of design and precision accuracy. Benrus is indeed, the choice of any man who demands the finest! Gift boxed.

E **Lord Allan** . . . a commanding design, rich in detail, bold in execution. Broad sculptured links join the case with a comfortable expansion band. The accuracy of the 17-jewel movement makes it a continuing pleasure to own. Yellow top with stainless steel back.

18-7237	W2300	Yellow top, steel back........	$30.00

F **Winthrop** . . . a watch gifted with a confident, authoritative design that reflects the never-failing accuracy of its 17-jewel movement. 10K yellow rolled gold plate case with stainless steel back. Matching expansion band. Well defined full figure dial.

18-7021	A2690	Yellow top, steel back.................. .	$47.50

G **Edward "Z"** . . . a "success story" in styling and performance. Square case of 10K yellow rolled gold plate has a non-corrosive steel back. Handsome expansion band is a series of gold-bar links inset with leather across the front. 17-jewel precision movement.

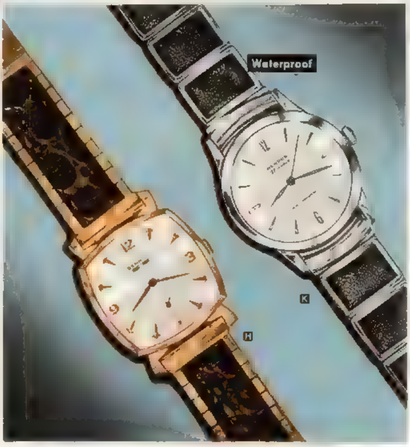
18-7054	W3285	Black dial..........................	$59.50
18-7062	W3285	White dial.....	59.50

H **Citation Clay** . . . an ultra slim design, tailored to modern tastes. Uniquely set end pieces catch the light with a handsome flash. The all-new band combines the rugged beauty of leather with the gleam and practical comfort of expansion links. Precision-accurate 17-jewel movement will give a lifetime of dependable service.

18-7245	W4190	Yellow case..............	$75.00

K **Water Wheel "21"** . . . designed with smartness and dependability for the man of action. Guaranteed waterproof* . . . and the shock-absorbing 21-jewel movement assures accuracy even under tough, outdoor conditions. Luminous dial for easy reading anywhere. Has sweep second hand, rich-looking leather inlaid expansion band.

18-7252	W3275	Stainless Steel case......................	$57.50



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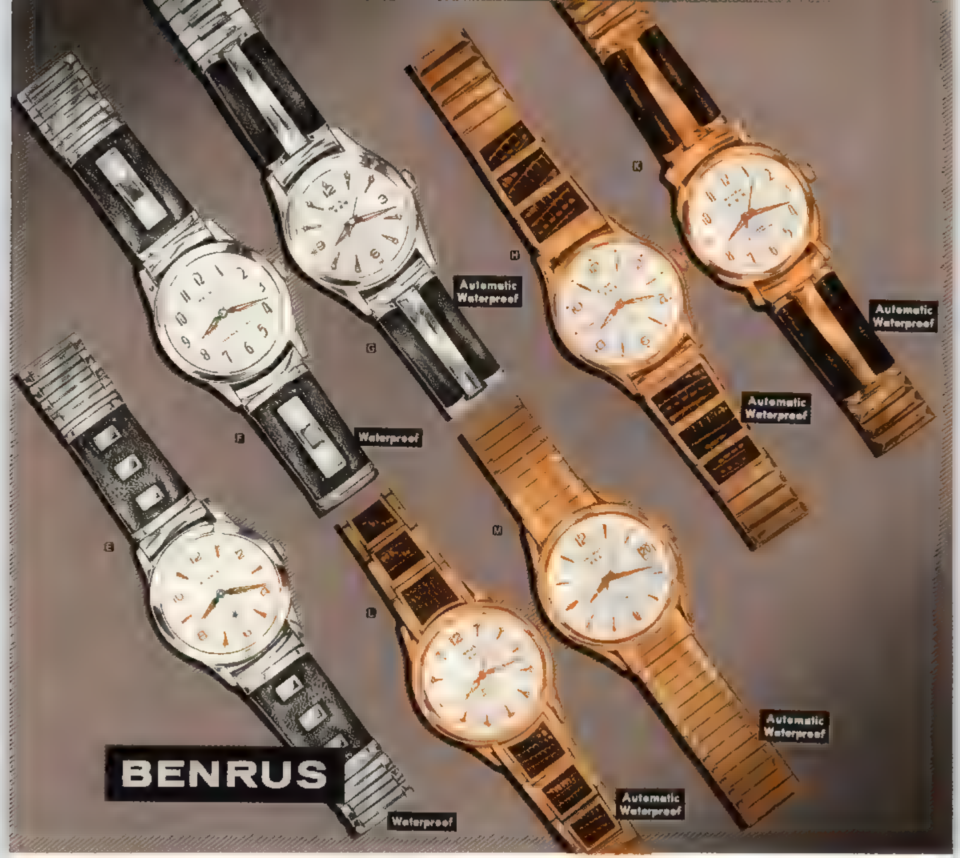


AUTOMATIC . . . WATERPROOF*

Two important features, guaranteed in a Benrus watch! Benrus automatic watches are completely self-winding, can't over wind . . just the normal motions of your wrist keep them running for 36 hours without rewinding. Benrus waterproof watches have precision-fitted cases that seal out not only moisture, but dust and dirt. They are guaranteed against water damage if the crystal, case and crown remain intact. All Benrus watches are handsomely gift boxed.

Ⓔ **Water Master** guaranteed waterproof*! The 17-jewel shock-absorbing movement is encased in stainless steel. Luminous dial. Perfect for the man who thrives on rugged activity! Expansion band weds leather's beauty to stainless steel's sturdiness

18-7005 W2300 Steel case $30.00

Ⓕ **Ocean Baron** . . . every inch a champion, from shock-absorbing 17-jewel movement to handsome expansion band with leather inserts! Guaranteed waterproof* . . . even an accidental dousing won't harm it. Stainless steel case, luminous dial, sweep second hand.

18-7096 W2680 Stainless Steel . . . $47.50

Ⓖ **Sportsman** . . . needs no pampering whatsoever! Waterproof*, shock-resistant—and the self-winding 17-jewel movement has an unbreakable mainspring. Luminous dial; full sweep second hand Stainless steel case, expansion band with leather inserts

18-7112 W3540 Stainless Steel . . $62.50

Ⓗ **Space Pilot** . . . winds itself as you wear it, can't over-wind. Guaranteed waterproof*, anti-magnetic, shock-protected—keeps perfect time under rugged conditions. Case tapers to join expansion band with leather inserts. Luminous dial. 17 jewels.

18-7120 W4190 Yellow case. $75.00

Federal Excise Tax must be added to all prices on this page

Ⓚ **Air Travel "25"** . . . supremely accurate! 25-jewel movement winds itself, absorbs shocks, has an unbreakable mainspring. Exceptionally handsome case and expansion band with leather inserts are correlated in design. Luminous dial; sweep second hand.

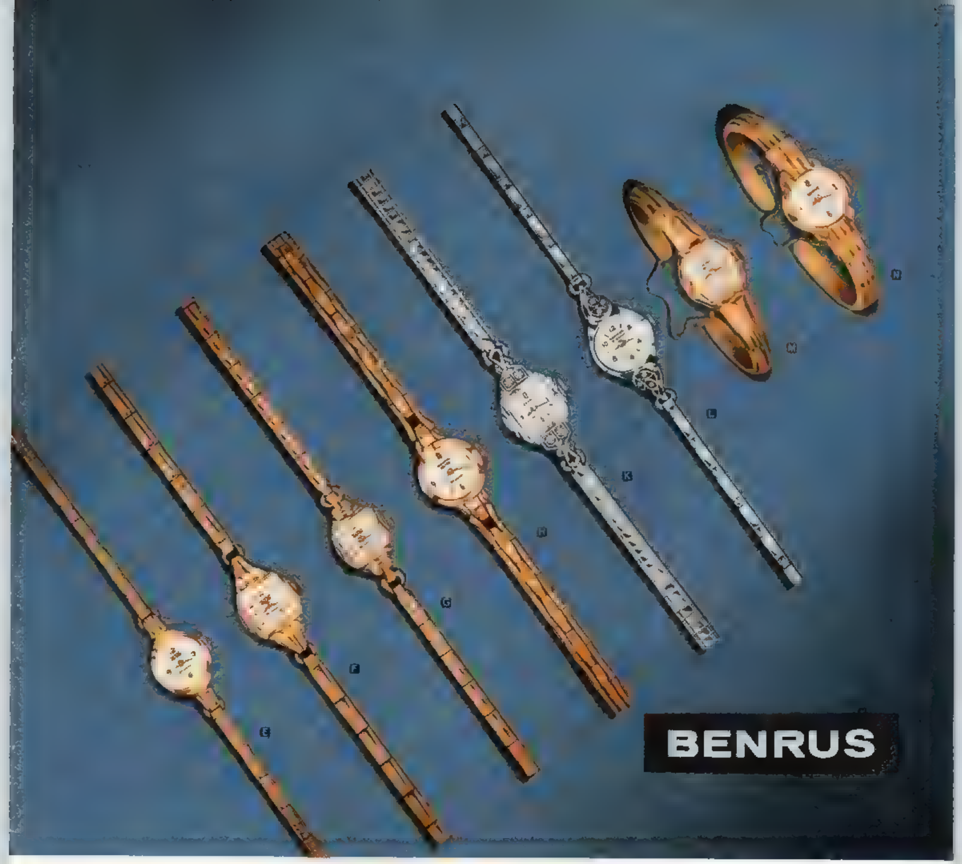
18-7138 W4945 Yellow case. . . $87.50

Ⓛ **Star Fire "25"** . . . at the peak of perfection in design and precision—its "heart" is Benrus' fabulous 25-jewel movement! Ultra thin case with hidden crown; expansion band. Self-winding, guaranteed waterproof*.

18-7161 W8700 14K Yellow Gold . $160.00
18-7179 W5860 10K Yellow GF. . . 110.00

Ⓜ **Golden Planet "39"** . . . 39 jewels in a self-winding, guaranteed waterproof* masterpiece! Calendar feature gives you the date at a glance. Luminous dial. Unique flexible band, matched to end pieces in design.

18-7211 W10790 14K Yellow Gold $200.00
18-7229 W7615 10K Yellow GF. . 145.00



*21-jewel watches by Benrus—
superbly designed, matchless in precision.
Enjoy their beauty and depend
on their accuracy through a lifetime.
Now fully guaranteed for 3 years.
Each in a lovely gift box.*

Ⓔ **Citation Coral "21"** . . . so petite it slips through your finger ring. The end pieces of the elegantly simple round case repeat the flashing facet design of the expansion bracelet. 21 jewels for lifetime accuracy.

18-7864	**W3635**	Yellow Case	**$65.00**
18-7872	**W3635**	White Case. .	**65.00**

Ⓕ **Citation Golden Cathy "21"** . . . obviously simple to enhance the meticulous attention to beautiful detail: the smooth flow of carved expansion links to mounting end pieces and square full figure dial. 21 jewels.

18-7526	**W4170**	14K Yellow Gold.	**$75.00**
18-7534	**W4170**	14K White Gold	**75.00**

Ⓖ **Citation Golden Carmen "21"** . . . exceptionally beautiful! Faceted case and tapering end pieces accent the simplicity of the square white dial. Slender expansion band adds a final touch of elegance. 21 jewels.

18-7542	**W4560**	14K Yellow Gold . . .	**$82.50**
18-7559	**W4560**	14K White Gold . . .	**82.50**

Ⓗ **Citation Golden Camille "21"** . . . sings out with timeless beauty! Dramatically new —the wide, many-faceted adjustable expansion bracelet that proves such a lovely foil for the chaste round case. 21 jewels.

18-7708	**W5175**	14K Yellow Gold . . .	**$95.00**
18-7716	**W5175**	14K White Gold. .	**95.00**

Ⓚ **Diamond Regal "21"** . . . the end pieces handsomely frame 4 large, brilliant diamonds. A flexible mesh bracelet contributes further to the uniqueness of its majestic beauty. 21 jewels. Safety clasp.

18-7880	**W6190**	14K White Gold .	**$110.00**
18-7906	**W6190**	14K Yellow Gold. .	**110.00**

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Ⓛ **Diamond Dawn "21"** . . . reaches the very pinnacle of styling artistry. 6 brilliant diamonds set the 14K gold case in a blaze of glory. Classic matching expansion bracelet. Faceted crystal. 21 jewels.

18-7948	**W6600**	14K White Gold	**$115.00**
18-7955	**W6600**	14K Yellow Gold	**115.00**

Ⓜ **Embraceable Marsha "21"** . . . a watch and a bracelet to embrace her wrist in beauty. Sculptured end pieces taper from watch to contour bracelet to form a continuous band of gold. Safety chain. 21 jewels.

18-7625	**W3885**	10K Yellow RGP . .	**$69.50**
18-7633	**W3885**	10K White RGP . .	**69.50**

Ⓝ **Embraceable Jean "21"** . . . a dynamic looking new design that turns watch and bracelet into one glamorous circle. Sculptured, sleekly modern . . . a smart accessory for whatever she wears. 21 jewels. Safety chain.

18-7914	**W4700**	Yellow Case.	**$87.50**
18-7922	**W4700**	White Case.	**87.50**

Break-Resistant Melmac
by America's foremost makers

BOONTONWARE
BROOKPARK PROLON
BRANCHELL
TEXAS-WARE

MELMAC . . . light, lovely, china-thin!
Guaranteed break-resistant—we will replace
FREE if it chips, breaks or cracks
in 2 years of normal use.

CONTENTS OF SETS
Melamine Dinnerware shown on pages 534-536

16-Pc. Set (for 4). 4 each cups, saucers, dinner plates, fruit (or dessert) dishes. Wt. 5 lbs

Beverly and Golden Harvest patterns with bread butter plates (no fruit dishes)

20-Pc. Set (for 4). 4 each cups saucers, dinner plates, sandwich (or salad/dessert) plates, cereal (or soup/salad) bowls. Shipping wt 6 lbs

Fairfield pattern with fruit dishes (no cereal soup bowls

45-Pc. Set (for 8) 8 each: cups, saucers, dinner plates, sandwich (or salad/dessert) plates, cereal (or soup/salad) bowls, one each platter, vegetable dish, creamer, sugar bowl with lid Approximate shipping weight 15 lbs.

Fantasy, Only A Rose, Beverly, Golden Harvest and Tip Top patterns with bread-and-butter plates (no sandwich plates)

Tropicana and Pink Hyacinth patterns with bread/butter plates (no sandwich plates) and fruit dishes (no cereal bowls)

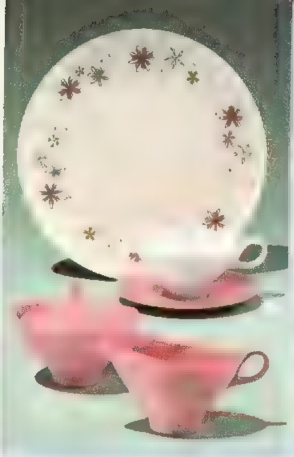
Chippendale and Fairfield patterns with fruit/dessert dishes (no cereal bowls)

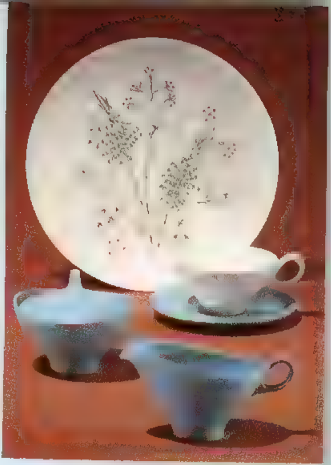
53-Pc. Set (for 8) 8 each: cups, saucers, dinner plates, bread butter plates, fruit (or dessert) dishes, cereal (or soup/salad) bowls; one each platter, vegetable dish, creamer, sugar bowl with lid Approximate ship wt. 20 lbs.

Blue Heirloom pattern with salad plates (no bread butter plates)

79-Pc. Set (for 12) 12 each, cups, saucers, dinner plates, bread/butter plates, fruit (or dessert) dishes, cereal (or soup/salad) bowls; 2 platters, 2 vegetable dishes, creamer, sugar bowl with lid Approx ship. wt. 25 lbs.

82-Pc. Set (for 12). 12 each: cups, saucers, dinner plates, sandwich (or salad/dessert) plates, fruit (or dessert) dishes, cereal (or soup/salad) bowls; 2 platters, 2 vegetable dishes; creamer, sugar bowl with lid, gravy boat, salt/pepper shakers. Approx wt. 26 lbs.





SCANDIA . . . by Boonton Patrician
A world of Scandinavian charm in every piece! Melmac dinnerware so perfect (and practical), you can use it for every occasion. A garland of free-form blossoms in delicate pink, turquoise, yellow and gray dances around the border White cups and solid pink pieces contrast pleasantly with decorated plates and platters. Contents of sets at left

70-5137 B1865 20-pc. Set (for 4), **$27.95**
70-5152 B3997 45-pc. Set (for 8). **59.95**

MEADOW SPRAY . . . by Boonton
Created for you to enjoy for years—the lovely classic beauty of this pattern. Reminiscent of cool meadows, calm days—with graceful blue sprays on refreshing white grounds. Plates and platter carry this motif, cups are white; saucers, sugar, creamer in turquoise to add a quiet elegant accent Break-resistant Melmac. See contents at left

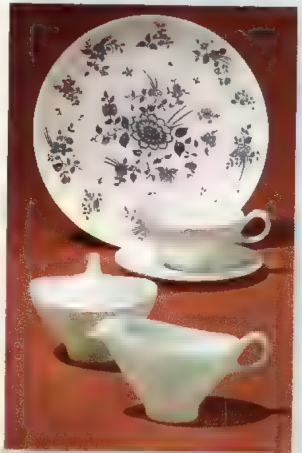
70-5079 B1865 20-pc. Set (for 4) **$27.95**
70-5087 B3997 45-pc Set (for 8) **59.95**

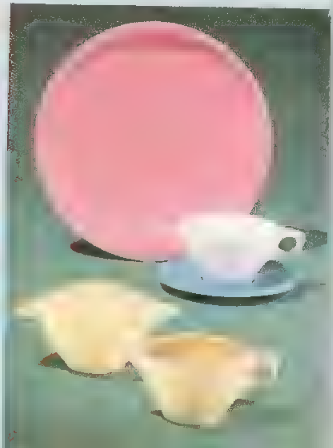
TRADITIONAL CHIPPENDALE . . . by Boonton
A gracious, most elegant new pattern to grace any table—any day! Deep blue flowers and leaves stand out with quiet dignity on the white grounds of plates and platters. Break-resistant Melmac, as practical as it is beautiful—this treasured design will never lose its color. Remaining pieces in snowy white. Contents at left

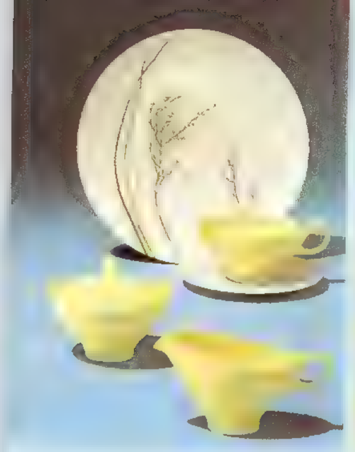
70-5095 B3330 45-pc. Set (for 8), **$49.95**
70-5103 C5997 82-pc Set (for 12) **89 95**

BELLE . . . by Boontonware
Lovely to look at—even lovelier to own A luscious rainbow of colors (bon bon pink, turquoise, butter yellow, shell white) make even a patio meal of hot dogs look sumptuous Exclusive "square-in-the-circle" design provides the modern appeal of square shape with the handling ease of round Break-resistant Melmac—fashion-right even for company dinners! See contents at left

70-5244 B2450 45 pc Set (for 8) **$34 95**





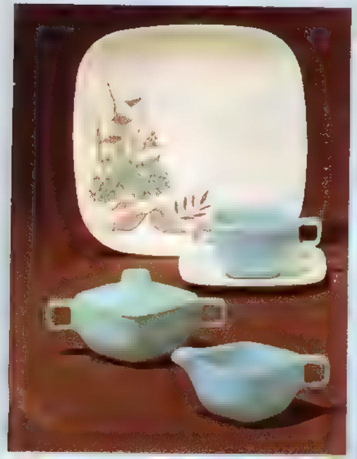


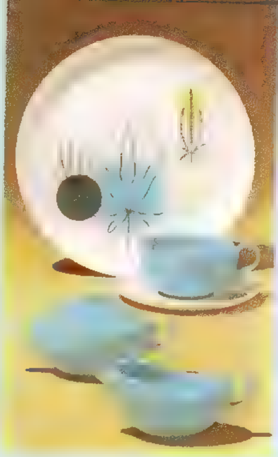
FAIRFIELD . . . by Boontonware
Warm and inviting as sunshine itself! Tones of yellow, and shadings of grays and blacks blend into the lovely floral and leaf spray design. Color is molded forever on snowy white plates and platter. Accompanying pieces in shell white and soft butter yellow Melmac dinnerware to brighten your life all year! Contents on pg. 534

70-5517 B1530 30-pc. Set for 4 **$22.95**
70-5566 B3330 45-pc. Set for 8 **49.95**

TROPICANA . . by Brookpark
The mystery and loveliness of a tropical isle caught in an exciting modern pattern. Turquoise flowers touched lightly with sandtone leaves grace white plates and saucers. Such a singing note of color you'll find (and love) in the square shaped turquoise cups sugar and creamer. Break-resistant Melmac See page 534 for contents

70-5251 B1064 16-pc. Set (for 4 **$15.95**
70-5269 B2665 45-pc. Set (for 8 **39.95**



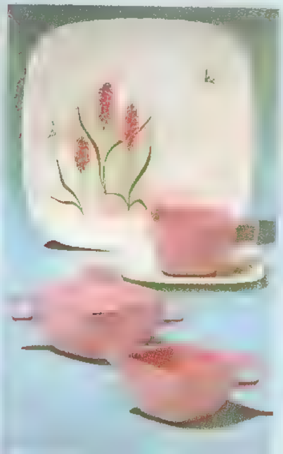


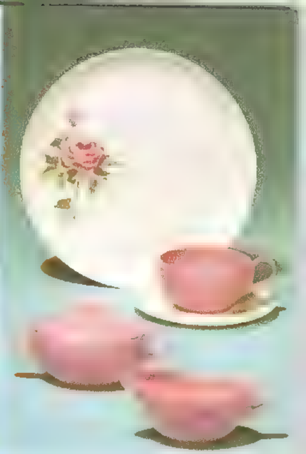
FANTASY . . . by Brookpark
Cool colors with bright accents create a carefree mood for dining—one good reason you'll want this set. Turquoise, blue and black sparkle on translucent white Melmac plates and saucers. New contemporary coupe shaped hollow pieces come in solid color turquoise . . guaranteed fade-proof and break resistant. Contents on pg. 534

70-5418 B864 16 pc. Set (for 4) **$12.95**
70-5483 B2331 45-pc. Set (for 8 **34.95**

PINK HYACINTH . . by Brookpark
Have the song of Spring on your table all year with this graceful pattern. 3 stylized pink hyacinths shoot gracefully upward from pink sands while pink butterflies pause in flight on white plates and saucers. Contrasting solid color pieces are square shaped Melmac dinnerware you'll love and use every day. Contents on pg. 534

70-5277 B1064 16-pc. Set (for 4). **$15.95**
70-5285 B2665 45-pc. Set (for 8). **39.95**



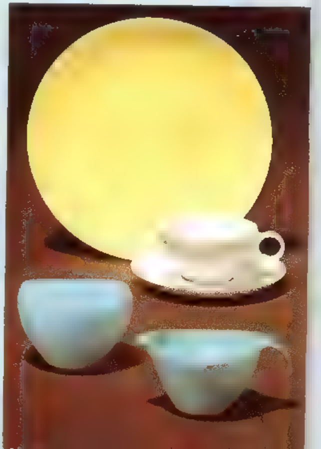


ONLY A ROSE . . . by Brookpark
All the glorious color and subtlety of a single rose blooming on white—is here in this lovely contemporary pattern. Rose leaves are touched with palest turquoise and beige, glowing accents on plates and saucers. Accompanying pieces in delicate pink. Sugar and creamer are oval shaped. Break resistant Melmac. Contents on page 534

70-5012 B864 16-pc. Set for 4 **$12.95**
70-5038 B2331 45-pc. Set (for 8 **34.95**

BEVERLY . by Proton
Specially pretty - AND specially low-priced. New deep coupe styling and an assortment of luscious pastels . . . aqua, clover pink, primrose yellow, white in each set. Small wonder you can create such lovely table settings for snacks or Sunday guests! Break-resistant Melmac . . . safe in a dishwasher or in a child's hands. Contents on pg. 534

70-5731 B730 16-pc. Set (for 4) **$10.95**
70-5715 B1663 45-pc. Set (for 8 **24.95**



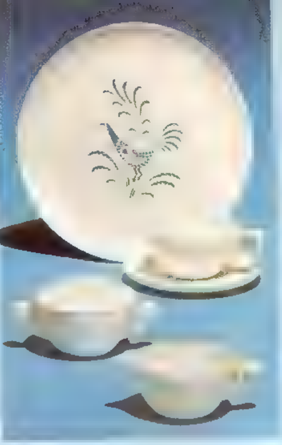
Set a pretty table with light, lovely, break-resistant

MELMAC

by

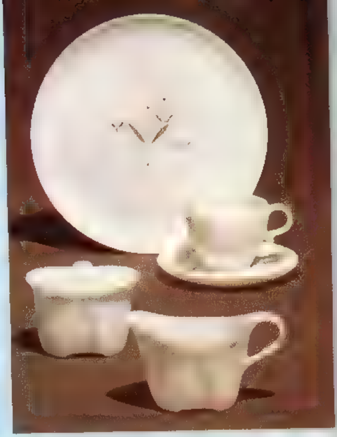
Branchell . . . Texas-Ware

Melmac—such a wonderful buy for every day, every party time affair! Satin-smooth and lovely to see—the colors and designs are molded in, can't fade, won't wear off. It's china thin, yet guaranteed break-resistant—will be replaced free if it chips, breaks or cracks in 2 years of normal use. Easy to carry and store, it's 60% lighter than china. And hot water, detergents, even an automatic dishwasher can't harm it.



TIP TOP . . . by Branchell
Gay French Provincial pattern (inspired by Lenox [illegible] perfect for your round-the-clock casual living! A cheery Bermuda Blue stylized peacock perches in his leaf-traced tree—such a warm design on all the shining white plates. Saucers, bread-and-butters, soup-cereals in Bermuda Blue, white covered sugar and creamer. Break-resistant Melmac See page 534 for contents of sets

70-5301 B1122 16-pc Set (for 4) **$17.95**
70-5319 B2498 45-pc Set (for 8) **39 95**

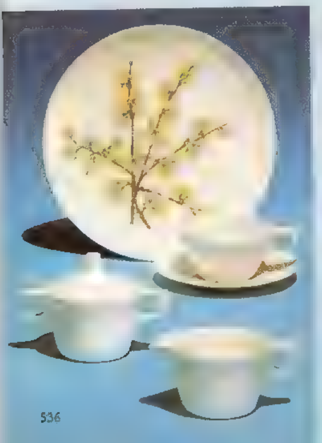


GOLDEN HARVEST . . . by Branchell
Shimmering golden and white accents on soft ivory backgrounds make this lovely Lenox designed set the just-right answer to patio or party-for-the-boss entertaining Plates are decorated, other pieces in glowing ivory Note the slender tapered cup, the saucers and bread-and-butters—all have a distinctive grace and charm. Break-resistant Melmac. See page 534 for contents

70-5673 B1248 16-pc. Set (for 4 **$19.95**
70-5681 83122 45-pc Set (for 8 **49 95**

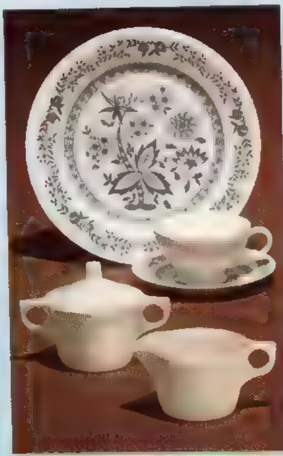
FORSYTHIA . . . by Texas-Ware
A breakfast-brightening set, and always buffet-party right! Warm yellow blossoms shoot out soft-as-Spring against sandalwood branches—all this loveliness for you on transluscent snow white Melmac backgrounds. These sparkling patterns on plates, bread-and-butters, saucers and platter. Accompanying pieces are all in shining white See page 534 for contents of sets

70-5327 B2663 53-pc. Set (for 8) **$39 95**
70-5335 C3997 79-pc. Set (for 12) **59.95**



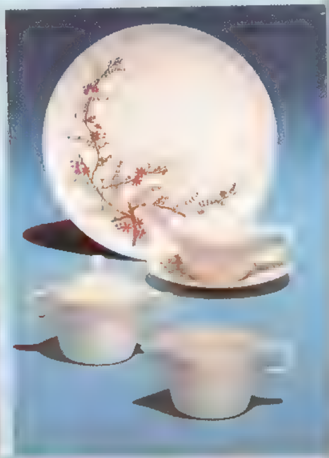
BLUE HEIRLOOM . . . by Texas-Ware
A design tracing back 2½ centuries, and treasured ever since by collectors of fine china—and now here for you in lovely Melmac dinnerware. It's the famous old "onion" scroll-work flower pattern done in deep blue originated in Meissen, Germany in 1710 All the lovely pieces are decorated on translucent white backgrounds, except cups, sugar and creamer . . . these to contrast in shining white. See page 534 for contents of sets

70-5350 B3330 53-pc. Set (for 8) **$49.95**

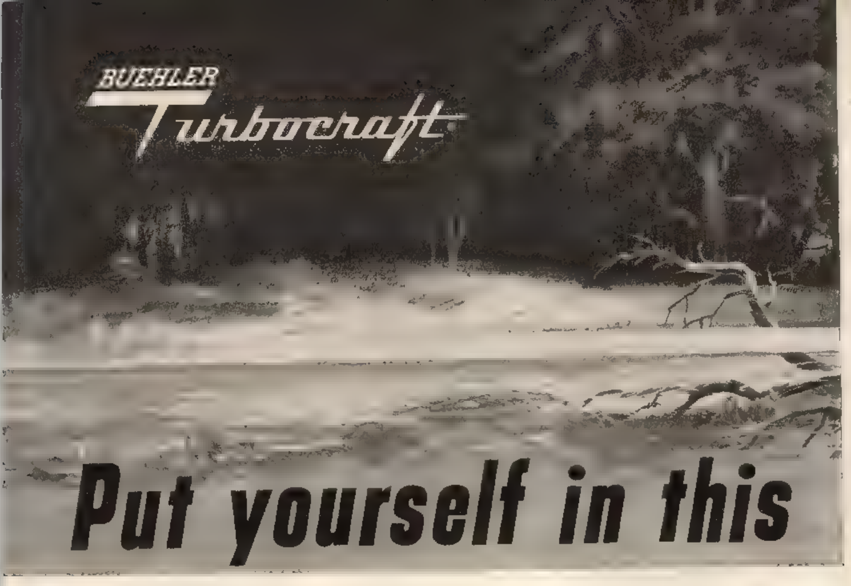


LARKSPUR . . . by Texas-Ware
Picture it for waffle suppers—TV snacks, candle-light and crystal dinners. So perfect every time Dainty pink flowers, gray foliage and brown branches grace the sparkling transluscent white plates, bread-and-butters, saucers and platter. Remaining pieces in white All colors protected against fading, all guaranteed against breakage . . . they're Melmac! See page 534 for contents

70-5368 B2663 53-pc. Set (for 8) . **$39 95**
70-5376 C3997 79-pc. Set (for 12) **59.95**



BUEHLER
Turbocraft
brings the
jet age to
boating!



Put yourself in this

Get behind the wheel. Put the throttle down to the floor. Feel the instant surge of jet power . . . the instant acceleration. Make 180-degree turns in the boat's own length. Cruise full bore in as little as three inches of water . . . over logs, sand bars and floating debris. Throw the boat in reverse at the push of a button.

Put yourself in this jet power picture. This is the boat that has no propeller—you're driven by more than 750 pounds of jet thrust. This is the boat that has no rudder—you steer by deflecting the jet stream. It's fast. It's fun. It's versatile. And it's the safest boat afloat!

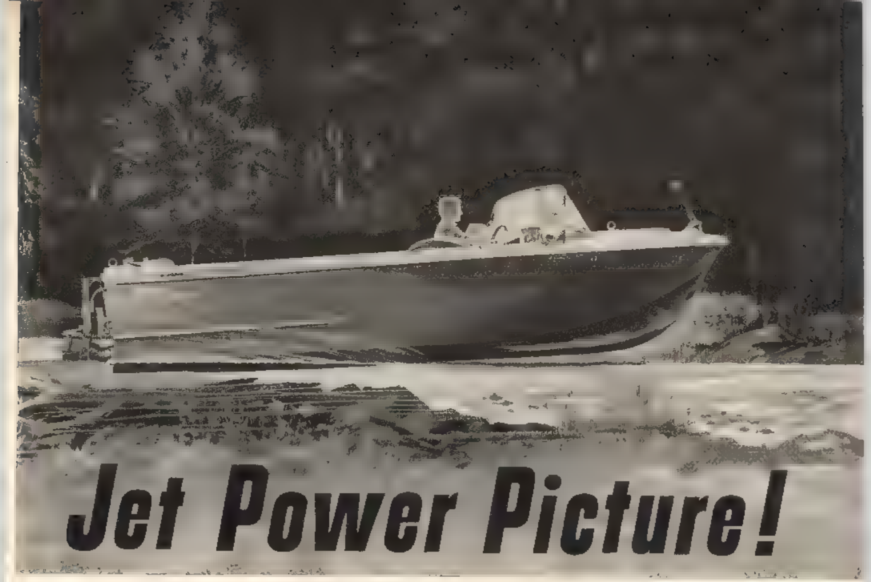
Now's the time to plan on new excitement, new thrills, new adventure for this summer's boating. Plan on piloting your *own* jet-propelled Buehler Turbocraft. See your local Turbocraft dealer or write today for complete information.

Jet Power—the Buehler Turbocraft operates on the same principle as jet aircraft. Water under high pressure is directed out the stern of the boat, providing forward thrust similar to that of jet engines.

Turbocraft

Jet Safety—with no propeller and no rudder, the Buehler Turbocraft sets an entirely new standard of safety. There is nothing under the hull to be damaged or cause injury to swimmers and skiers

Jet Performance—instant acceleration, unparalleled maneuverability and the ability to plane in as little as three inches of water give the Buehler Turbocraft performance unequalled by any conventional boat.



Jet Power Picture!

Yes, Turbocraft jet power is new on the American boating scene, but there is absolutely nothing experimental about it. It is backed by years of successful operation on the white water rivers of the wild New Zealand back country. I personally tested it on Idaho's rugged Salmon River—called "The River of No Return"—and on the raging Colorado River. Most important, Turbocraft is backed by our Indiana Gear Works' 25-year reputation for precision engineering and manufacturing for the most exacting of customers—the aircraft, rocket and missile industries.

John L Buehler

John L. Buehler, *President* • INDIANA GEAR WORKS, INC.

Get all the facts now and your new boat will be a jet-propelled Turbocraft. ▶

BUEHLER

Turbocraft®

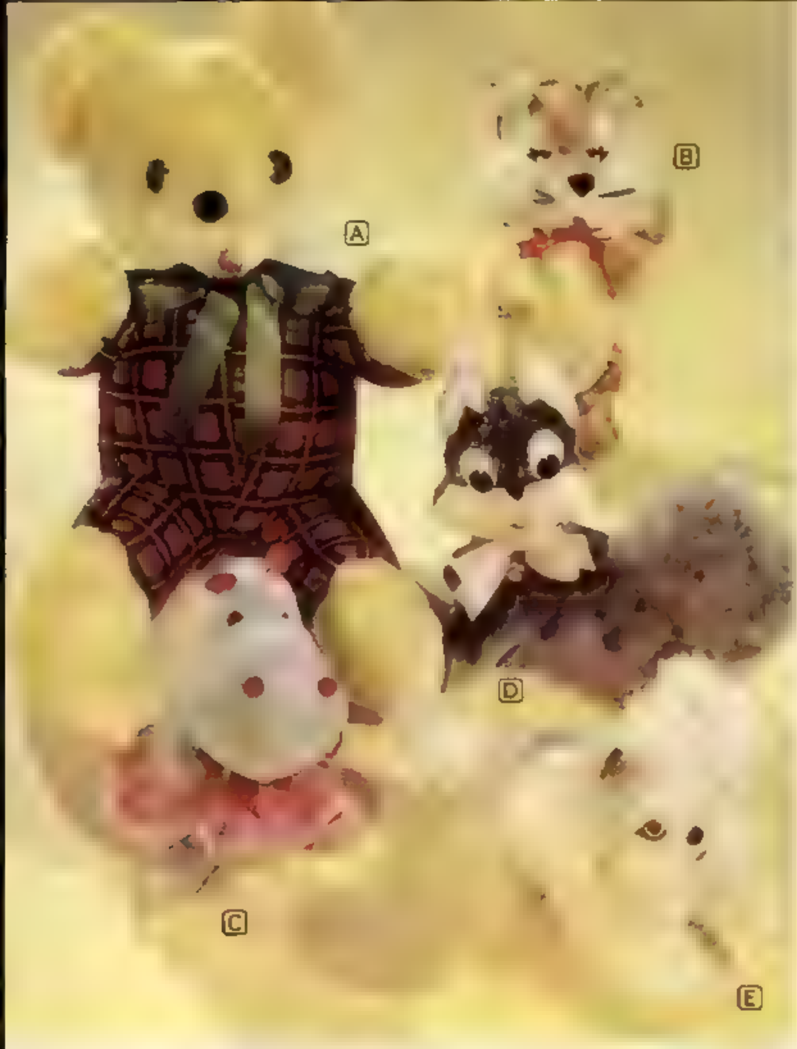
Turbocraft Division • Indiana Gear Works, Inc.
3119 Roosevelt Avenue • Indianapolis, Indiana

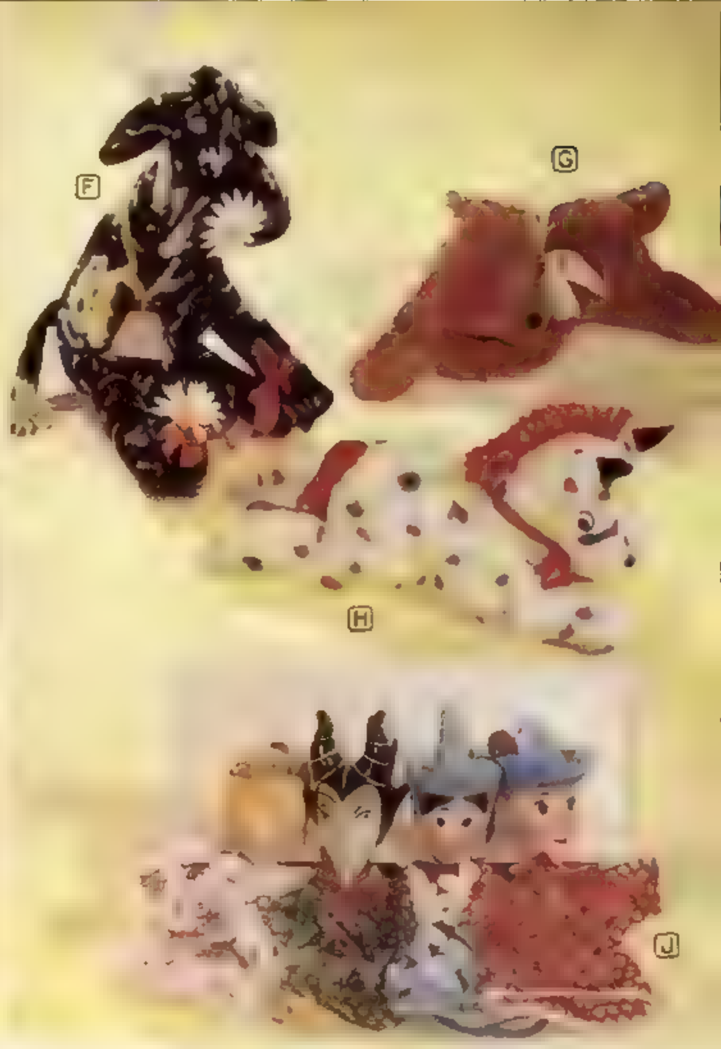
Please rush complete information on the Buehler Turbocraft.

NAME______________________________

STREET______________________________

CITY_______________ZONE_____STATE________





CUDDLY SOFT PLUSH PLAYMATES BY GUND AND IDEAL

(A) JUMBO 36" BRUNO BEAR—Almost "real bear" size, but he is gentle and friendly as a kitten. Lovable Bruno is dressed in his Sunday best: bright plaid suit, sparkling white collar, big red bow. He's filled with new soft cotton and his extra long piled plush head, hands and feet make him cuddly to hold. His big ears stay ever alert as his anchored safety eyes look about for a new playmate. Pom-pom nose and red felt tongue lend the final touch to this popular children's toy.
10-2099-330 3½ lbs ....Retail **$5.00**

(B) 17" WHIMSICAL LION by Gund—A proud whimsical king of the jungle, Leo stands majestically aware of the fact that he is lord and master of all he surveys. Lion tamers from tots to teenagers will be captivated by his imperial manner, soft plush coat, stuffed with cotton, bushy mane and wired tail that can be shifted to any position. Felt eyes and nose with black whiskers and red felt tongue. Apricot with maize and white collar. 17" high.
10-2052-420 2½ lbs............Retail **$6.00**

(C) BABY HIPPO by Ideal—An unusual pet among the soft plush animal kingdom, yet equally ready and willing to be lovingly fondled by her young master. Her alert expression, large black safety button eyes, pom pom nostrils, felt mouth and pert little ears will win her owner's heart at first sight. She's sanitized for safety, stuffed with lightweight dryex and cotton, dressed in a colorful removable cotton skirt, and has a ribbon bow around her neck. 10" high
10-2100-200 1 lb...............Retail **$3.00**

(D) STANDING CHIPMUNK by Gund—Children won't be able to resist the impish ways of this backyard clown who seems to have just alighted from the tree tops. He will give the kids a laugh a minute with his startled felt applique eyes and toothy mouth that seems to be saying, "Who's got the nuts?" Gray and white plush stuffed with cotton, large bushy tail, pink pom-pom whiskers. Gay bow ribbon around his neck has bell. 12" long from nose to tail-tip.
10-2050-350 2 lbs..............Retail **$5.00**

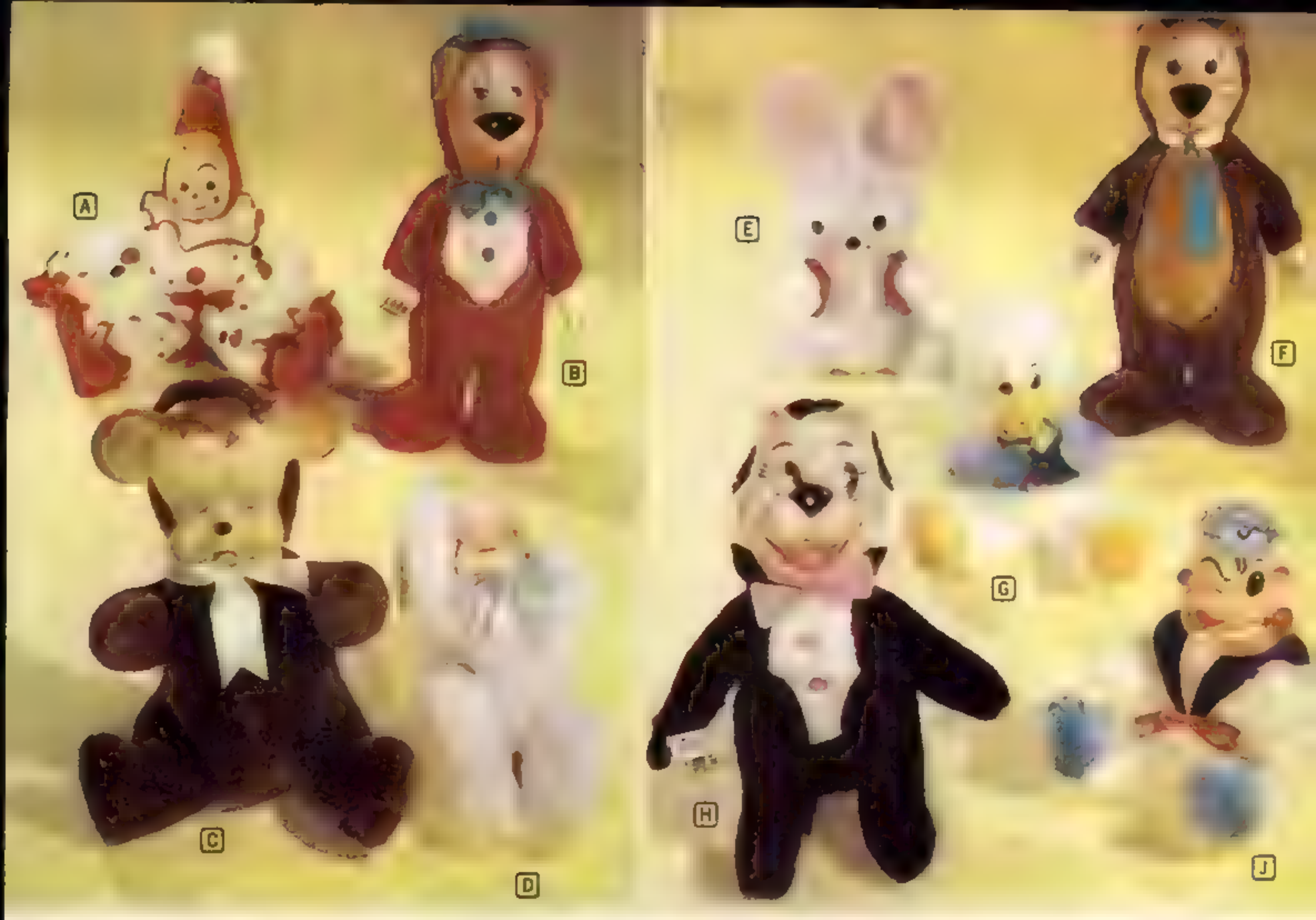
(E) WHIMSICAL PUP by Gund—A playful fluffy little ball of fun with luxurious long pile plush and a whimsical expression to give her an air of sophistication. This enchantress is softly and lightly foam rubber stuffed. She's wearing a luxurious satin organdy blanket and a ribbon around her neck. The flowered bouquet that graces her ear is a memento of a secret admirer. Her safety button eyes, delicate pom-pom nose and red felt tongue are ever so lady-like. A silky tail hides her Tweak 'n Squeak voice. Pink and white. 13" long
10-2051-350 1¼ lbs...........Retail **$5.00**

(F) TEXAS LONGHORN by Gund—"Ferocious" Ferdinand the sitting bull has just arrived north from the Lone Star State. The daisies on his head, paw, mouth and tail let you know he's gentle despite his ferocious reputation. He's brown and beige plush stuffed with soft cotton and wears a real cowbell around his neck. Black felt lashes, plastic eyes and white felt horns. 16" high
10-2053-420 2 lbs..............Retail **$6.00**

(G) SLUMBER PUP by Gund—Poochy's so sleepy he just can't stay awake. Perfect for snuggling with his little owner at nap or bedtime. He's stuffed with foam rubber and has soft cuddly beige plush, cute pom-pom nose, felt slumber-type eyes and tongue plus long floppy ears and bright ribbon. Tweak his tail, he squeaks. A lovable, gentle toy that will make an ideal bedtime companion or a quiet-time pet. 15" long
10-2048-210 1 lb................Retail **$3.00**

(H) LAZY PONY by Gund—Dobsy the lazy pony is stretched out in his stable, wagging his tail in the friendliest fashion. Youngsters are captivated by his relaxed manner, soft plush coat stuffed with foam rubber, red yarn mane and tail. He has pointy felt ears, big plastic eyes, pom-pom nose and bright ribbon around his neck. Tweak his tail, he squeaks. He is a cuddly, soft, lovable night-and-day companion. Dappled white color. 16" long.
10-2049-280 1¼ lbs........... Retail **$4.00**

(J) SLEEPING BEAUTY PUPPET THEATRE by Gund—There's fun galore when the children put on their own Sleeping Beauty Puppet show with these famous characters: Princess Aurora, Prince Phillip, Merryweather, Maleficent. Make them go through their laughter provoking antics by manipulating your hands. Built-in squeaker voices add to the hilarity. Puppets have washable non-toxic vinyl heads, printed percale bodies. Colorful window boxes that holds these 4 puppets converts into puppet stage
10-2057-280 1 lb................Retail **$4.00**



YOUR FAVORITE CHARACTERS FROM TV LAND AND HOLLYWOOD

(A) 21" FUN FILLED CLOWN—Full of fun, tricks and laughter, this floppy lovable clown is the hit of the circus big top and every child. His cheerful, smiling face is hand painted on soft vinyl that's washable Just squeeze his body and hear him squeak! He's gaily dressed in a white broadcloth suit with bright assorted polka dots, and attached clown hat with large pom-pom on top. 21" tall.
10-2101-265 1 lb.......... ....Retail **$4.00**

(B) 19" HUCKLEBERRY HOUND DOG—The lovable adventure hero and favorite of millions of TV fans. His appealing vinyl face makes you love him all the more. He's snappily dressed in an imitation vest, perky large bow tie and tricky high hat. Crush-resistant plush body. His vinyl face and hands can be washed. Red in color he stands 19" tall
10-2103-330 1¼ lbs............Retail **$5.00**

(C) 13" POUTING BEAR—One look at the adorable pouting expression on his vinyl face and your hands will reach out to hug him. Sad, closed eyes, upturned button-like nose and pouting lips make him irresistible. His pudgy body is made of cuddly DuPont's crush-resistant washable rayon plush, stuffed with soft feather-foam. Has velveteen palms and a large ribbon bow Natural brown
10-2102-265 1 lb...............Retail **$4.00**

(D) 14" MUSICAL SLEEPYHEAD—Snuggles down with her little owner at nap or bed-time. Imported Swiss music box plays soft, soothing tune—can be removed from zipper pouch for washing doll. Crush-resistant DuPont's washable rayon plush, stuffed with cloud-light featherfoam. Her lovable soft molded vinyl face is enhanced by curly yarn hair and a large ribbon bow around her neck. Pastel pink. 14" high 1 lb.
10-2107-330 Musical....... ....Retail **$5.00**
10-2108-200 Non-musical . Retail **$3.00**

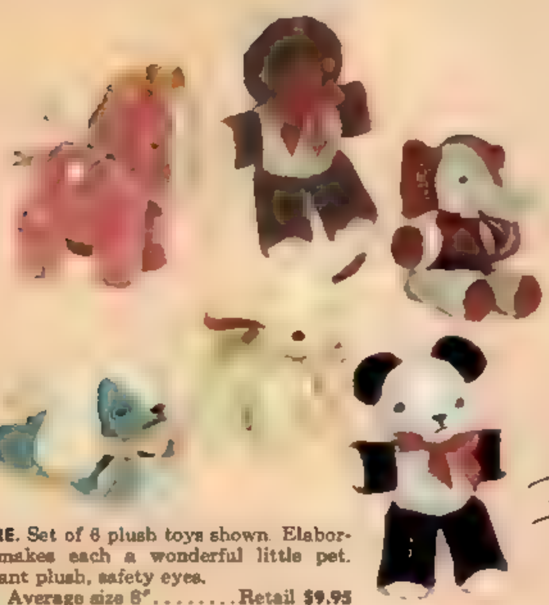
(E) 16½" DIXIE MOUSE—A mischievous little character full of playtime fun. This soft cuddly little lady mouse is a favorite of millions of TV fans. Her large adorable ears, cute pom-pom nose and bright safety locked-in eyes will win the heart of every child. She wears a bright red jacket over her soft DuPont crush-resistant grey plush body. Cloud-like featherfoam stuffing. In seated position 16½" high.
10-2106-265 1¼ lbs............Retail **$4.00**

(F) 18½" YOGI BEAR—Yogi Bear, hero of TV cartoon adventures is a favorite of millions of little fans. One look at his friendly smiling bright washable vinyl face and any youngster would fall in love with him. His soft DuPont's plush crush-resistant pudgy body is adorned with a cute bright tie. A "Joe College" perky hat sits askew atop his head. He stands 18½" tall, ready to share in any adventure with his little owner. Washable vinyl hands. Natural brown coloring.
10-2104-330 1 lb...............Retail **$5.00**

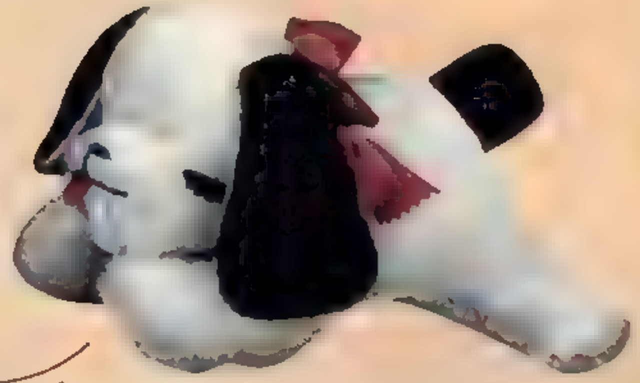
(G) 16" MUSICAL DONALD DUCK by Gund—Walt Disney's lovable Donald Duck revolves his head as a Swiss music box plays a merry tune for his little friends. Lively and full of mischief as ever, he's a long-time favorite with tots everywhere. Lustrous white, yellow and pale blue plush, stuffed with soft cotton. Comical molded vinyl face with painted features. Pom-pom buttons and perky ribbon tie. 16" high
10-2055-420 1 lb...............Retail **$6.00**

(H) 13½" MR. JINKS CAT—Another television favorite with all the kiddies. Mr. Jinks Cat has a smiling "Come get me" look that let's you know he's up to another of his tricks. You can see the gleam in his eyes and the mischief he's up to written on his gleeful washable vinyl face. His soft and cuddly body is made of DuPont's crush-resistant washable rayon plush, stuffed with featherfoam. He's all dressed up in a perky bow tie that matches the simulated buttons on his white vest. In a sitting position, 13½" tall.
10-2105-265 1 lb...............Retail **$4.00**

(J) 14" MUSICAL POPEYE by Gund—Popeye the Sailor Man is an all-time favorite spinach-eating hero of every boy and girl. Now he contains a Swiss music box that entertains everyone by playing the tune "Popeye the Sailor." His vinyl head with perky cap and pipe has that comic expression so well known. His soft plush body is dressed with a felt sailor collar in blue and white He's 14" high and every inch a sailor.
10-2054-420 1 lb...............Retail **$6.00**



TOYS GALORE. Set of 6 plush toys shown. Elaborate detail makes each a wonderful little pet. Crush-resistant plush, safety eyes.
10-2043-665 Average size 6″........Retail **$9.95**



MUSICAL WASHABLE FLOPPY DOG. Lovable, soft and washable, too, to look like new.
10-1967-400 13″ long.............. Retail **$5.98**

Washable!

MUSICAL

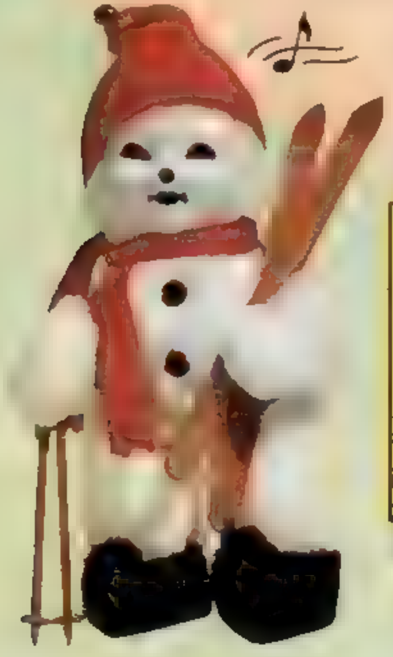
FOREVER TOYS

all toys stuffed with

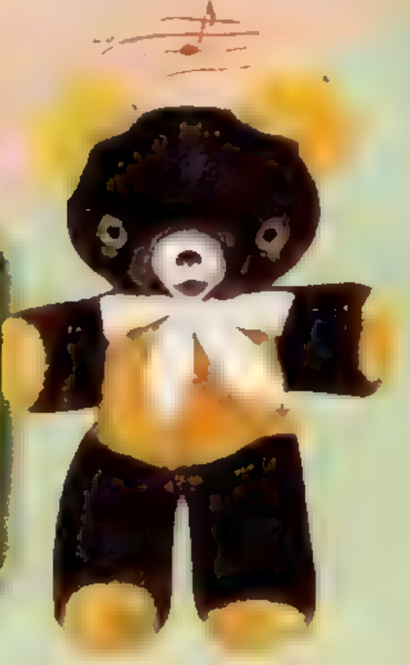
DUPONT ORLON

Crush Resistant Plush

Remove Music Box from hidden zippered pocket before washing



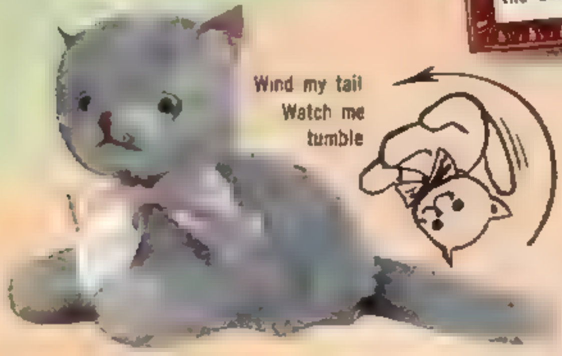
MUSICAL WASHABLE SNO-MAN with his own skis, ski-poles, matching cap and scarf. The most exciting toy ever. Vinyl face and crush-resistant washable plush.
10-2040-400..... Retail **$5.98**

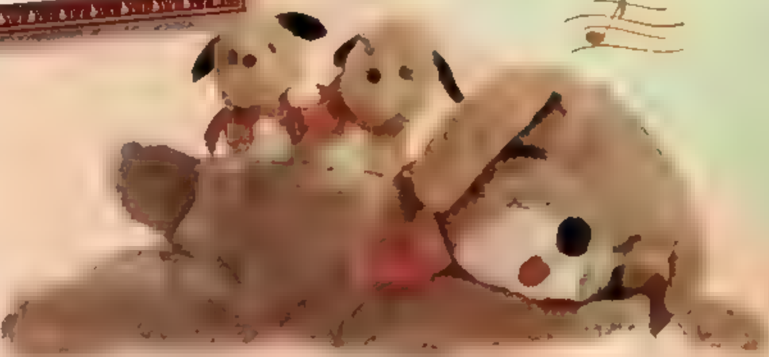


MUSICAL WASHABLE BEAR. Soft, cuddly and 13″ tall. Brown and gold. Can be washed to look like new.
10-1966-400 . .. Retail **$5.98**

GUARANTEE

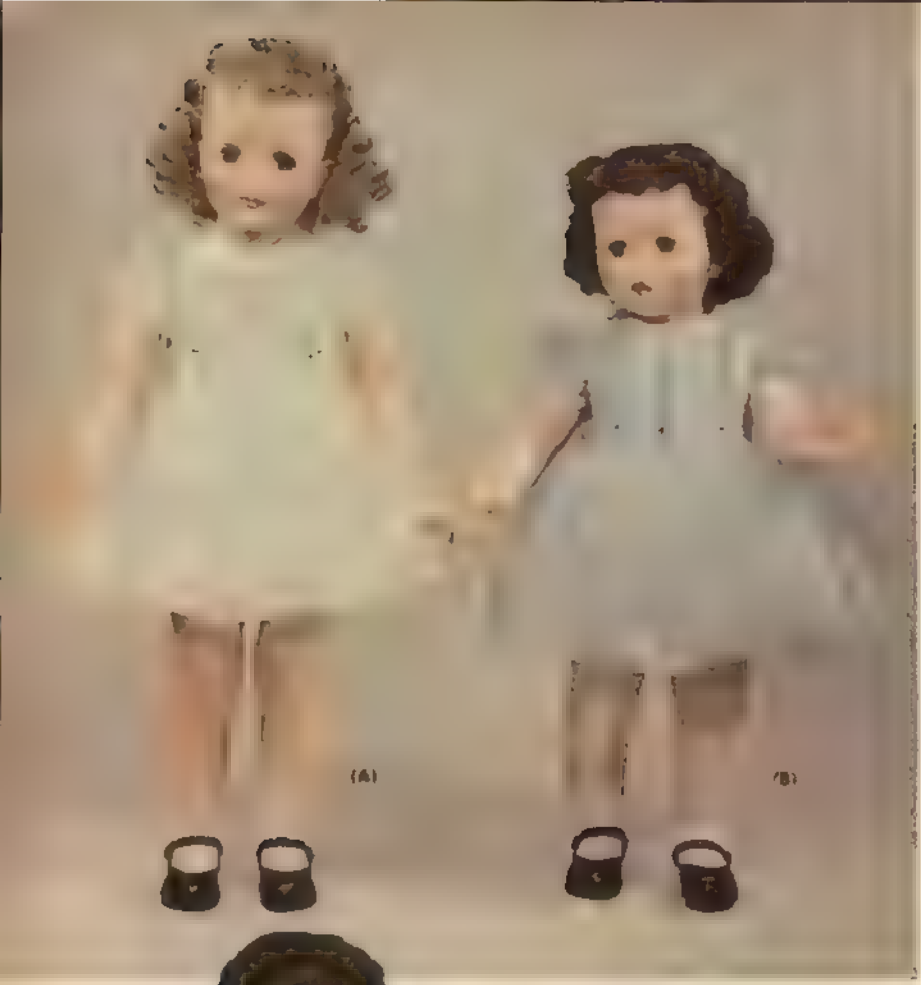
Our Swiss Music Boxes cannot be overwound. Each CARDINAL "Forever Toy" contains a 5-year service guarantee certificate for the consumer.

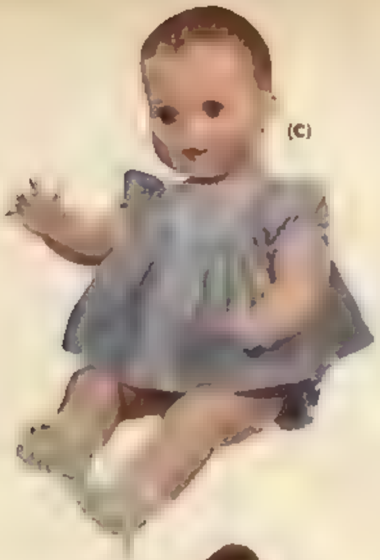


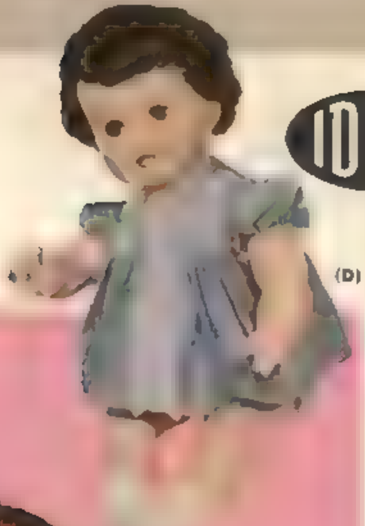


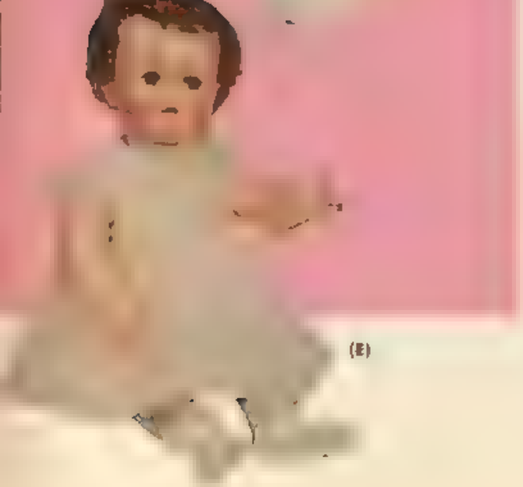
MUSICAL TUMBLING CAT. Wind tabby's tail and he's full of acrobatic tricks. Watch him perform delightfully as a Swiss music box plays an appropriate tune. 2-tone grey plush with hand-embroidered face.
10-1963-335.................................. Retail **$4.98**

MUSICAL WASHABLE SLUMBER DOG FAMILY. Lined zippered pocket holds mama's 2 pups which are included. Separate hidden zipper pocket holds music box. The perfect bedtime companions. Washable crush-resistant Dupont materials. 17″ long.
10-2042-600 ....Retail **$8.95**









IDEAL

LIFE SIZE DOLLS

THAT WEAR REAL LIFE SIZE CLOTHES

(A) PATTI PLAY PAL. Patti Play Pal is as big as — and looks as real as — a three-year-old girl. Her child-like beauty and life-like appearance will appeal to any little girl. She is made of lightweight washable vinyl, and her rooted Saran hair can be shampooed and curled. In addition to her own pretty outfit, Patti can wear the clothes of a three-year-old child. Ship. wgt. 7¼ lbs. 36" high

22A-867 B1995 . . . . Retail **$30.00**

(B) PENNY PLAY PAL. This life-sized doll with her life-like vinyl skin and rooted Saran hair that can be shampooed and curled will make any little girl's dream come true. Penny Play Pal is as big and as real as a two-year-old girl. She's lightweight and washable; and in addition to her own charming outfit, she can wear the clothes of a two-year-old child. Ship wgt. 8½ lbs.

22A-866 B1995 . . . . Retail **$30.00**

(C) JOHNNY PLAY PAL. Any little girl will adore this life-sized doll. Johnny Play Pal is as big as and looks as real as a three-month-old boy. He is made of lightweight washable vinyl with a life-like molded vinyl head. In addition to his own outfit, Johnny can wear the clothes of a three-month-old child. Almost like having a new baby brother! Ship. wgt. 4¾ lbs.

22A-863 B795 . . . . Retail **$12.00**

(D) BONNIE PLAY PAL. Bonnie Play Pal will make an adorable addition to any little girl's "family." Made of lightweight washable vinyl, she is as big as and as real as a three-month-old girl. In addition to her own cute outfit, Bonnie can wear the clothes of a three-month-old child. And she just loves to have her rooted Saran hair shampooed and curled! Ship. wgt. 5½ lbs.

22A-864 B995 . . . . Retail **$15.00**

(E) SUZY PLAY PAL. Little "mothers" will just love Suzy Play Pal! They'll love her life-like soft, washable vinyl skin and her rooted Saran hair that can be shampooed and curled. Suzy is as big and as real as a one-year-old girl; and, in addition to her own pretty outfit, she can wear the clothes of a one-year-old child. She's lightweight, too! Ship. wgt. 6¾ lbs.

22A-865 B1330 . . . . Retail **$20.00**

(A)

(D)

IDEAL

(I)

(C)

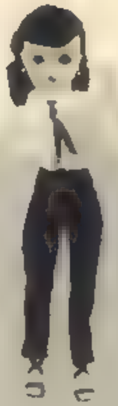
(G)

(H)

(B)

(E)

(F)



(J)

(A) IDEAL REVLON DEB. Charming teenage doll in black lace undies, high heeled sandals, sheer hose. Turns and bends at waist. Saran hair can be washed and set. Height 18".
22A-676 B395 Wgt. 3¼ lbs.....Retail **$6.00**
Ideal dress-up outfit for Revlon Deb.
22A-677 B195 Wgt. ¼ lb......Retail **$3.00**

(B) IDEAL SHIRLEY TEMPLE DOLL. America's favorite. Lovely as Shirley herself when she was a child. Blonde, curly Saran rooted hair, dimples. Dressed in an assortment of little-girl frocks with slip, shoes and socks. Height 15".
22A-679 B595 Wgt. 2¼ lbs.....Retail **$9.00**

(C) IDEAL BETSY WETSY DOLL. She's 20" long, drinks from her bottle, wets, cries real tears. Daintily dressed even to her shoes and socks. Moulded hair. Movable arms and legs. Makes any small girl feel maternal.
22A-856 B530 Wgt. 4¼ lbs.... Retail **$8.00**

(D) IDEAL BETSY WETSY DOLL WITH ROOTED HAIR. She's most a year old with lifelike vinyl head and rooted Saran hair. Height 20". Drinks from bottle, wets and weeps tears.
22A-857 B665 Wgt. 4¼ lbs....Retail **$10.00**

(E) IDEAL SHIRLEY TEMPLE 17" DOLL. Little Miss Temple dressed for a party. Pretty frock, patent Mary Janes, hair-ribbon, party bag.
22A-858 B795.................Retail **$12.00**

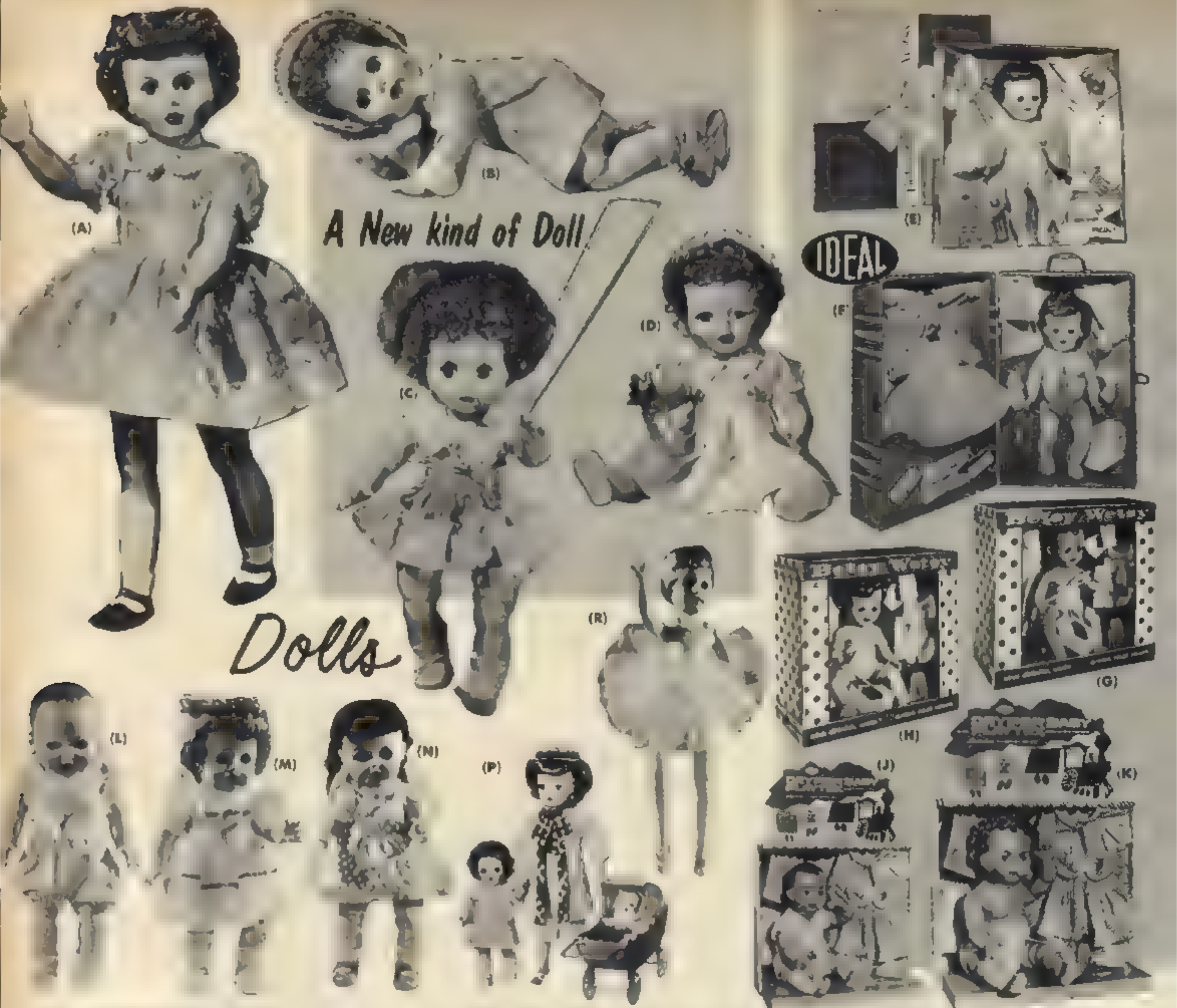
(F) IDEAL SHIRLEY TEMPLE PACKAGE. A 12" doll, Saran rooted hair. TV shaped carrying box with window, complete wardrobe, coat, dresses, hat, pajamas, accessories, hangers.
22A-859 B795 Wgt. 4 lbs. ...Retail **$12.00**

(G) IDEAL BABY COOS DOLL WITH ROOTED HAIR. Coos, feels like a real baby. All vinyl, can be bathed. Shampoo and curl hair. Wears dress and bonnet, slip, shoes and socks. Keeps small mothers busy. Height 19".
22A-860 B395 Wgt. 3⅔ lbs.... Retail **$6.00**

(H) IDEAL BABY COOS DOLL. Looks, feels and coos like real baby. All vinyl, fully jointed, moulded hair. Opens and closes eyes. Washable in tub. Wears dress, bonnet, slip, panties, shoes and socks. Height 21"
22A-861 B395 Ship wgt. 3½ lbs. Ret. **$6.00**

(I) IDEAL CREAM PUFF DOLL. A life-size baby yet easy on small mothers – weighs just a trifle over 3 lbs. She's dimpled and mischievous with rooted Saran hair, coos when she's squeezed. Can be tubbed and shampooed. Height 19".
22A-862 B595 Ship. wgt. 3¼ lbs. Ret. **$9.00**

(J) DOLLIKIN. In her toreador pants and frilly blouse, she's a miracle of flexibility. Her plastic body is jointed at shoulders, upper arms, elbows, wrists, waist, hips, knees and ankles. Eyes move, too. Plastic carrying case with many outfits. Height 20".
22A-664 B535 Wgt. 1½ lbs.....Retail **$7.98**



(A) 36-INCH "RITA PLAYMATE." Yes, 3 feet tall! Almost like a real little girl! All vinyl, fully jointed, rooted curl hairdo, moving eyes. A wonderful playmate! Nylon dress, taffeta petticoat, panties, shoes, socks. Ship. wgt. 6 lbs.
22A-1077 B1395 . . . . . .Retail **$20.98**

(B) CRAWLING DOLL. Move her hands and she'll crawl. Flexible knee joints, movable arms, legs and head. Takes natural baby positions. She sleeps too. Exquisitely dressed. Fun to take care of. Length:16".Wgt. 2⅔ lbs.
22A-1088 B950...............Retail **$13.98**

(C) WALKING DOLL. Little mama takes baby out in a simulated harness. Doll walks, swings arms. Jointed at hips, shoulders. Wears pretty polished cotton bonnet, shoes and socks. Stroller included. Doll height 16" Wgt. 2⅔ lbs.
22A-1089 B950...............Retail **$13.98**

(D) CRYING DOLL DELUXE. Startingly lifelike! Raises and lowers eyelids in any position. Cries like a real baby. Wets, too! Curly rooted hair. White pique dress, panties, shoes and socks. Height: 16". Wgt. 2⅔ lbs.
22A-1087 B950...............Retail **$13.98**

(E) IDEAL BETSY WETSY DOLL. She drinks, she wets, she cries real tears! Has rooted hair. Complete layette in box. 13½" tall.
22A-674 B530 4⅔ lbs. ....Retail **$8.00**

(F) IDEAL BETSY WETSY DOLL IN TRUNK. Adorable baby wears diaper, has complete layette in trunk. Wets, cries. 4⅔ lbs
22A-675 B795 11" tall. ....Retail **$12.00**

(G) IDEAL BETSY WETSY DOLL w/MOLDED HAIR. Can be bathed and powdered like a real baby. 11" tall. Layette
22A-673 B330 Wgt. 2½ lbs...Retail **$5.00**

(H) IDEAL BETSY WETSY DOLL. All vinyl' Rooted hair. Drinks, wets, cries real tears. Sleeping eyes. 11½". Wgt. 2½ lbs
22A-855 B395..................Retail **$6.00**

(J) IDEAL PLAYTEX DRYPER 21" DOLL. Vinyl. Drinks, wets, coos. Arms, legs move. Wears 3-6 months old baby clothes. Diapers incl.
22A-868 B930 Wgt. 5 lbs....Retail **$14.00**

(K) IDEAL PLAYTEX DRYPER 21" DOLL. Vinyl with rooted hair. Drinks, wets, coos Complete layette with diapers. Wears regular clothes
22A-869 B995 Wgt. 5 lbs....Retail **$15.00**

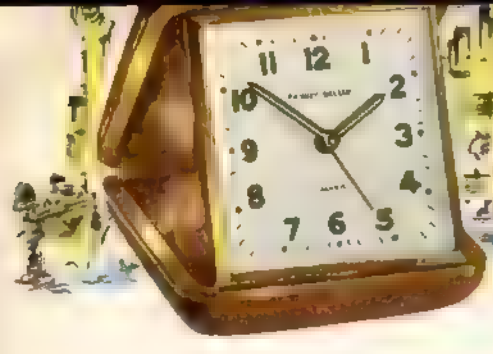
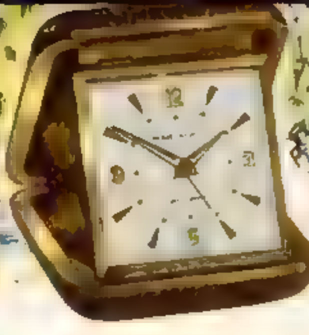
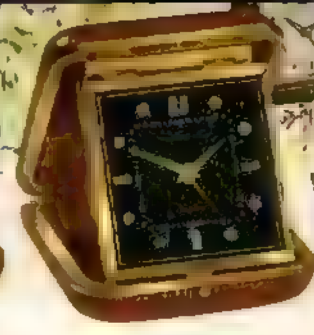
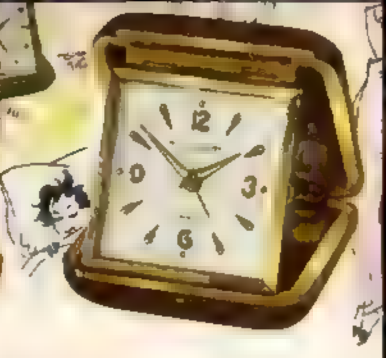
(L) 20" NEWBORN BABY TEAR. Drinks, wets, cries. Comes with Playmate glider.
22A-463 B995 Wgt. 6¼ lbs...Ret. **$14.95**
20" "MY BABY TEAR." Drinks, wets.
22A-464 B665 Wgt. 3¼ lbs.....Ret. **$9.95**

(M) CUDDLY BABY NANCY. Real hair. Vinyl. Tubbable, lovable, daintily dressed. Drinks, wets. 16".
22A-462 B595 2½ lbs. ......Retail **$8.95**

(N) 16" POLLY PIGTAIL. Huggable doll of lifelike vinyl plastic. Rooted hair can be washed, combed. She wets, sleeps
22A-437 B465 Wgt. 2¼ lbs...Retail **$6.95**

(P) HAPPY FAMILY. Mother, sister, baby. Carriage incl. Appropriate attire. Vinyl. Hair. Moving eyes.
22A-454 B995 Wgt. 3½ lbs...Ret. **$14.95**

(R) BALLERINA WITH MUSIC BOX. Dances to Swiss music box in body. Jointed to take almost any ballet position. Has tu-tu, leotards, slippers. Full wardrobe.
22A-430 B995 Wgt. 5 lbs.....Ret. **$14.95**

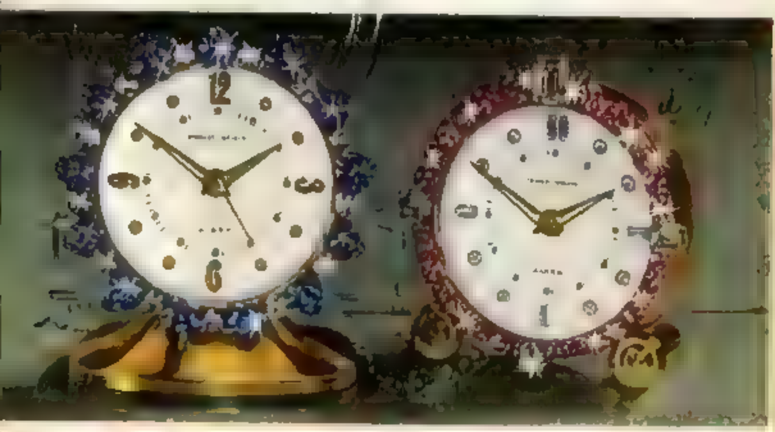





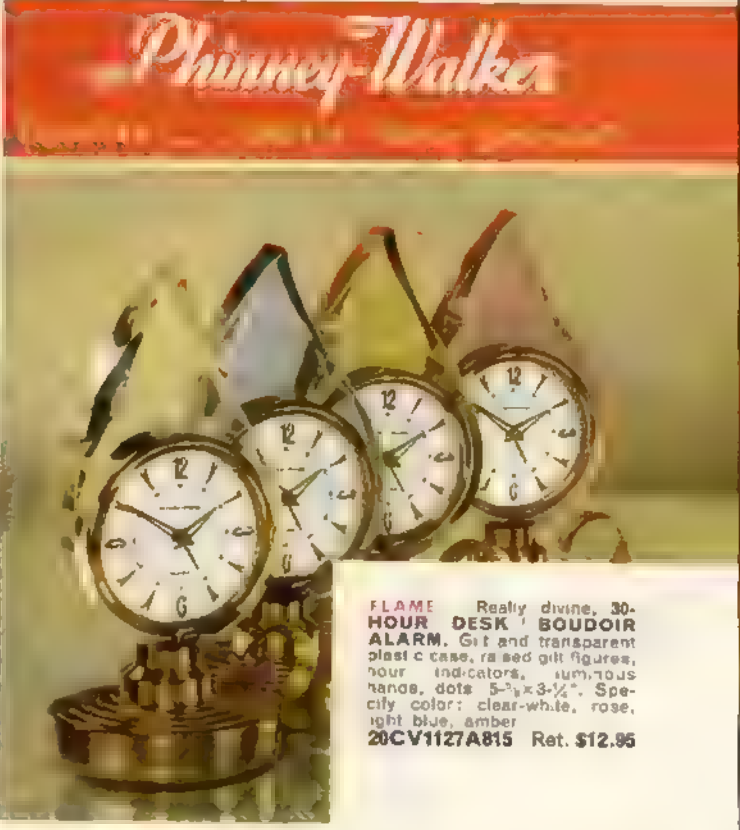
BLUE RIBBON America's Favorite **30-HOUR DESK TRAVEL ALARM** Gilt Trim Texol case full luminous dial. 3-¼×3-⅞". Specify color: tan, brown alligator, red
20CV1121A436. . . Retail $6.95

KING-PIN . Exceptional **30-HOUR 7 JEWEL DESK TRAVEL ALARM.** Gilt trim leather case, raised gilt indicators. Luminous figures, hands, dots 3×2-⅞". Specify color: Pig, red, tan alligator, or brown
20CV1122A616. . . Retail $9.95

DAZZLER Fabulous **30-HOUR DESK TRAVEL ALARM.** Gilt trim leather case, brilliant white rhinestone hour indicators, luminous hands, dots. 3×2-⅞". Specify dial, also case color: red, pig, green.
20CV1123A500 . Retail $7.95

TING-A-LING "Bright-Morning" start, **30-HOUR DESK' BOUDOIR ALARM.** Intermittent, then steady rings awaken you. Gilt trim texol case, raised gilt figures indicators, luminous hands, dots 3×2-¾". Specify color tan, brown alligator, red.
20CV1124A610. . . Retail $9.95





HEART-THROB For true sentiment. **30-HOUR BOUDOIR ALARM.** Brilliant rhinestones, gilt case, raised gilt figures, indicators Luminous hands, dots. 3×2-3¾" Specify color: ice-blue, rose, crystal
20CV1125A675 Retail $13.95

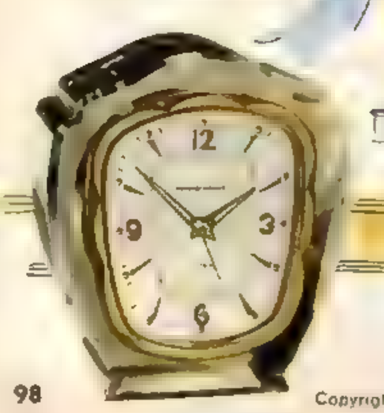
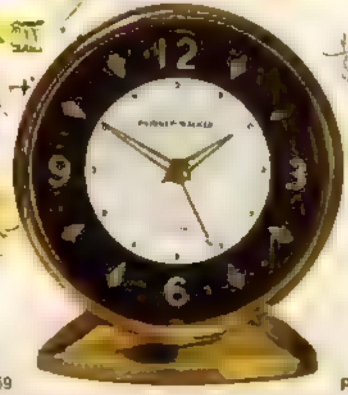
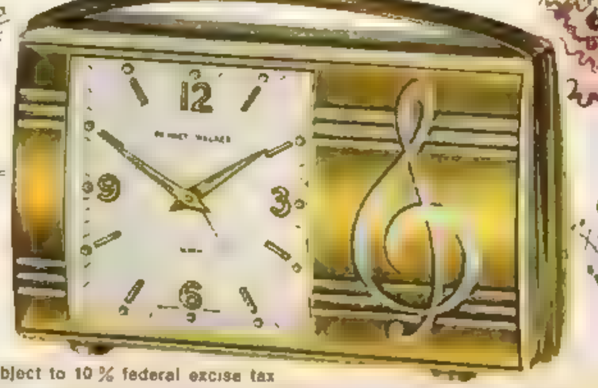
CHARMED CIRCLE .. Dazzling **30-HOUR BOUDOIR ALARM.** Blazing rhinestones, gilt case, white rhinestone indicators. Luminous hands, dots 2-¾×2-⅞". Specify color: rose, ice-blue, crystal
20CV1126A815 Retail $12.95

FLAME Really divine, **30-HOUR DESK / BOUDOIR ALARM.** Gilt and transparent plastic case, raised gilt figures, hour indicators, luminous hands, dots 5-⅞×3-¼". Specify color: clear-white, rose, light blue, amber
20CV1127A815 Ret. $12.95

PARADISE . Winsome **30-HOUR BOUDOIR ALARM.** Transparent plastic case, raised gilt figures, indicators. Luminous hands, dots 3-⅜×3". Specify color: clear-white rose, lt. blue
20CV1128A560 . . . Retail $8.95

AMOUR Just lovely, **30-HOUR DESK/BOUDOIR ALARM.** Gilt case, plastic crystal, vivid colors gilt figures, indicators, luminous hands, dots 3-¼×3". Specify color black, red, blue, ivory
20CV1129A500 Retail $7.95

MERRY TUNE "Cheerful Earful," **30-HOUR MUSICAL ALARM.** Gilt metal case, enamel trim, raised gilt figures, indicators. Luminous hands, dots. 4-¼×2-⅞. Specify color: pink, white, light blue, black.
20CV1130A935 . . . . Retail $14.95

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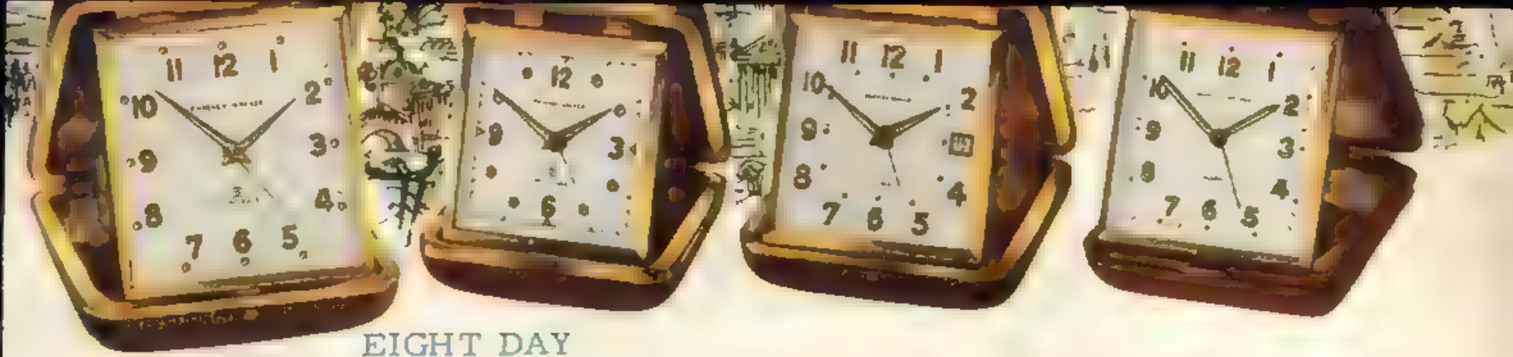


EIGHT DAY

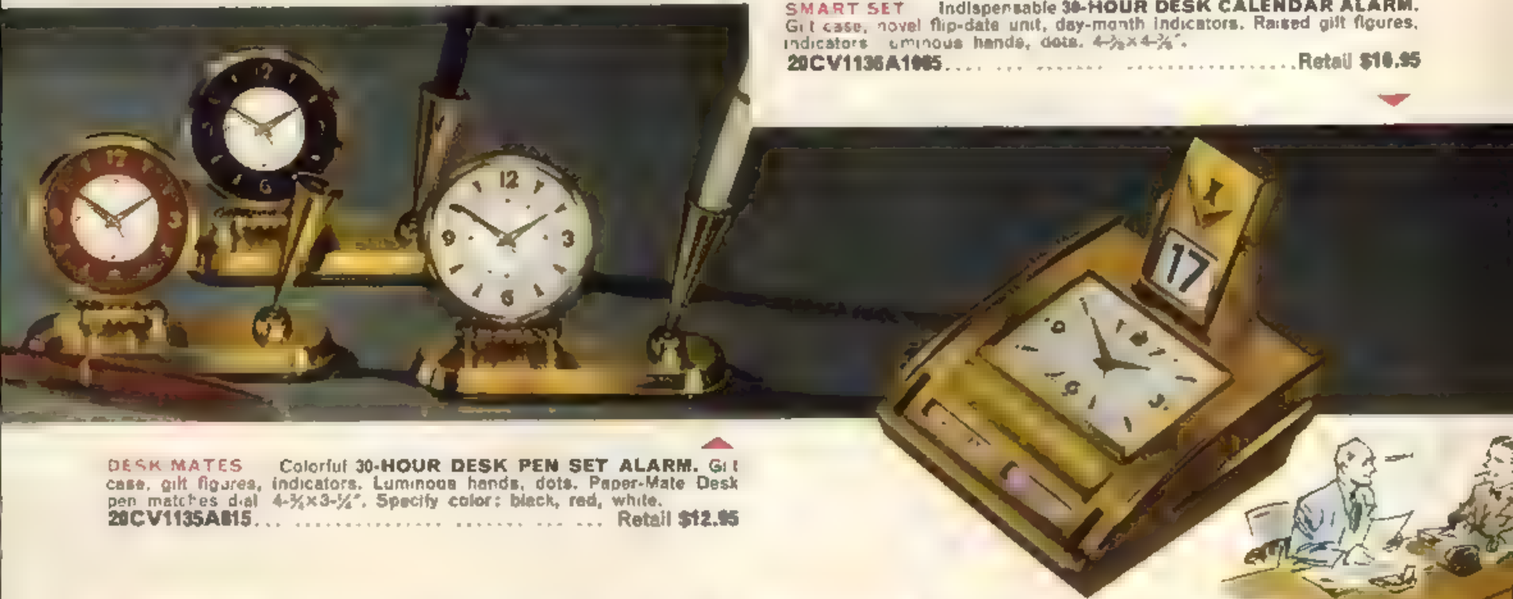
TRIUMPH Dependable **8-DAY DESK/TRAVEL ALARM.** Gilt trim Texol case gilt figures, luminous hands, hour dots 3-¼×3-¼". Specify color brown lizard tan, or red pig.
20CV1131A765 Retail **$11.95**

CHIEFTAIN . The Tops **8-DAY 7 JEWEL TRAVEL ALARM** Gilt trim leather case raised gilt figures, luminous hands dots 3×2-⅞". Specify color red, pig brown alligator
20CV1132A960 Retail **$14.95**

DATE 'N TIME **30-HOUR DESK CALENDAR TRAVEL ALARM.** Gilt trim leather case magnifying "date-window" Raised gilt figures, luminous hands, dots. 3×2-⅞". Specify color: red, pig, brown alligator.
20CV1133A610 Retail **$8.95**

BANNER A stalwart **30-HOUR DESK TRAVEL ALARM.** Genuine leather case, easy to read full luminous dial 3-½×3-⅛" Specify color pig red, tan alligator
20CV1134A430 . .Retail **$6.95**

SMART SET Indispensable **30-HOUR DESK CALENDAR ALARM.** Gilt case, novel flip-date unit, day-month indicators. Raised gilt figures, indicators luminous hands, dots. 4-⅞×4-⅞".
20CV1136A1065.... ... .Retail **$16.95**

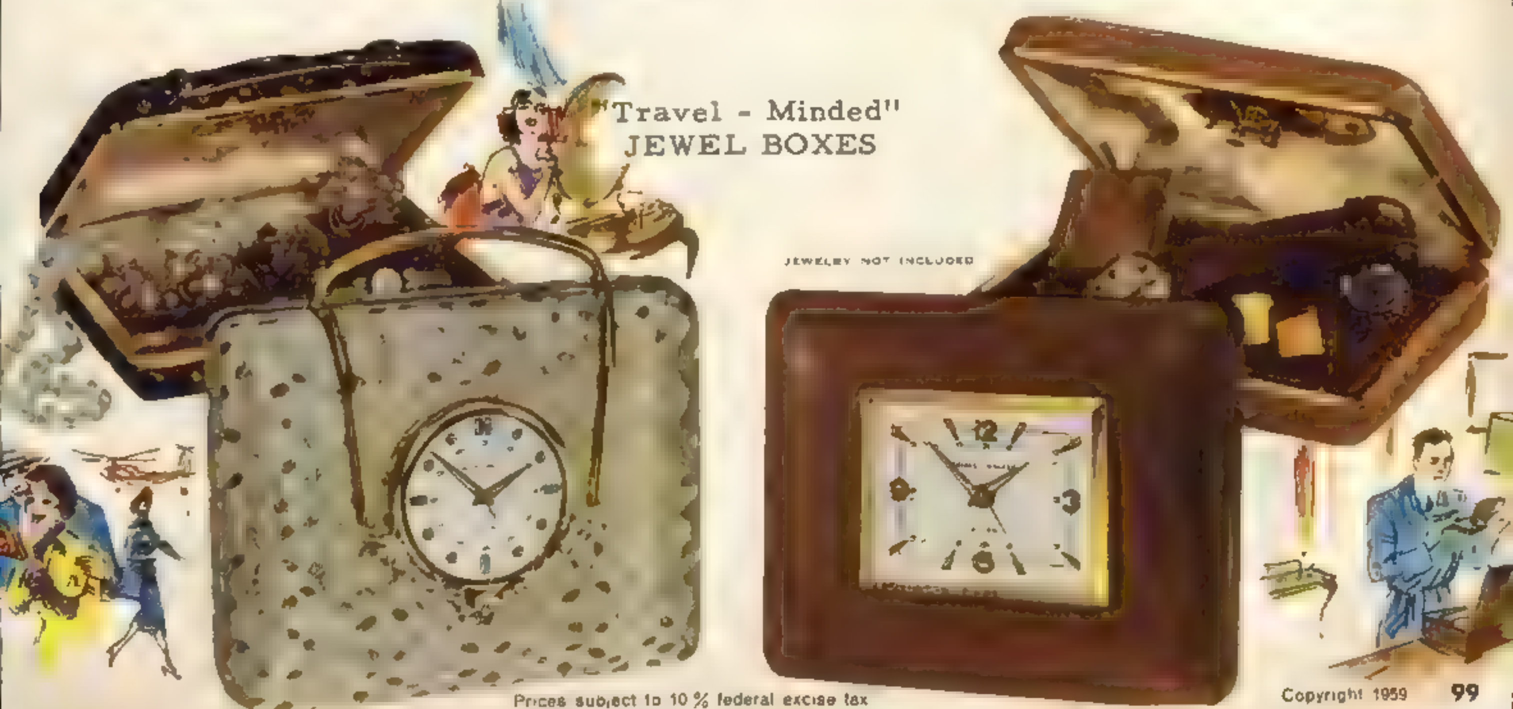


DESK MATES Colorful **30-HOUR DESK PEN SET ALARM.** Gilt case, gilt figures, indicators. Luminous hands, dots. Paper-Mate Desk pen matches dial 4-¾×3-¼". Specify color: black, red, white.
20CV1135A815... .... Retail **$12.95**

LADY FAIR Sweet n lovely, **30-HOUR TRAVEL ALARM JEWEL BOX** Rhinestone trim gilt handle brocade case velvet lined, white rhinestone hour indicators, luminous hands, dots 5-⅛×5-¼". Specify color black white
20CV1137A1065.......................................Retail **$16.95**

BUCCANEER A Treasured Time, **30-HOUR TRAVEL ALARM JEWEL BOX.** Gilt trim Texo case velvet lined raised gilt figures, indicators luminous hands, dots 5-¼×4- " Specify color tan, brown alligator.
20CV1138A815 . .. . Retail **$12.95**

"Travel - Minded" JEWEL BOXES



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Cuckoo Clocks

Imported from the legendary Black Forest of Germany . . . fine wood masterpieces, hand-carved by skilled artisans of the Old World into clocks of great beauty and quaint charm! Precision movements. Colorful cuckoos carol the passing hours . . . accompanied by melodious gong tones.

Ⓐ **8-DAY 14" CUCKOO CLOCK.** Enchanting timekeeper Beautifully carved case rich brown finish Gayly colored bird cuckoos the half and full hour gong sounds in accompaniment Needs winding only once a week. 14x10"
[redacted]3A1797 Retail **$29.95**

As above, but with 30-hour movement.
[redacted]4A1290 . Retail **$21.50**

Ⓑ **TWO-TONE FINISH 12" CUCKOO CLOCK.** Brings a note of Old World charm into today's decor! Cleverly crafted, lovely light tan case is shaded with subtle accents of brown. Cuckoo chirps the half hours and hours. Dependable 30-hour movement. Roman numerals. 12x8".
30B4085A1017 Retail **$16.95**

As above, in rich deep solid brown case.
30B4086A1017.........Retail **$16.95**

Ⓒ **MUSICAL 2-DOOR 14" CUCKOO CLOCK.** Each hour and half hour a colorful cuckoo pops out of one door to call the time on the hour, the other door opens, and a beautifully carved figure emerges to play music! Expertly carved case has rich deep brown finish, three realistic pine cone weights Accurate 30-hour movement. 14" high x 10" wide.
30B4087A1797 Retail **$29.95**

Ⓓ **8-DAY 19" CUCKOO CLOCK.** Handsome hand-crafted case, graced with seven leaves and three birds . . . finished in a rich deep brown. Cuckoo calls . . . gong sounds in accompaniment on the half hours and full hours. Dependable movement needs winding once a week. 19x13".
30B4088A2397 Retail **$39.95**

As above, but with 30-hour movement
30B4089A1797 ....Retail **$29.95**

Ⓔ **2-DOOR 19" CUCKOO-AND-QUAIL CLOCK.** Quail chirps once at ¼ hour, twice at ½-hour, three times at ¾-hour, and four times at hour cuckoo calls at ½-hour and full hour accompanied by a pleasant gong sound Exceptionally beautiful hand-carved case has six leaves, two birds (one in nest), three pine cone weights. 30-hour movement 19x14".
30B4090A2997 Retail **$49.95**

400-DAY
ANNIVERSARY
CLOCKS
F
G
H

WESTMINSTER
CHIME
CLOCKS
J
K

Ⓕ **MODERN 400-DAY ANNIVERSARY CLOCK.** Wind it once a year on your anniversary! Stunning simplicity styled in shimmering solid brass. 4-sphere pendulum. Satin finish dial; contoured glass dome 9½x9½" dial 5½".
30B4091A2097 Retail **$34.95**

MODERN TRANSISTOR CLOCK. Same style and size as above, but powered by the famous WEBBY 6 jewel transistor movement Clock runs for five years, silently, accurately, maintenance free on one tiny 1.5 volt battery. Replacement batteries available. A pinnacle of precision the last word in modern beauty
[redacted]2A2550 Retail **$42.50**

Ⓖ **TRADITIONAL 400-DAY ANNIVERSARY CLOCK.** Runs a full year on one winding! Superbly styled in solid polished brass, dainty hand-painted porcelain dial Glass dome. 12x7¾"; dial 3½".
30B4093A1410...................Retail **$23.50**

JUNIOR 400-DAY CLOCK. As above, but ¾ the size.
30B4094A1258...................Retail **$20.95**

Ⓗ **DELUXE 400-DAY ANNIVERSARY CLOCK.** Heirloom possession Runs a year on one winding Hand decorated with colorful floral designs permanently baked into the enamel on posts base and dial Solid brass appointments. 12x7¾" dial 4"
30B4095A1797 . Retail **$29.95**

Ⓙ **8-DAY MODERN WESTMINSTER CHIME CLOCK.** Chimes at 15 minute intervals, then strikes the full hour. Black dial; brass trim. Hand rubbed finish blends with mahogany or walnut furniture. 15x8x4"
30B4096A3300 ....Retail **$55.00**

Ⓚ **8-DAY WESTMINSTER CHIME CLOCK.** Chimes at 15 minute intervals and then strikes the full hour Tambour case fine hand rubbed finish as above Front key wind 8½x15½x4" case, 6" dial
30B4097A2997 Retail **$49.95**

8-DAY STRIKING CLOCK. Same style as above Clear Cathedral spiral gong sounds the half hour and hour 7x13¾x4" deep case 4½" dial
30B4098A2097 Retail **$34.95**

A new kind of portable by ROYAL®

FUTURA 800

PERIWINKLE BLUE | COCOA | MIST GRAY

CHOOSE FROM THESE BEAUTIFUL NEW COLORS

NEW LUGGAGE TYPE CARRYING CASE

[illegible] Royal FUTURA [illegible] writer that combines the advantages of a portable with all the hard working features of a standard machine.

Each new Royal comes packed in special plastic safety packing cushions—assurance that your new Royal will be delivered safely and in perfect condition.

New Royal FUTURA featuring ★ Magic Margin® ★ Twin-Pak® ★ Magic Column Set ★ Line Meter ★ Touch Control® ★ Full Standard Keyboard ★ Automatic Ribbon Reverse ★ Uniform Typing Scales plus dozens of other hard working features. Shipping weight 22 lbs.

[illegible]

[illegible] Pica

[illegible] Elite

RETAIL $147.00 Price includes Federal Excise Tax

"Specify Color"

Royal 800 Pica	60 LV6061A11150
Royal 800 Elite	60 LV6062A11150

TWIN-PAK RIBBON	Black	60C6064A125	Retail $1.65
	Black/Red	60C6065A125	Retail $1.65

EXCLUSIVE ROYAL FEATURES

[illegible]

NEW ROYALITE by ROYAL®

finest personal portable in the world

RETAIL $79.95

Two-Tone Gray 60 L6063A6175

Price includes Federal Excise Tax

[illegible] beautiful new two-tone gray Royalite is a masterpiece of modern engineering and design. Weighs only eight pounds and just [illegible] inches high. Yet, the new Royalite [illegible] a standard keyboard, touch [illegible] margin, and wide cylinder which holds [illegible] standard size [illegible]

The new Royalite comes with a beautiful [illegible] [illegible]-type carrying case. Shipping weight [illegible]

ROYALITE IS AVAILABLE IN PICA TYPE

[illegible]

SMITH-CORONA OFFICE EQUIPMENT

designed for speed...
accuracy...economy...durability

7MD

Smith-Corona ADDING MACHINES

A Smith-Corona Adding Machine assures the most accurate, dependable method of handling figure work economically. Four easy-to-use desk models to choose from, each featuring easy, fast, accurate addition. Anyone can operate the Smith-Corona without previous experience.

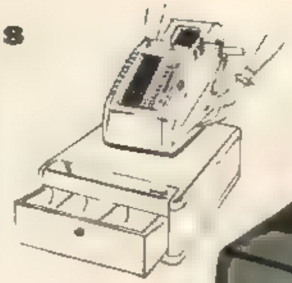
MODEL 7MD 60B6045A8617	RETAIL $106.13
MODEL 6MD 60B6046A7545	RETAIL $ 96.24
MODEL 8MD 60B6047A9757	RETAIL $127.01
MODEL 10MD 60B6048A10491	RETAIL $142.57

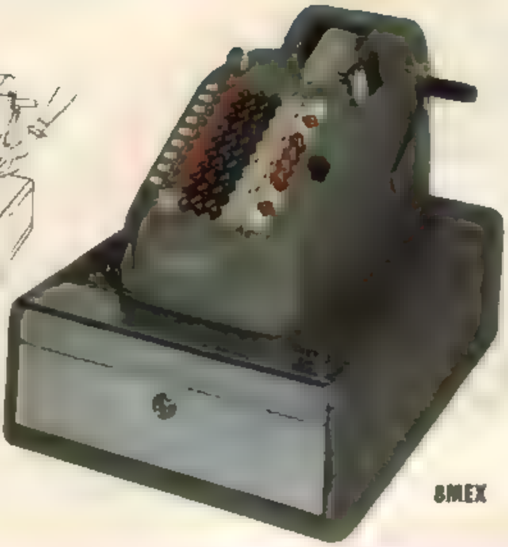
	6MD	7MD	8MD	10MD
LISTS	999.99	9,999.99	99,999.99	9,999,999.99
TOTALS	9,999.99	99,999.99	999,999.99	99,999,999.99

Smith-Corona CASH REGISTERS

Combination Cash Register and Adding Machine! Special transactions listed as Paid Out, Credit Refund, No Sale and Received on Account with convenient tax key for recording purposes. Deluxe Models include enforced designation for positive identification of all transactions. America's best cash register value . . . all Smith-Corona models provide protection against costly errors, safeguard receipts and supply a complete record of each day's business.

MODEL 8MEX 60B6049A15804	RETAIL $219.50
MODEL 7MDX 60B6050A13380	RETAIL $179.50




8MEX

All-new Smith-Corona PACEMAKER

The Pacemaker is a full-size standard office typewriter unmatched in price and performance. Big typewriter construction . . . top typing features . . . lowest new office typewriter cost. Operating features previously found only in machines priced far higher. Quickset Margins, Interchangeable Platen, Flick-Set Full Width Tabulation, Error Control, Coordinated Scales, Automatic Line Retainer, Reinforced All Steel Frame. Available in 11" and 15" carriage widths and your choice of Pica or Elite type.

MODEL PACEMAKER 11" CARRIAGE 60B6051A14781	RETAIL $200.87
MODEL PACEMAKER 15" CARRIAGE 60B6052A15951	RETAIL $216.77

This is PICA type.
This is ELITE type.

world's first
fastest
finest

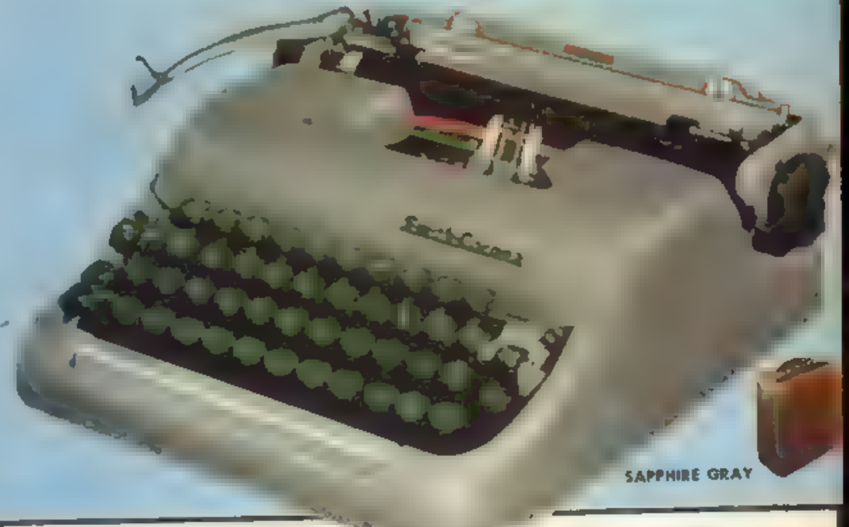
PRECISION-CRAFTED
PORTABLE TYPEWRITERS

SMITH-CORONA

STERLING

Big typewriter performance at moderate price. Has Office-size Keyboard, Page Gage, Quick-set Margins, Super-speed Escapement, Piano-key Action, Touch Selector, 3-way Ribbon-color Control, Hand-set Tabulator, rugged service-free construction plus many more time- and work-saving features. Complete with handsome Holiday carrying case, and instruction booklet. Specify pica or elite type.

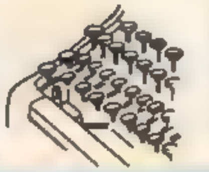
60BV6041A9225 ....RETAIL $125.71



SAPPHIRE GRAY

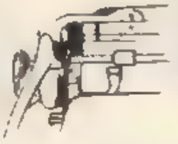
This is PICA type.
This is ELITE type.

office-size keyboard



Same height as an office typewriter keyboard . same width . . . same depth. Keys are same size . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

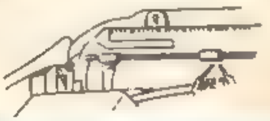
page gage



Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing.

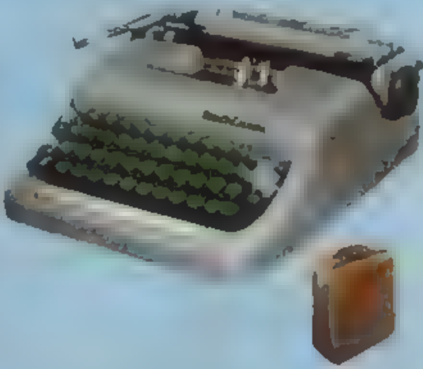
quickset margins

Easiest system on any portable! Set in an instant without moving the carriage.



CLIPPER

The famous Clipper has many features of more expensive models including Page Gage, Office-size Keyboard, Quick-set Margins, Convenient Carriage Return Lever. The Clipper assures a lifetime of typing ease. Holiday carrying case, chart and instruction booklet included. Specify pica or elite type.



60BV6042A7665....RETAIL $104.51

Skywriter

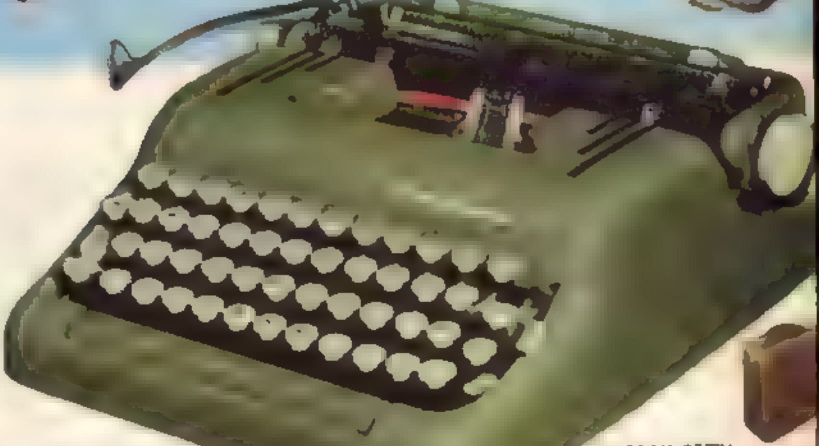
Weighs just 9 pounds. Office-size Keyboard, Page Gage, Quick-set Margins, Full Size Carriage Return Lever, Error Control and Touch Selector. Comes complete with smart carrying case and instructions. Specify pica or elite type.

60BV6043A5979....RETAIL $78.49

SILENT-SUPER

Superb in style, superior in performance, truly the world's most wanted portable typewriter. All the features of the office typewriter with portable convenience. Look at these features that assure typing ease and trouble-free service. . Full-size keyboard with 4 extra characters 1, ', + and = Quick-set Margins, Keyset Tabulation, Page Gage, and steel frame construction. Touch Selector adjusts keys to the most comfortable typing pressure. Full-size Carriage Return Lever with single, double or triple line spacing. Holiday carrying case and instruction booklet included. Specify pica or elite type.

60BV6044A11691....RETAIL $146 91



SEAFOAM GREEN

The minimum retail price on the Smith-Corona Silent-Super portable typewriter in States having Fair Trade Laws, must be maintained

DESERT SAND   SAPPHIRE GRAY   ANTIQUE WHITE   ALPINE BLUE

MORE PEOPLE BUY SMITH-CORONA PORTABLE TYPEWRITERS THAN ANY OTHER MAKE!

VARAFLAME
[illegible]

World's first gas-powered windproof lighter! Varaflame Windlite is an amazing outdoor lighter, offering finger-tip flame control—flame height can be adjusted for cigarette, pipe and cigar smokers.

NEW

- fuels in seconds with Ronson's Butron Multi-Fill tube
- lights in strongest winds
- ruggedly built . . . precision engineered

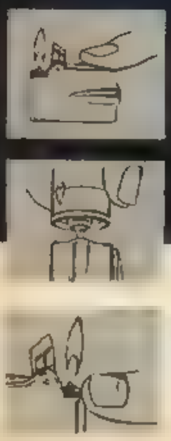
VARAFLAME
[illegible]

Years ahead styling! Rocket age performance! Lights for months on a single fueling!

RONSON
world's greatest lighter

Ronson Varaflame Butane Table Lighters . . . the lighters you fill just once a year!

VARAFLAME POCKET AND TABLE LIGHTER FEATURES

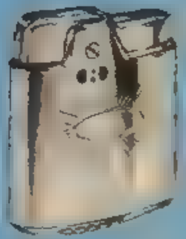


[illegible]

. . . decorative hospitality for every room in the home.

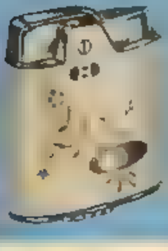
RONSON®

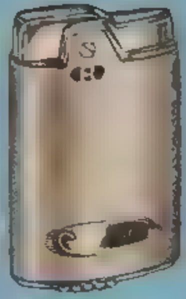
[illegible]



[illegible]

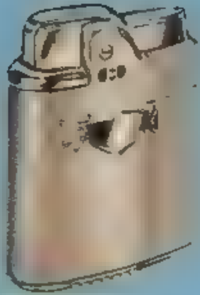
Tiny, dainty ladies' purse lighter. Exclusive Swivel Base*





[illegible]

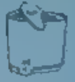
Distinctive pocket and purse lighter. Trim, slim. Swivel Base*



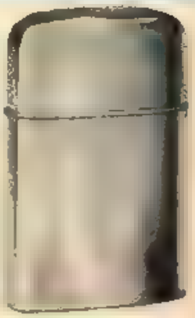
[illegible]

Modern silhouette . . . famous windproof retractable windshield. Swivel Base*

Only Ronson has the Easy-fill Swivel Base.

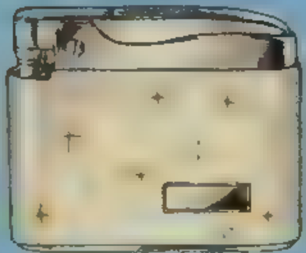


Just flip it to fuel it!



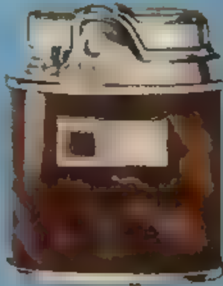
RONSON SUPER WINDLITE

Exclusive slotted windshield . . . large fuel capacity . . . light weight . . . hidden hinge . . . "pull apart" fueling.



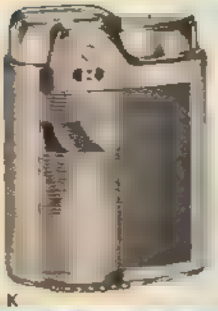
[illegible]

Modern, sweeping lines. Slim as a fine watch.



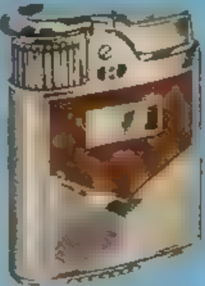
[illegible]

Handsomely styled . . . ruggedly built . . . remarkably low priced!



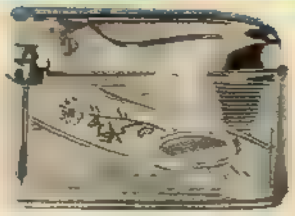
[illegible]

Designed with incredible elegance! Patented "Easy-fill" Swivel Base*



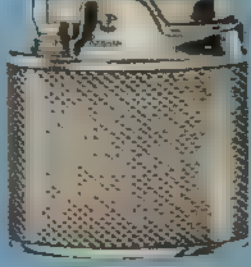
All Ronson pocket lighters are in chromium plate. Lighters shown in reduced size

Add 10% Federal Retail Tax to prices marked "plus tax"

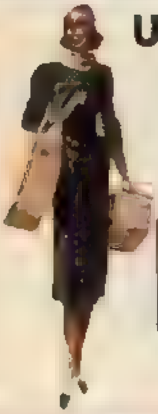


RONSON VENUS

Feminine-styled ladies' purse lighter. Slender, streamlined, sophisticated.



Samsonite
LUGGAGE



ULTRALITE for WOMEN

NEVER BEFORE was luggage so smart, long lasting or incredibly light. The handsomely tapered magnesium cases are covered in striking "travel-tested" finishes. Luxuriously styled linings. "Gold" finish anodized aluminum hardware. Trigger-action locks.

AIRLINE GREY SEA BLUE PALOMINO

LADIES' CASES

Ⓐ **13" BEAUTY CASE**—Holds 52 feminine travel needs. Full mirror in lid. Removable plastic tray with sections for cosmetics and toiletries. Quilted plastic washable lining Elasticized pockets. 8"x9"x13". Sh. Wt. 6 lbs.

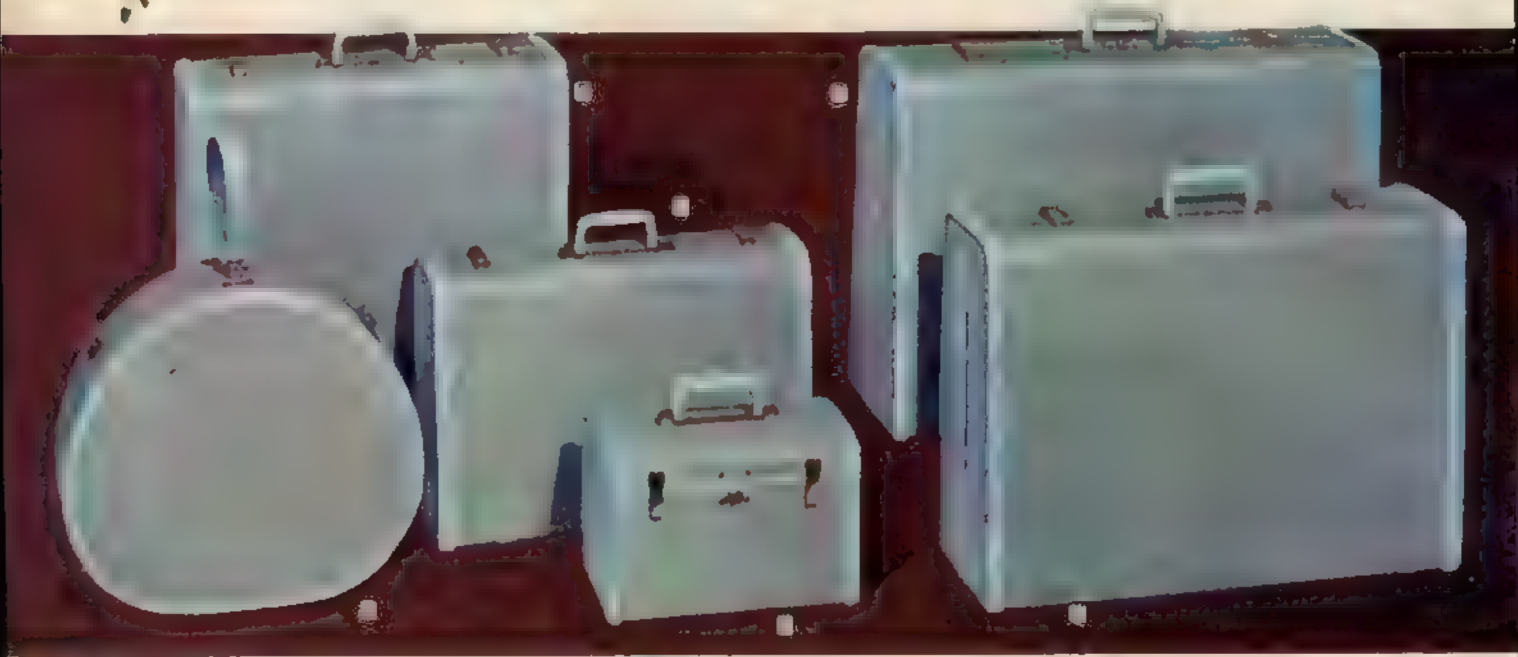
14A-001	**P1795**	Palomino	Retail	**$22.50**
14A-029	**P1795**	Sea Blue	Retail	**22.50**
14A-035	**P1795**	Airline Grey	Retail	**22.50**

Ⓑ **18" HAT BOX**—Smart "off-round shape" that won't roll away. Carries hats, shoes and other weekend needs. Lined in faille taffeta. Elasticized "balloon" pockets. Contour-molded wrist strap. 7"x16¼"x18¼". Sh. Wt. 6¾ lbs.

14A-002	**P1560**	Palomino	Retail	**$19.50**
14A-030	**P1560**	Sea Blue	Retail	**19.50**
14A-036	**P1560**	Airline Grey	Retail	**19.50**

Ⓒ **21" LADIES' O'NITE**—"Companion" type case to be used by itself or with larger case for longer trips. Elasticized curtain divider and moisture-proof pockets. Grosgrain tie-ribbons. Beautifully lined with lustrous faille taffeta. 7½"x15"x21". Sh. Wt. 8½ lbs.

14A-003	**P2195**	Palomino	Retail	**$27.50**
14A-031	**P2195**	Sea Blue	Retail	**27.50**
14A-037	**P2195**	Airline Grey	Retail	**27.50**



Ⓓ **21" LADIES' WARDROBE**—Designed for wrinkle-free packing of four or more dresses or suits, plus lingerie and shoes. Four molded plastic hangers and plastic packing bar. Elasticized curtain. Moisture-proof pockets. Grosgrain tie-ribbons. Beautifully lined with quilted faille taffeta. 8½"x19¼"x21". Sh. Wt. 12 lbs.

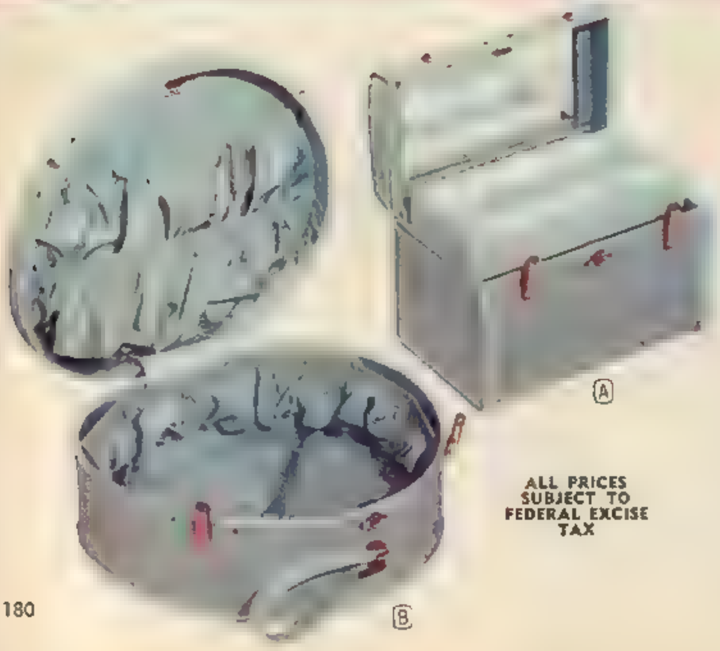
14A-004	**P2995**	Palomino	Retail	**$37.50**
14A-032	**P2995**	Sea Blue	Retail	**37.50**
14A-038	**P2995**	Airline Grey	Retail	**37.50**

Ⓔ **26" PULLMAN**—For women or men, roomy all-purpose case. Wonderful family case. Handsomely lined with faille taffeta. Moisture-proof pockets. Divider separates compartments. Grosgrain ribbon tie-straps 9"x19¼"x26". Sh. Wt. 13 lbs.

14A-005	**P3160**	Palomino	Retail	**$39.50**
14A-033	**P3160**	Sea Blue	Retail	**39.50**
14A-039	**P3160**	Airline Grey	Retail	**39.50**

Ⓕ **29" WORLD TRAVELER**—For men or women. Luxuriously large and lightweight. Designed for long trips. Elegantly lined with faille taffeta. Divider separates compartments. Moisture-proof pockets. Tie-ribbons with smart brass buckles. 10"x20½"x29". Sh. Wt. 16¼ lbs.

14A-006	**P3960**	Palomino	Retail	**$49.50**
14A-034	**P3960**	Sea Blue	Retail	**49.50**
14A-040	**P3960**	Airline Grey	Retail	**49.50**



ALL PRICES SUBJECT TO FEDERAL EXCISE TAX

HERE ARE
America's Finest
TIMEPIECES
OFFERED AT SPECIAL
"Silver Jubilee"
PRICES for the
first time in a
Quarter-of-a-Century!

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

CALENDAR
AUTOMATIC
79
JEWELS

MONOCLE PRINCE 79 JEWELS SELF WINDING AUTOMATIC with CALENDAR showing Day and Date — every feature master watch makers can design! WATERPROOF** case of Yellow gold plate has steel back. Unique crystal has magnifying frame under which date appears. Radium figured dial. Sweep Second hand. Ultra thin gold filled expansion bracelet lined with leather. Always accurate CLINTON shock resistant movement GUARANTEED FOR LIFE*
E07600 5250 Retail **$165.00**

AUTOMATIC-SELF-WINDING

BLACK BEAUTY. Is AUTOMATIC — it winds itself with the movements of your arm. 25 JEWEL movement keeps correct time — you're always punctual. Square case of 10K rolled gold plate, steel back. Black dial has raised gilt markers, sweep second hand and [illegible] crystal. Gold filled expansion band accented with black. Best of all, the shock resistant movement is GUARANTEED FOR LIFE*
E07601 3995 Retail **$110.00**

**Guaranteed waterproof or water resistant as long as case, crown and crystal are intact.

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.

WATERPROOF**
AUTOMATIC
21
JEWELS
25
JEWELS
AUTOMATIC
WATERPROOF**
A
B
C

A **SEA POWER** AUTOMATIC — self winding — and WATERPROOF** — a wonder watch. Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial. Steel Back. Gold filled band inset with fine brown leather. 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*
E07604 2795 Retail **$82.50**
As above with Black Dial.
E07605 2795 Retail **$82.50**

B **PRINCESS** An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection. Case has stainless steel back, high domed crystal. Encircles the wrist with up to the minute fashioned glamour. 21 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
E07608-2598 Retail **$75.00**
As above in WHITE
E07609 2598 Retail **$75.00**

C **SUZANNE** Lady's AUTOMATIC—self winding WATERPROOF** watch. **The smallest Automatic watch in the World!** Daintily styled dust protected case is gleaming chrome top, backed with stainless steel. Beautifully matched stainless steel leather inset expansion band. Radium detailed dial with sweep second hand. 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
E07610-3850 Retail **$105.00**
As above yellow gold plate case with matching gold filled expansion bracelet
E07611-3990 Retail **$110.00**

21
JEWELS
6 DIAMONDS
25
JEWELS

SIX SUPERB DIAMONDS blaze in a case of 10K White rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond-cut expansion bracelet carries out the theme. Raised figure dial and crystal is domed for easy reading. 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE*.
E07613 3990 Retail **$110.00**

NANETTE. A 25 JEWEL shock-resistant movement by CLINTON GUARANTEED FOR LIFE* in an artfully carved dust protected case in 10K Rolled gold plate with steel back, create a fine jeweler's piece. Matching slim gold filled expansion bracelet. Raised crystal and modern dial. A watch that maintains its beauty through the years.
E07614-2695 (WHITE) **$75.00**
E07615 2695 (YELLOW) **$75.00**

CALENDAR—WATERPROOF**

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches
BEAUTIFULLY GIFT-BOXED
23 JEWELS

SMALLER THAN A WEDDING RING
25 JEWELS
14K GOLD

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.

DIRECTOR 23 JEWEL CALENDAR WATCH with magnifying dome showing date. Gleaming case is Chrome top with stainless steel back. WATERPROOF** Silver raised figures on a jet black dial with sweep second hand. Stainless steel expansion bracelet inlaid with genuine leather. Shock protected movement is GUARANTEED FOR LIFE*

E07882-2495 Retail **$75.00**

As above with WHITE DIAL.

E07883 2495 Retail **$75.00**

MYLADY Dainty and smart so small it can fit through a ring. 14K Yellow SOLID GOLD case mirror-polished, styled to delight the most discriminating taste. Raised figure dial with contoured raised crystal. 25 JEWEL shock-resistant movement GUARANTEED FOR LIFE* A watch she will cherish always!

E07884-3430 Retail **$100.00**

As above 14K WHITE SOLID GOLD CASE

E07885-3430 Retail **$100.00**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

**Guaranteed waterproof or water resistant as long as case, crown and crystal are intact.

ULTRA-THIN WATERPROOF**
25 JEWELS ALL STEEL WATER RESIST**
21 JEWELS SELF WINDING

A
B
NURSE'S CHOICE
WATER RESIST SUPERB QUALITY

PREMIER. The thinnest WATERPROOF** watch you've ever seen and the most elegant! Perfection of styling in the yellow gold plate case and matching gold-filled expansion band with stainless back. Curved crystal over handsome dial with sweep hand. Designed to be admired. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*

E07886-2790 Retail **$85.00**

EXCELSIOR AUTOMATIC, self winding and WATER RESISTANT** with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE* Circular case is rugged all stainless steel, has radium dial with sweep second hand, and raised crystal. Unusual expansion band combines stainless steel and leather. The watch that never needs winding.

E07887-3595 Retail **$105.00**

ESQUIRE. AUTOMATIC, accurate to the split second, never needs winding! Eye-catching styling to the handsome square case of 10K rolled gold plate, with stainless steel back. Raised gilt markers and sweep second hand under a gleaming domed crystal. 21 JEWEL dust protected movement is shock resistant, anti-magnetic and GUARANTEED FOR LIFE*

E07888-3950 Retail **$110.00**

Ⓐ **JOYCE.** Beautifully designed Nurses' watch for duty and dress wear. 10K Yellow rolled gold plate case with steel back is exceptionally dainty. Raised figure dial with sweep second hand. Fashionable dome crystal. Graceful gold filled expansion bracelet. Shock protected 17 JEWEL movement, GUARANTEED FOR LIFE*

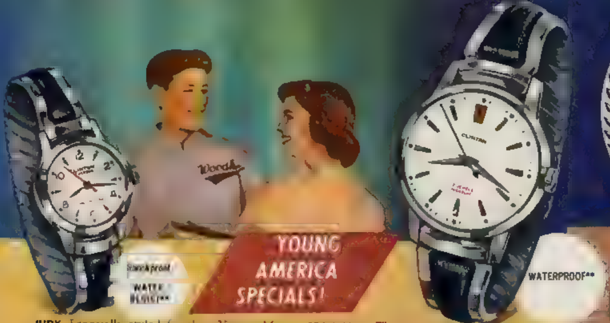
E07889-2450 Retail **$75.00**

As above in WHITE

E07890-2450 Retail **$75.00**

Ⓑ **NIGHTINGALE. NURSES' WATER-RESISTANT** WATCH.** This lovely timepiece will never fail in a crisis! Radium dial with all important sweep second hand, unbreakable crystal. Case is yellow with steel back, blends with the newly fashioned gold filled expansion bracelet. 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

E07891-2175 Retail **$67.50**



IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

YOUNG AMERICA SPECIALS!

JUDY Especially styled for the "Young Miss America" . . this WATER RESISTANT** timepiece never fails when minutes count. Case in gleaming chrome top with steel back. Radium dial and hands. Sweep Second hand. Matching stainless steel expansion band with insets. 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
E07616-1999 Retail **$59 50**

SEA-HAWK The watch that's a favorite with Military men everywhere. The WATERPROOF** case in gleaming Chrome backed with stainless steel for rugged wear. Radium dial and hands, sweep second hand. Unique expansion bracelet of stainless steel with insets. 17 JEWEL shock resistant movement, GUARANTEED FOR LIFE*
E07617 1499 Retail **$52.50**

AMERICA'S
FINEST
AUTOMATIC
WATERPROOF [illegible]
30 JEWELS

SKIN DIVER. WATERPROOF UNDER ALL CONDITIONS. AUTOMATIC** Self-winding [illegible] K yellow gold top case is steel backed [illegible] gold [illegible] expansion band in new Florentine finish. Dial has raised gilt markers and crystal sweep second hand. Superb 30 JEWEL movement shock resistant GUARANTEED FOR LIFE*
E07618 5750 Retail **$165.00**

As above, all stainless steel case and band
E07619 4750 Retail **$135 00**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

GRANADA. Destined to be a favorite with fashion conscious women. The tonneau shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible gilt figures under the domed crystal. Slender gold filled bracelet. For years of perfect timekeeping, the 21 JEWEL movement [illegible] dust protected shock resistant and GUARANTEED FOR LIFE*
E07622-2255 YELLOW Retail **$65.00**
E07623 2255 WHITE Retail **$65.00**

AUTOMATIC WATERPROOF**

SEA BARON. The ultimate in an AUTOMATIC self winding WATERPROOF** watch. This fine faceted case has chrome top and steel back fully dust-protected. The smart stainless steel expansion band with insets spells class. Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
E07624-2695 . . . . Retail **$75.00**

Same fine WATERPROOF** as above, without automatic feature
E07625 1860 Retail **$55 00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.
**Guarantees waterproof or water resistant as [illegible]

WATERPROOF**

25 JEWELS
14K GOLD

21 JEWELS
2 DIAMONDS

SUPREME ACCURACY

"DIPLOMAT" WATERPROOF** shock protected 17 Jewel movement in yellow gold plate case with steel back. Black dial with raised gold markers and radium dots. Sweep second hand. Gold filled expansion bracelet with insets plus the CLINTON movement GUARANTEED FOR LIFE*
E07626 2245 Retail **$65.00**

As above. Chrome top case and stainless steel band
E07627 2075 Retail **$62.50**

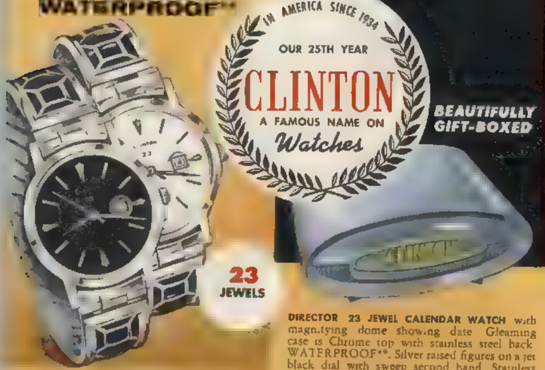
INGRID Designed in SOLID 14K yellow gold [illegible] 25 JEWEL movement shock resistant and GUARANTEED FOR LIFE* Dial with raised figures and dome crystal. Gold filled expansion bracelet echoes the lovely case motif.
E07628-2890 Retail **$85.00**

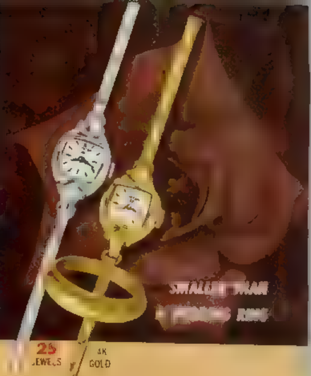
As above. Rolled gold plate case steel back Retail
E07629 2590 WHITE **$75.00**

TWO STARRY DIAMONDS shine to light up all the feminine beauty of this 21 JEWEL timepiece. Faceted cushion shape case of 10K rolled gold plate, backed with stainless steel. Easily legible gilt figures under the dome crystal. Slender gold filled expansion band. The 21 JEWEL movement [illegible] shock resistant and GUARANTEED FOR LIFE* Retail
E07630 2795 (YELLOW **$79 50**
E07631-2795 WHITE) **$79.50**

TRANSPORTATION POCKET WATCH. America's long time favorite is respected for its unvarying accuracy. Makes it [illegible] for any time conscious man or tradesman. [illegible] A [illegible] type watch [illegible] heavy [illegible] has highly legible black numerals with [illegible] Dust protected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
E07633 1895 Retail **$59.50**

CALENDAR-WATERPROOF**





*The Clinton Watch Co. will replace any defective or broken movement part without charge for material labor.

DIRECTOR 23 JEWEL CALENDAR WATCH with magnifying dome showing date. Gleaming case is Chrome top with stainless steel back. WATERPROOF**. Silver raised figures on a jet black dial with sweep second hand. Stainless steel expansion bracelet inlaid with genuine leather. Shock protected movement is GUARANTEED FOR LIFE*.
7037C2495 . . . . . . Retail **$75.00**

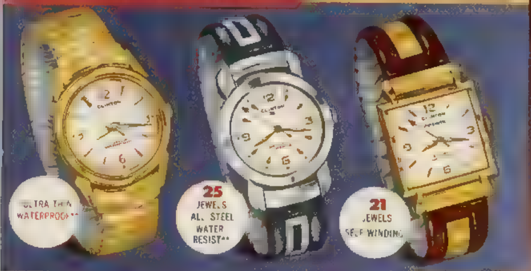
As above with WHITE DIAL.
7038C2495 . . . . . . Retail **$75.00**

MYLADY. Dainty and smart . . so small it can fit through a ring. 14K Yellow SOLID GOLD case mirror-polished styled to delight the most discriminating taste. Raised figure dial with contoured raised crystal. 25 JEWEL shock resistant movement GUARANTEED FOR LIFE*. A watch she will cherish always!
7039C3430 . Retail **$100.00**

As above, 14K WHITE SOLID GOLD CASE.
7040C3430 Retail **$100.00**

GUARANTEED FOR LIFE

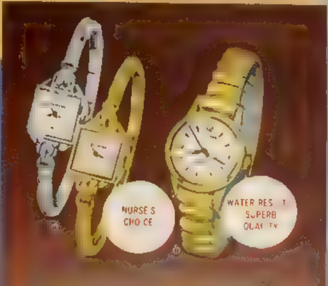
**Guaranteed waterproof or water resistant as long as case, crown and crystal are intact.



PREMIER. The thinnest WATERPROOF** watch you've ever seen and the most elegant! Perfection of styling in the yellow gold plate case and matching gold-filled expansion band with stainless back. Curved crystal over handsome dial with sweep second hand. Designed to be accurate. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*
7041C2790 Retail **$85.00**

EXCELSIOR AUTOMATIC, self-winding and WATER RESISTANT** with 25 JEWEL movement that is dust protected shock resistant and GUARANTEED FOR LIFE*. Circular case is rugged all stainless steel, has radium dial with sweep second hand and raised crystal. Handsome expansion band combines stainless steel and leather. The watch that never needs winding.
7042C3595 Retail **$105.00**

ESQUIRE. AUTOMATIC, accurate to the split second never needs winding! Eye catching styling to the handsome square case of 10K rolled gold plate, with stainless steel back. Raised gilt markers and sweep second hand. Under a gleaming domed crystal 21 JEWEL dust protected movement is shock resistant, non-magnetic and GUARANTEED FOR LIFE*
7043C3950. Retail **$110.00**



Ⓐ **JOYCE.** Beautifully designed Nurses' watch for duty and dress wear. 10K Yellow rolled gold plate case with steel back is exceptionally dainty. Raised figure dial with sweep second hand. Fashionable dome crystal. Graceful gold filled expansion bracelet. Shock protected 17 JEWEL movement, GUARANTEED FOR LIFE*
7044C2450 . . . . Retail **$75.00**

As above in WHITE
7045C2450 Retail **$75.00**

Ⓑ **NIGHTINGALE. NURSES' WATER-RESISTANT** WATCH.** This [illegible] ever [illegible] will never [illegible] Raised [illegible] dial with [illegible] sweep second hand [illegible] unbreakable crystal [illegible] with steel back [illegible] gold filled expansion bracelet [illegible] JEWEL shock resistant movement is GUARANTEED FOR LIFE*
7046C2175 . . . . . . Retail **$67.50**

BEAUTIFULLY GIFT BOXED

Copyright 1959 Clinton Watch Company

Retail prices include Federal Excise Tax. Prices subject to change without notice.

HERE ARE *America's Finest* TIMEPIECES OFFERED AT SPECIAL *"Silver Jubilee"* PRICES for the first time in a Quarter-of-a-Century!

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE
NEVER TO BREAK

CALENDAR
AUTOMATIC
79
JEWELS

MONOCLE PRINCE 79 JEWELS—SELF WINDING AUTOMATIC with CALENDAR showing Day and Date [illegible] ever, feature master watch makers can design! WATERPROOF* case of Yellow gold plate has steel back. Unique crystal has magnifying lens under which date appears. [illegible] figured dial. Sweep Second hand. Ultra thin gold filled expansion bracelet inlaid with leather. Always accurate CLINTON shock resistant movement GUARANTEED FOR LIFE*
7000C5250 Retail **$165.00**

WATERPROOF**
AUTOMATIC
21
JEWELS
25
JEWELS
AUTOMATIC
WATERPROOF**

25
JEWELS
AUTOMATIC-SELF-WINDING

BLACK BEAUTY is AUTOMATIC [illegible] with [illegible] 25 JEWEL [illegible] keeps perfect time [illegible] Square case [illegible] steel back. Black dial has raised gilt markers, sweep second hand [illegible] Gold filled expansion band accented with black. Best of all the shock resistant movement is GUARANTEED FOR LIFE*
7001C3995 Retail **$110.00**

**Guaranteed water[illegible] or water resistant as long as case, [illegible]

BEAUTIFULLY GIFT BOXED

[A] **SEA POWER** AUTOMATIC self winding and WATERPROOF** a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial. Steel Back. Gold filled band inset with fine brown leather. 17 Jewel shock resistant movement GUARANTEED FOR LIFE*
7002C2795 Retail **$82.50**

As above with Black Dial
7003C2795 Retail **$82.50**

[B] **PRINCESS.** An [illegible] YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection. Case has stainless steel back, high domed crystal. Encircles the wrist with up to the minute fashioned glamour. 21 JEWEL shock resistant movement GUARANTEED FOR LIFE*
7004C2598 Retail **$75.00**

As above, in WHITE
7005C2598 Retail **$75.00**

[C] **SUZANNE.** Lady's AUTOMATIC self winding WATERPROOF** watch. **The smallest Automatic watch in the World!** Daintily styled dust protected case is gleaming chrome top backed with stainless steel. Beautifully matched stainless steel leather inset expansion band. Radium detailed dial with sweep second hand. 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
7006C3850 Retail **$105.00**

As above yellow gold plate case with matching gold filled expansion bracelet
7007C3990 Retail **$110.00**

Retail prices include federal excise tax. Prices subject to change without notice.
Copyright 1959 Clinton Watch Company

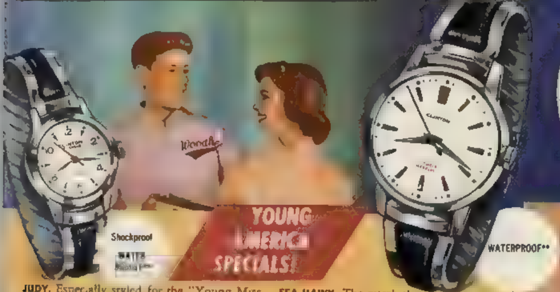
21
JEWELS
6 DIAMONDS
25
JEWELS

SIX SUPERB DIAMONDS blaze in a case of 10K White rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond cut expansion bracelet carries out the theme. Raised figure dial and crystal is domed for easy reading. 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
7008C3990 Retail **$110.00**

NANETTE. A 25 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE* in an artfully curved dust protected case in 10K Rolled gold plate with steel back create a fine jeweler's piece. Matching slim gold filled expansion bracelet. Raised crystal and modern dial. A watch that maintains its beauty through the years.
7009C2695 (White) **$75.00**
7010C2695 (Yellow) **$75.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches



JUDY. Especially styled for the "Young Miss America", this WATER RESISTANT** timepiece never fails when minutes count. Case in gleaming chrome top with steel back. Radium dial and hands. Sweep Second hand Matching stainless steel expansion band with insets. 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*.
7011C1999 ....Retail **$59.50**

SEA-HAWK. The watch that is a favorite with Military men everywhere The WATERPROOF** case in gleaming Chrome, backed with stainless steel for rugged wear Radium dial and hands, sweep second hand Unique expansion bracelet of stainless steel with insets. 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*
7012C1499 Retail **$52.50**

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE*
NEVER TO BREAK

SKIN DIVER WATERPROOF UNDER ALL CONDITIONS,** AUTOMATIC Self winding! 14K yellow gold top case is steel backed gold filled expansion band in new Florentine finish Dial has raised gilt markers and crystal, sweep second hand Superb 30 JEWEL movement, shock resistant GUARANTEED FOR LIFE*
7013C5750 ....Retail **$165.00**
As above, all stainless steel case and band
7014C4750........................Retail **$135.00**

GRANADA. Destined to be a favorite with fashion-conscious women. The tonneau shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible gilt figures under the domed crystal Slender, gold filled bracelet For years of perfect timekeeping, the 21 JEWEL movement . dust protected, shock resistant and GUARANTEED FOR LIFE*
7015C2255 (Yellow).. ..Retail **$65.00**
7016C2255 (White).... . Retail **$65.00**

*The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor

AUTOMATIC
WATERPROOF**

SEA BARON. The ultimate in an AUTOMATIC, self-winding WATERPROOF** watch. This fine faceted case has chrome top and steel back fully dust-protected The smart stainless steel expansion band with insets spells class. Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
7017C2695. .. . Retail **$75.00**
Same fine WATERPROOF* as above without automatic feature
7018C1860 Retail **$55.00**

WATERPROOF**

25
JEWELS
14K GOLD
21
JEWELS
2 DIAMONDS

SUPREME
ACCURACY

"DIPLOMAT" WATERPROOF** shock protected 17 Jewel movement in yellow goldplate case with steel back Black dial, with raised gold markers and radium dots Sweep Second hand. Gold filled expansion bracelet with insets plus the CLINTON movement, GUARANTEED FOR LIFE*
7019C2245. .....Retail **$65.00**
As above, Chrome top case and stainless steel band
7020C2075 Retail **$62 50**

INGRID. Designed in SOLID 14K yellow gold . . a regal timpiece 25 JEWEL movement . . shock resistant and GUARANTEED FOR LIFE* Dial with raised figures and dome crystal Gold filled expansion bracelet echoes the lovely case motif
7021C2890 . ...Retail **$85.00**
As above, Rolled gold plate case steel back
7022C2590 Retail **$75.00**

TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece. Faceted cushion shape case of 10K rolled gold plate, backed with stainless steel Easily legible gilt figures under the dome crystal Slender gold filled expansion band. The 21 JEWEL movement . . shock resistant and GUARANTEED FOR LIFE*
7023C2795 White) Retail **$79.50**
7024C2795 (Yellow) Ret. **$79.50**

TRANSPORTATION POCKET WATCH. America's long-time favorite is respected for its unvarying accuracy Makes a splendid gift for any time-conscious man of traditional tastes. A railroad-type watch, this heavy duty chrome timepiece has highly legible black numerals with minute numbers. Dust protected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
7025C1895 Retail **$59.50**

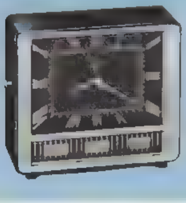
**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

Distinctive Accents for a Variety of Settings

DECORATOR CLOCKS

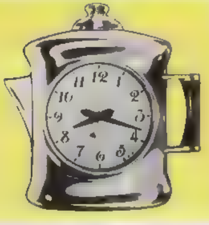
GAY CIRCUS WAGON CLOCK . . . a novel bit of whimsey for your recreation room, kitchen, or nursery Cleverly carved of Arabesque-Wood, decorated with hand-applied colors in shades of metallic gold and rosy pink. 20½" wide, 7" high. A quaint circus wagon in a parade of traditional circus animals conceals the electric movement AC.

82-5000 B897 Circus Clock. **$14.95**



ELECTRIC CALENDAR CLOCK . . . tells not only the time, but the date and day automatically Handsome ebony case of lustrous styrene Has shiny gold numerals, hands and frame for its sleekly styled face. A gift that wins raves from executive, newlywed, or experienced homemaker. A useful, good-looking accessory for your desk, mantel or TV

82-5018 B1195 6 3/16x7". AC **$19.95**



"PERKY" CLOCK . . . so realistic you can almost smell the coffee' Glass dome winks with fascinating "percolator" action. Has self-starting electric movement, an easily read 4" dial Designed to hang on the wall or stand on a shelf. A cheery decoration for your kitchen or breakfast nook. AC

82-5026 B627 Chrome . **$9.95**
82-5034 B627 Copper . **9.95**

E **GLOLITE TV LAMP-CLOCK** . . . glows in the dark Gives the extra light you need for watching TV without eye-strain, serves as a night-light, or makes a comforting bit of brightness for the children's bedroom. Colorama numerals automatically tell hour, minute, even seconds at a glance—whether the room is dark or lighted. Walnut-grained plastic case with glolite window is styled like a small TV set. 3½x5½x5" high. Self-starting electric movement AC.

22-8429 A657 TV Lamp-Clock **$10.95**

F **30-HOUR ALARM CLOCK** . . . set in a jewel-like case of clear plastic Its dramatic "Flame" styling ornaments your dressing table or the desk. Has raised gilt figures and hour indicators. luminous hands and dots. Dependable movement ticks away for as much as thirty hours with just one winding. 5⅜x3¼" Choice of 3 colors.

22-6274 A815 Rose **$12.95**
22-6282 A815 Blue **12.95**
22-6290 A815 Clear-white **12 95**

G **"FLORENCE" MINIATURE ALARM** . . . a petite charmer designed with the romantic elegance of by-gone days. Just 2½x3¾", but you can read the luminous dial with raised figures at a glance Has gleaming polished brass finish, lovely top and side panels of silvery white with dainty engraved designs 30-hour movement gives years and years of dependable service. Here's a gift with unlimited feminine appeal'

22-6209 A595 Alarm Clock . **$9.95**

H **THE GOLDEN HOUR** . . . an electric clock that's the breath-taking zenith of Jefferson's designing genius! Dramatic golden circle has hands that seem to "float" in clear crystal with no apparent source of movement. Rich, satin-finished 24K gold-plated dial and base. Makes a gift of true distinction . . . adds elegance to desk, table or TV, any home or office it enters' 110-125 volts, 60 cycle, AC. Overall size. 8⅞" high, 7 1/16" diameter

22-8197 A1695 Golden Hour . **$24 95**

K **BRASS FRAMED ELECTRIC ALARM.** Two lovely hinged frames of solid brass—one holds your most cherished photo, the other outlines a smartly designed clock A sentimental memento for your desk . . . a perfect bedside combination Has self-starting movement. And you'll rise and shine to the insistent alarm. 8" high, accommodates 5x7" photograph. Add your own picture to make it a gift expressive of love and good wishes!

22-6217 A1595 Clock. AC. **$25.00**

L **BANJO CLOCK** . . . looks like a legacy from great-grandfather with its convincing antique air' This classic replica has a hand rubbed mahogany case with finely detailed solid brass trim. Glass covered picture of Mt. Vernon at bottom, American eagle at top. Accurate key-wind movement needs attention only once in 8 days. 21¼" high.

82-5380 B1998 Banjo Clock **$29.95**

M **STARFLYTE ELECTRIC WALL CLOCK** . . . a sophisticated 8-point star that can be permanently flush mounted on the wall—a smart accent in any modern setting White clock has silver flecks, chrome hands and time ring Black clock has gold flecks, polished brass hands and ring 12" diam. AC

22-7769 A627 White Clock . . **$9.95**
22-7777 A627 Black Clock. **9.95**

N **BRASS CARRIAGE CLOCK** . . . a carefully detailed reproduction of an antique French Carriage Clock Has a lovely brass case, beveled glass sides to show off the highly polished 7-jewel movement. Runs 8 days without rewinding 3⅛x4⅜" high

22-7850 A1795 8-day Clock . **$29.95**

P **JEFFERSON "500" DESK CLOCK** . . . adventurous in design, patterned after a ship's compass—a man's clock for desk or den. Ultra modern case has polished chrome plate finish, satin finish brass hands and red second hand against a black background Glass lens has gold etched numerals and accent lines. Base of high impact plastic holds "reel" to store unused cord Synchronous electric motor 5⅛" high, 4¾" diameter. AC.

22-8205 A1295 Desk Clock **$19.95**

R **JEFFERSON TRANSISTOR CLOCK** . . . an electric clock, completely free of outlets or cords' Nothing mars the beauty of the "Intermezzo" . . . you can place it anywhere to achieve maximum effectiveness. Operates on tiny, long-lived transistor batteries. The handsome cameo dial is framed in a sculptured case of 24K gold plate. Here's a distinctive conversation piece that adds enchantment to coffee table, desk or mantel.

22-8221 A1995 5" high, 4¾" diam **$29 95**

S **30-HOUR BOUDOIR ALARM** . . . by Phinney-Walker Framed with a dazzling circle of rhinestones of rose, crystal or ice blue hue A dainty 2⅜x2⅜". Has gilt case, figures; luminous hands and dots. Comes in a black faille envelope case.

22-8643 A650 Blue **$9.95**
22-8718 A650 Rose **9.95**
22-8726 A650 Crystal **9.95**

T **TV CLOCK** . . . has a softly lighted dial that lets you read the time even when the room is totally dark. The ideal TV or bedside clock, its intriguing star design is fired on the plate glass dial. Metal base is finished in gleaming gold tones. Self-starting electric movement; switch to control light. Overall size 4½x8½x9" high. AC.

22-7900 A1017 TV Clock . . . **$16.95**

V **SPARTUS TYROLEAN CLOCK.** Traditional folk art gaily decks this self-starting electric wall clock. Quaint and pretty . . . it's a perfect accent for any Provincial or Early American decor. 10" diam Black or white with cheery colored decorations. AC.

22-6225 A398 White Clock **$5.95**
22-6233 A398 Black Clock. **5.95**

E

F

G

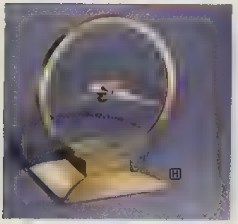
L

Ornamental and Useful

P

R

S



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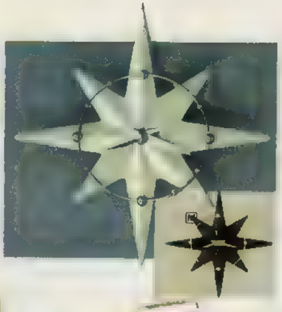

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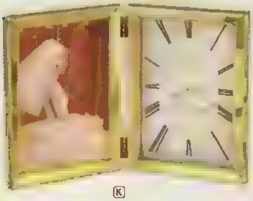


K

N

V

GENERAL ELECTRIC

LUX

SESSIONS

SUNBEAM

Alarm and Wall Clocks . . . decorative, dependable

They reward you with years of faithful time-keeping—make ever welcome gifts

E **ROOM-MATE ALARM** . . trim little bedside companion you can trust completely to wake you gently, with a sweet, soothing ring. Low priced, but built by GE Telechron for years of reliable service. Smart ivory-colored plastic case, large numerals on easy-to-read dial. Electric movement. 3¼x3½x2¾" AC

22-8817 A450 Luminous dial . **$5.98**
22-8825 A385 Regular dial . **4.98**

F **LUX CHILTON ALARM.** Bright and beautiful by day with lustrous ivory finished case, gleaming white dial, gilt hands and easy-to-read numerals. Set it and dream in peace—the clear sounding alarm is sure to wake you. Spring wound. Size 5⅛x4½"

22-8544 A249 Plain dial . **$3.85**
22-8551 A329 Luminous hands and numerals on rich brown dial .. **$4.95**

G **ROYAL "SNOOZE" ALARM** . regal modern design by GE Telechron. Beautiful beige case, charcoal dial . . . and bonus sleep feature that gives you those extra forty winks. Wakes you, then calls you, again and again. Wide vision crystal, luminous hands and numerals. Brass sweep second hand, snooze button with brass insert. 3¾x6⅛x2¾" AC

22-7207 A795 Electric Clock . . . **$10.95**

H **MODERN NEW LORELEI** . excitingly new in shape and design, but with a wonderful talent for waking you when the alarm goes off. Distinctive oval plastic case adds a nice decorative note to a room; dial with red alarm hand is ever so easy to read. Self-starting electric movement. 6⅞" wide. AC.

22-5755 A528 Blue, luminous **$7 95**
22-5763 A461 Ivory, non-luminous **6.95**

K **"SYNCOPATION" MUSICAL ALARM** . cleverest new idea in clocks. It wakes you pleasantly to the gay notes of a music-box tune. Looks as appealing as it sounds, with graceful fluted case in antique white. Luminous dial, surrounded with scroll design, has white hands and numerals. Alarm plays 45 minutes unless shut off. 4⅞x7¼" AC

22-7215 A1195 Electric Clock . **$16 95**

L **SUNBEAM ILLUMINATED ALARM.** A bright new concept in clock styling and design. The dial glows with an electric fluorescence controlled by the knob on top of the clock. (This is also a handy alarm shutoff) Dial glows from a "whisper of soft radiance" to night light brightness. Beige and white molded case. 6⅛x2⅜x4⅜" AC

22-7009 A895 Illuminated Alarm **$11.95**

NEW KITCHEN WALL CLOCK . by Sunbeam, famous for time-keeping accuracy. So pretty on the wall . . . fine molded plastic case comes in such cheery kitchen colors. Convex shape makes it easy to read. Electric movement. 6½" diameter, 2⅛" deep. AC

22-7017 A375 Yellow **$4.98**
22-7025 A375 Turquoise. **4.98**
22-7033 A375 White **4.98**

CHROME OR COPPER CLOCKS by Sessions . gleaming electric beauties for your kitchen wall. Chrome clock has smart new charcoal gray numerals, easy to read. Solid copper clock resists tarnish. Both have Cordklamp to conceal excess cord, and sweep second hands for accurate timing. 7½" diam. AC

22-5649 A461 Chrome "Elegance" **$6 95**
22-5508 A528 Copper "Coppersmith" **7 95**

PENNSYLVANIA DUTCH WALL CLOCK by General Electric. Designed with much imagination and lots of light-hearted charm. The metal case is available in white or black with contrasting Pennsylvania Dutch figures. White dial, black hands and numerals. Bezel and second hand are brass. Electric AC

22-7082 A725 Black case, 10" diam **$9.98**
22-7090 A725 White case 10" diam **9.98**

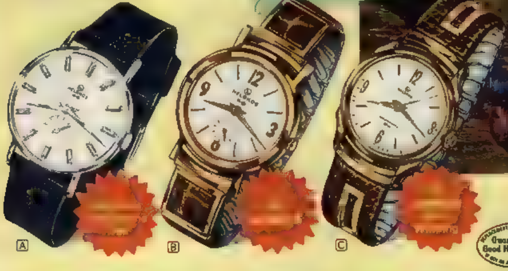
HELBROS

Award-winning watches . . . world renowned for supreme accuracy and unexcelled beauty . . . backed by an unconditional 3-year guarantee! Master-crafted, precision-engineered timepieces . . . in distinguished dress or sport styles for men . . . fabulously arrayed in sparkling diamonds for women. Gifts of a lifetime!

This guarantee does not apply to watch bands or straps; it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

Now! UNCONDITIONALLY GUARANTEED for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.



Guaranteed by Good Housekeeping

Precision Lifetime Jewel Movements!
Electronically timed . . . accurate!
Expertly executed by skilled craftsmen!
Prized possessions in lovely gift boxes!

PRESTIGE WATCHES OF GUARANTEED ACCURACY

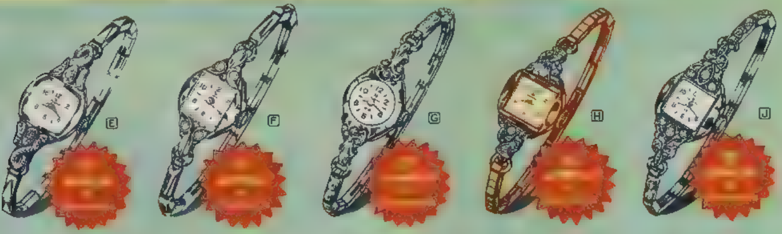
[A] **COSMIC.** Magnificent beauty, fabulously designed for dress wear! Tasteful elegance is the keynote of the modern dial set with slim rhinestone hour markers. Gleaming chrome top case, with stainless steel back, contrasts dramatically with the sleek black suede strap. 7 Lifetime Jewels
14P0435H1725 Retail **$37.50**

[B] **KENNEDY.** A watch he'll wear with pride! Combines top flight accuracy with sleek jet design perfect for dress or sport wear! Gleaming yellow top case with stainless steel back matching combination leather inlaid link and expansion bracelet. Skip-figure dial. 17 Lifetime Jewels!
14P0434H2095 Retail **$45.00**

[C] **ALGIERS.** Continental charm is captured in this self-winding 17 Lifetime Jewel masterpiece. Waterproof*, shock protected, anti-magnetic. Slim 10K yellow RGP case, stainless steel back combination leather inlaid expansion bracelet. Luminous hands, dial, sweep second
14P0433H3925 Retail **$87.50**

[D] **PALADIN.** Self-winding! 30 Lifetime Jewels! Waterproof* shock protected, anti-magnetic. Handsome chrome top, stainless steel back case, combination leather expansion bracelet. Luminous hands, dial
14P0431H4055 Retail **$87.50**

PALADIN "B." Same, with black dial.
14P0432H4055 Retail **$87 50**



[E] **IMPERIA "W."** Majestic beauty crowned with 2 brilliant diamonds! Lovely 10K white rolled gold plate case stainless steel back slim matching expansion bracelet. 17 Lifetime Jewel movement
14P0436H3075 **$65.00**

IMPERIA As above in 10K yellow RGP case steel back.
14P0437H3075 **$65.00**

[F] **MARQUISE "W."** Captivating creation crowned with 4 sparkling diamonds exquisitely set in a 10K white rolled gold plate case with stainless steel back. Matching expansion bracelet. 17 jewels.
14P0438H3565 **$79.50**

MARQUISE As above in 10K yellow RGP case steel back
14P0439H3565 **$79.50**

[G] **LIZABETH "W."** Luxury for her wrist. Dainty 10K white rolled gold plate case stainless steel back illuminated with 6 flashing diamonds. Matching expansion bracelet. 17 Lifetime Jewel movement
14P0440H4095 **$92.50**

LIZABETH. As above in 10K yellow RGP case steel back
14P0441H4095 **$92.50**

[H] **RIVOLI.** Regal splendor! 25 Lifetime Jewel accuracy! Classic 10K yellow rolled gold plate case stainless steel back ablaze with 2 fiery diamonds! Matching expansion bracelet. Chic skip-figure dial
14P0442H3845 **$85.00**

RIVOLI "W." As above in 10K white RGP case steel back
14P0443H3845. **$85.00**

[J] **MINK "W."** Beauty! plus 25 Lifetime Jewel accuracy! Fabulously fashioned, with 6 shimmering diamonds starred on a smart 10K white RGP case, stainless steel back. Matching expansion band
14P0444H4615 **$100.00**

MINK. As above in 10K yellow RGP case steel back
14P0445H4615 **$100.00**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

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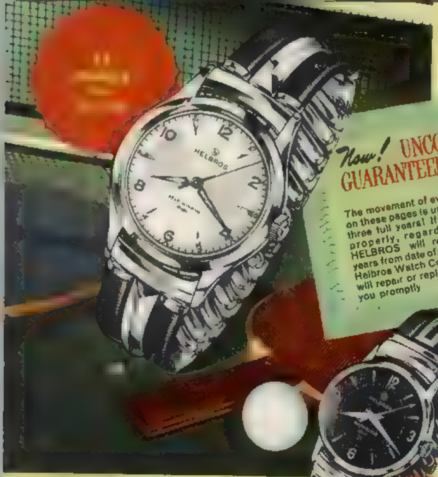

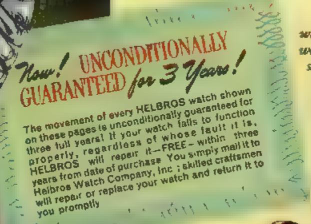

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

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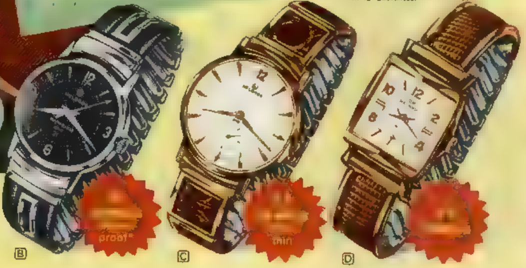
Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jewel Movements, Guaranteed Unbreakable Mainsprings! Gift boxed!

This guarantee does not apply to watch bands or straps, it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.



Masterpieces of precision and beauty! Expertly engineered for lifetime accuracy Nationally advertised on TV and radio, in Life and Good Housekeeping.

Guaranteed by Good Housekeeping

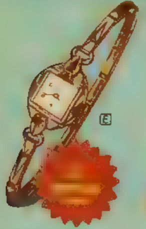
AWARD-WINNING WATCHES FOR MEN

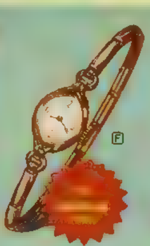
A **LE SABRE "W."** Self winding! 17 Lifetime Jewels! Waterproof*, anti magnetic, shock protected Sparkling chrome top case, stainless steel back Combination leather expansion bracelet Luminous hands and dial
14P0415H2855 Retail **$62.50**
LE SABRE. Yellow top case, steel back
14P0416H3145 Retail **$69.75**

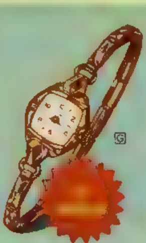
B **DILLON "B."** Rugged beauty! 21 jewels! Waterproof*, shock protected, anti-magnetic. Gleaming chrome top, stainless steel back case matching leather inlaid expansion bracelet Luminous black dial sweep second
14P0417H3075 Retail **$65.00**
DILLON. As above, with white dial
14P0418H3075 Retail **$65.00**

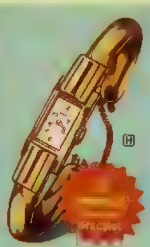
C **PARK AVENUE** Honored timepiece for the man who demands the finest! Superbly styled wafer thin 10K yellow rolled gold plate case, has stainless steel back sleek matching leather inlaid link and expansion bracelet Modern numeral and marker dial. 17 Lifetime Jewels.
14P0419H3075 Retail **$65.00**

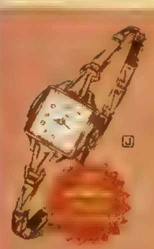
D **FRANKLIN.** Modern masculine design . . . perfect for dress or business wear! Impeccably crafted 10K yellow rolled gold plate case, with stainless steel back attractively accented with a matching leather inlaid expansion bracelet Skip figure dial small second hand 17 Lifetime Jewels
14P0420H2375 Retail **$52.50**











E **MARIETTE.** Fashionably petite Charmingly conceived 10K yellow rolled gold plate case stainless steel back combined with a lovely matching expansion bracelet. 17 Lifetime Jewels!
14P0421H2855 **$62 50**
MARIETTE "W." In 10K white RGP case, steel back
14P0422H2855 **$62.50**

F **SABLE.** Stunning simplicity Sleek oval shaped 10K yellow rolled gold plate case with stainless steel back slim matching expansion bracelet Modern marker dial 17 Lifetime Jewels
14P0423H3000 **$65.00**
SABLE "W." In 10K white RGP case steel back.
14P0424H3000 **$65.00**

G **JOSETTE.** Dainty 10K yellow rolled gold plate case has stainless steel back combined with an adorable matching expansion bracelet Chic numeral and marker dial. 17 Lifetime Jewels
14P0425H2395 **$52.50**
JOSETTE "W." In 10K white RGP case, steel back
14P0426H2395 **$52.50**

H **HOLIDAY.** Glamorous costume watch caresses her wrist with beauty Dramatically simple yellow top stainless steel back matching bangle bracelet Safety chain 17 Lifetime Jewels.
14P0427H3075 **$65.00**
HOLIDAY "W." In white top case steel back
14P0428H3075 **$65.00**

J **CURIE.** Charming nurse's dress watch, with convenient sweep second hand 10K yellow rolled gold plate case, stainless steel back Trim matching expansion bracelet. Accurate 17 jewel movement
14P0429H2655 **$59.75**
CURIE "W." In 10K white RGP case steel back
14P0430H2655 **$59.75**

**Waterproof provided crystal and crown intact, case unopened*
RGP is an abbreviation for rolled gold plate.

HELBROS

WORLD FAMOUS NAME IN WATCHES

First with men and women who demand the finest in beauty and accuracy!

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

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HELB
49
JEWELS

A

Winding
proof*
proof*
Styling

B

C

D

E

A FORTY-NINER. Award winner for aristocratic beauty and lifetime accuracy! Prized, precision 49 jewel movement! Automatic—winds itself with your every wrist motion! Calendar window automatically shows you the day of the month! Waterproof*, shock-protected, anti-magnetic! Fabulously fashioned 10K yellow rolled gold plate case, with stainless steel back. Smart combination leather expansion bracelet. Luminous hands and dial, sweep second hand.
14P0401H5795 Retail **$137.50**

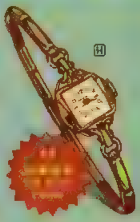
FORTY-NINER "W." Same as above, chrome top case; stainless steel back.
14P0402H5075 Retail **$125.00**

B JAGUAR. Self-winding! 30 jewels! Waterproof*, shock-protected anti-magnetic. 10K yellow RGP case, stainless steel back. Matching combination leather expansion bracelet.
14P0403H4615 **$110.00**

JAGUAR "B." Same, black dial.
14P0404H4615 . . **$110.00**

F

G



H

F MINUET. Serenade of sophisticated beauty! Delightfully designed 10K yellow rolled gold plate case, with stainless steel back, lovely matching expansion bracelet. 25 Lifetime Jewel movement.
14P0409H3215 **$69.75**

MINUET "W." As above, in 10K white RGP case, steel back.
14P0410H3215 **$69.75**

G SCEPTRE. Stunning display of feminine elegance. Dainty lines of the precious 14K yellow gold case flow artistically into the slim matching expansion bracelet. 17 Lifetime Jewel movement.
14P0411H3145 **$69.75**

SCEPTRE "W." Same as above but in 14K white gold.
14P0412H3145 **$69.75**

H EXOTIC. Exciting creation for the lady fair composed in elegant 14K yellow gold, with matching expansion bracelet. Chic numeral and marker dial. Accurate 17 Lifetime Jewel movement.
14P0413H3495 **$79.50**

EXOTIC "W." Same as above, but in 14K white gold.
14P0414H3495 **$79.50**

Guaranteed by Good Housekeeping

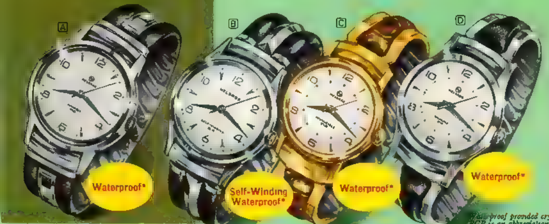
C NIAGARA. Distinguished timepiece for dress or sport wear! 21 Lifetime Jewel movement. Waterproof*, shock protected, anti-magnetic. Handsome 10K yellow rolled gold plate case, stainless steel back. Matching combination leather expansion bracelet. Luminous hands, dial, sweep second hand.
14P0405H3555 . . . . Retail **$79.50**

D FERRARI "W." Masculine elegance! Ultra-thin, superbly styled, sparkling chrome top case has stainless steel back. Clever combination leather-link expansion bracelet. 17 Lifetime Jewel movement. Waterproof*, anti-magnetic, shock protected. Luminous hands and dial, sweep second hand.
14P0406H2515 Retail **$55.00**

FERRARI As above, but with yellow top case, steel back.
14P0407H2795 Retail **$62.50**

E DOMINO. Continental design dependable accuracy! 17 jewel movement. Smartly styled, gleaming yellow top case, with stainless steel back perfect for dress and business wear! Sleek matching expansion bracelet with leather inserts. Ultra modern dial, concealed winding crown.
14P0408H2725 Retail **$59.75**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.



C **HARDY.** Priced to please! Equally smart for dress or sport wear. Waterproof* 7 Lifetime jewels you can count on for accuracy. Yellow top; stainless back . . . leather decorated expansion band.
10-6823 V 1595 $35.00

D **HARDY "W."** A winner for dress or leisure wear. Waterproof*! Shock-protected too! Modern chrome top case complements a leather inlaid expansion band. Stainless steel back. 7 Lifetime jewels.
10-6815 V 1395 $31.50

**Waterproof provided crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate.*

A **CAPTAIN "W."** Waterproof*, shock-resistant 17 Lifetime jewel movement for hardy service Chrome case has stainless steel back . . . matching leather-inlaid expansion bracelet.
10-6773 V 1895 Retail **$42.50**

CAPTAIN. Same as above, yellow top case; stainless steel back.
10-6781 V 2195 Retail **$47.50**

B **SATURN "W."** Self-winding and waterproof*! Priced right for any pocket! Leather-expansion band matches chrome top, stainless steel back case. Dependable 7 Lifetime jewel movement.
10-6799 V 1945 Retail **$42.50**

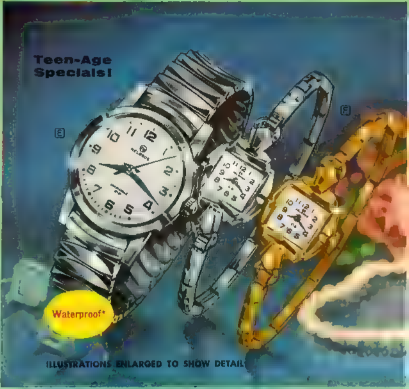
SATURN. Same as above, with yellow top; stainless steel back.
10-6807 V 2225 Retail **$49.75**

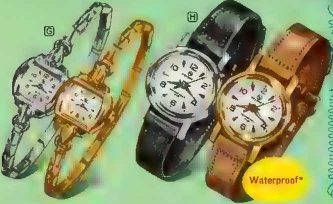
HELBROS

Price-perfect, yet distinguished in design and performance! Precision Lifetime Jewel Movements . . . guaranteed unbreakable mainsprings. Styles for the whole family. Nationally advertised in Life, Look, the Saturday Evening Post, Good Housekeeping, on TV and Radio.

E **SALUTE.** A manly watch for the young lad about town or school. Rugged! Waterproof*! Shock-protected, anti-magnetic. Chrome case has matching expansion band; stainless steel back. Distinct full numeral dial. Well suited in price and styling to a youngster. 7 Lifetime jewels.
10-6831 V 1325 Retail **$29.75**

F **MERRY.** Low priced fashion, designed to thrill Miss Teen. Glamorous 10K yellow RGP case with matching expansion band. Stainless steel back. Full numeral dial. 7 Lifetime jewels.
10-6849 V 1495 Retail **$33.75**
MERRY "W." Same as above, 10K white RGP case; steel back.
10-6856 V 1495 Retail **$33.75**





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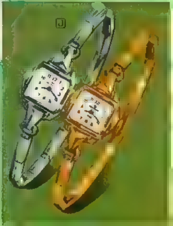


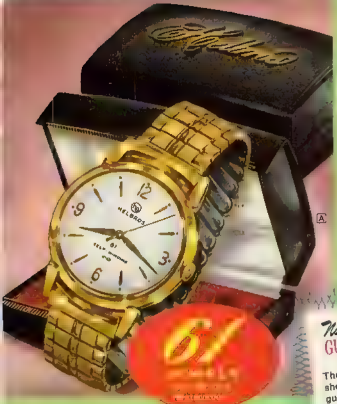
Costs So Little to Give Her a Watch She'll Cherish

G **NINA.** Costs so little, looks so expensive! Slender expansion bracelet matches the lovely faceted case of 10K yellow rolled gold plate. Stainless steel back. 7 Lifetime jewels.
10-6864 V 1545 . . Retail **$33.75**
NINA "W." As above, 10K white RGP
10-6872 V 1545 . . . . Retail **$33.75**

H **SEA SHELL "W."** For the active woman! Waterproof*! Shock and dust protected, anti magnetic. Chrome top, stainless steel back neatly tailored strap. 7 Lifetime jewels.
10-6880 V 1635. . . . . Retail **$35.00**
SEA SHELL. Yellow top, steel back
10-6898 V 1795. . . . . . Retail **$39.75**

J **CELIA.** Artistry in simplicity! Easy-to-read full numeral dial. Distinctive 10K yellow RGP case, stainless steel back . . . matching expansion bracelet. Accurate 17 Lifetime jewel movement.
10-6906 V 2235 . . . . Retail **$49.75**
CELIA "W." As above, 10K white RGP.
10-6914 V 2235. . . . . . Retail **$49.75**

Retail prices include Federal Excise Tax; dealer prices do not.
Shpg. wt. about ½ lb.



HELBROS

Helbros—known all over the world for unexcelled accuracy and superb design in watch-making. Each Helbros watch is an outstanding expression of time keeping. Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jeweled Movements! Guaranteed unbreakable mainsprings! Nationally advertised in Life, Look, the Saturday Evening Post, Good Housekeeping, on TV and Radio. All beautifully gift boxed.

ADVERTISED IN LIFE | The Saturday Evening POST | LOOK | Guaranteed by Good Housekeeping

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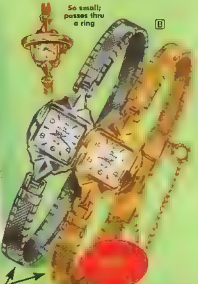
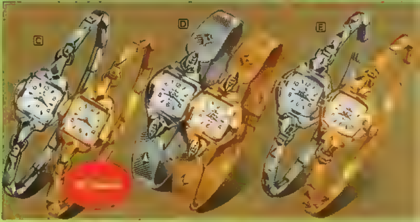
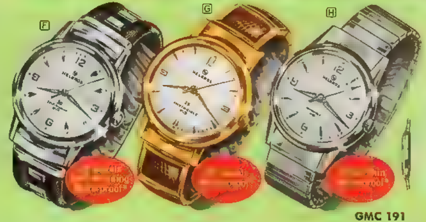

So small; passes thru a ring
B

ILLUSTRATIONS ENLARGED TO SHOW DETAIL





[A] SUPREME. 61 jewels for unexcelled accuracy! Self-winding, waterproof*, shock-protected. 10K yellow rolled gold plate case with the look of leadership. Stainless steel back . . Luxurious expansion bracelet.
10-6237 V 5795 ....Retail **$125.00**

[B] GEM. Petite elegance! Dainty faceted 10K yellow rolled gold plate case, with stainless steel back. Matching mesh band completes the pretty picture. 17 jewels.
10-6260 V 3075. .... .Retail **$67.50**

GEM "W." Same as above, in 10K white RGP.
10-6278 V 3075. ....Retail **$67.50**

[C] LIDO. 25-jewel masterpiece in a glamorous 10K yellow RGP case. Fashionable time for a lifetime. Stainless steel back; matching expansion bracelet.
10-6286 V 3075. ....Retail **$67.50**

LIDO "W." Same as above, in 10K white RGP.
10-6294 V 3075. .... Retail **$67.50**

[D] LOLA. Radiant charmer! Dramatically designed 10K yellow rolled gold plate case and glamorous mesh bracelet. Stainless steel back. 17 Lifetime jewel movement.
10-6302 V 3225. .... Retail **$71.50**

LOLA "W." Same as above, in 10K white RGP.
10-6310 V 3225.. ....Retail **$71.50**

[E] JUNE. Enchanting as a bride! Gracefully faceted 10K yellow rolled gold plate case with stainless steel back and matching expansion band. 17 Lifetime jewels.
10-6328 V 2375. .... Retail **$52.50**

JUNE "W." Same as above, in 10K white RGP
10-6336 V 2375............. .... Retail **$52.50**

[F] TEMPO. 30 precision jewels for split-second accuracy! Automatic self-winding! Ruggedly waterproof*! Chrome top; stainless steel back. Combination leather expansion bracelet.
10-6344 V 4055. .... Retail **$89.50**

TEMPO "B." Same as above, with modern black dial.
10-6351 V 4055. ....Retail **$89.50**

[G] MARINE. Nautical, he-man styling! Superbly accurate 25-jewel movement; waterproof* and shock-resistant. Bold 10K yellow RGP case has stainless steel back . . . distinctive leather-link expansion band.
10-6369 V 3715........... .... .Retail **$82.50**

[H] DESERT "W." Ultra-thin waterproof* watch for the man who appreciates the finest. Chrome top, stainless steel back. Matching expansion band. 17 Lifetime jewels.
10-6377 V 2375. .... Retail **$52.50**

DESERT. Same as above, yellow top, steel back.
10-6385 V 2655... ....Retail **$59.75**

Retail prices include Federal Excise Tax; dealer prices do not.

**Waterproof provided crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate.*

Shpg. wt. about ½ lb.

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for men and women who demand the finest!

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Ⓐ **ALAMO "W."** Self-winding aristocrat of time. Waterproof*, shock-absorbing. Chrome case with stainless steel back and leather expansion band complete the look of elegance. 17 Lifetime jewel movement
10-6393 V 2875 $65.00
ALAMO. As above, yellow top, stainless steel back
10-6401 V 3145 $69.75

A
Self-Winding Waterproof*

B
C
D
E
2 Diamonds
25 Jewels 2 Diamonds
25 Jewels 4 Diamonds
25 Jewels 6 Diamonds

SHOWN AT FAR RIGHT:

Ⓓ **ELECTRA.** 4 shimmering diamonds! 25 Lifetime jewel accuracy! Certain to captivate her. Petite 10K yellow RGP case stainless steel back matching expansion bracelet
10-6450 V 4350 $95.00
ELECTRA "W." As above, in 10K white RGP
10-6468 V 4350 $95.00

Ⓔ **TIARA.** Starred with 6 glorious diamonds! Precision-perfect 25-jewel movement! Fabulously fashioned 10K yellow RGP case, stainless steel back . . expansion bracelet.
10-6476 V 4775. $110.00
TIARA "W." As above, in 10K white RGP.
10-6484 V 4775 . $110.00

Ⓑ **FLAME.** Afire with the sparkle of 2 brilliant diamonds. Expansion bracelet matches the dainty 10K yellow RGP case. Stainless steel back. 17-jewel movement.
10-6419 V 3075 . $67.50
FLAME "W." As above in 10K white RGP case.
10-6427 V 3075 . $67.50

Ⓒ **HALO.** 25 jewel movement. 2 starry diamonds blaze in the enchanting 10K yellow RGP case Stainless steel back Matching mesh band adds sophisticated simplicity
10-6435 V 3950 $87.50
HALO "W." As above in 10K white RGP.
10-6443 V 3950 $87.50

Guaranteed by Good Housekeeping

LOOK

Ultra thin
F
G
H
Waterproof*

Ⓕ **CUTTER "B."** Ultra thin 25 Lifetime jewel movement Waterproof* shock-resistant! Masculine chrome case, stainless steel back black dial Matching expansion band
10-6492 V 3225 . Retail $71.50
CUTTER. As above, white dial
10-6500 V 3225 Retail $71.50

Ⓖ **LEEDS.** Distinguished Ultra thin dress watch. Classic square case in gleaming 10K yellow rolled gold plate; sleek expansion band. Stainless steel back. 17 Lifetime jewel movement for split-second accuracy.
10-6518 V 2515 $55.00

Ⓗ **DATER.** It's a calendar, too. Dial window shows date at a glance. Waterproof*, shock-resistant, 17 Lifetime jewels. Chrome top. stainless steel back; leather-inlaid expansion bracelet.
10-6526 V 2235 $49.75

Ⓙ **LIMOGE.** Circles her wrist with glamour Delicately detailed bracelet and watch in one! Utterly feminine yellow case creates a symphony of style with its matching bangle bracelet. Stainless steel back. Precise 17 Lifetime jewel movement
10-6534 V 3075 . ...Retail $67.50
LIMOGE "W." As above, in white
10-6542 V 3075 Retail $67.50

**Waterproof provided crystal and crown are intact, case unopened*
RGP is an abbreviation for rolled gold plate

Retail prices include Federal Excise Tax; dealer prices do not.
Shpg. wt. about ½ lb.

Internationally Famous Firearms

SPECIAL NOTICE! THIS IS IMPORTANT. In states where there is a permit required to buy or sell firearms, this permit must be submitted to us with your order. At the present writing, the following states require such a permit: Massachusetts, New Jersey, Rhode Island, Michigan, New York, New Hampshire, Texas, Hawaii, Missouri, North Carolina, South Carolina. If you live in any of these localities it is necessary for you to have a permit from the proper authorities, or your Federal License Number, before we can make shipment of any firearms.

(A) HI-STANDARD DURA-MATIC

10 shot—.22 long rifle autoloader. Target accuracy all-round use. Positive cross-bolt safety. Slide lock. Choice of 6½" or 4½" interchangeable barrels. Sure-fire magazine with push-button release Square-notched rear sight. Scored, non-slip trigger. Diamond checkered grips. Factory warranty

40B0413H3208	4 :" barrel Ship. Wt. 4 lbs.	$39.50
40B0414H3208	6½" barrel Ship. Wt 4 lbs.	39 50

(B) HI-STANDARD SPORT-KING

10 shot—.22 long rifle autoloader. Solid steel throughout for the shooter who demands its extra weight and greater steadiness in holding. NEW match-grade firing mechanism. NEW wide-contour serrated trigger. NEW positive "jam-free" ejection. NEW hand-filling grip for left- or right-hand shooters. NEW compact design ideal for holster use. NEW chrome-vanadium-steel firing pin NEW double-action safety. NEW concealed magazine catch. NEW one-piece quick-take-down barrel. Choice of 6¾" or 4½" interchangeable barrels.

40B0402H3777	4½" barrel	Ship. Wt. 3 lbs	$46.50
40B0401H3777	6¾" barrel	Ship. Wt. 3 lbs.	46.50
40B0407H4377	Both size barrels	Ship. Wt. 4 lbs.	54.50

(C) HI-STANDARD SUPERMATIC CITATION

10 shot—.22 long rifle autoloader. A possession of pride worthy of the skill of the world's greatest champions This is the ultimate of the gun makers art. Superb hand-finishing inside and out for unexcelled beauty and precision performance. Choice of 6¾", 8", 10" interchangeable barrels. Custom-adjustable trigger pull. Anti-backlash trigger screw adjustment Double action safety. Rebounding firing pin. One-piece takedown barrel Sure-fire magazine with concealed release. Non-recoil wide rear sight with indexed positive click adjustments. Ramp front sight. Diamond-checked laminated grips.

40B0408H6904	6¾" BBL.	Ship Wt. 6 lbs.	$85.00
40B0409H6904	8" BBL.	Ship. Wt. 6 lbs	85.00
40B0410H6904	10" BBL.	Ship. Wt. 6 lbs.	85.00

(D) WINFIELD LE DEFENDEUR

Made in France . . . .25 cal. Automatic Pistol

Featherlite. Wonderful for home, business or personal protection Nestles snugly in palm of hand . . . fits neatly into pocket or purse. "Triple-safe" features make this the safest pistol available anywhere. 6 shot capacity. Push button clip release. All milled parts from tool steel. Fixed "Micro Line" non-projecting sights. Handsome checkered "non-slick" plastic grips. Lustrous deep blue finish. 2" barrel 4½" overall Weighs 12¾ oz.

40B0703H2307	Ship. Wt. 2 lbs.	$32 95

(E) WINFIELD LE CAVALIER

Made in France . . . Automatic Pistol

"Triple-safe" pistol provides maximum power with minimum size and weight. Designed for home, business or personal protection. Magazine capacity: .32 cal. 7 rounds; .380 cal. 6 rounds. All milled parts from tool steel. Fixed "Micro-Line" precision sights. Handsome checkered "non-slick" plastic grips. Lustrous deep blue finish. 3¼" barrel; overall 6"; weight 23 oz.

40B0701H2625	.32 cal. Ship. Wt. 3 lbs.	$37.50
40B0702H2713	.380 cal. Ship. Wt. 3 lbs.	38.75

(F) WINFIELD LE CHASSEUR

Made in France . . . .22 cal. Automatic Pistol

For match shooting . . . hunting . . . "plinking fun" Unquestionably America's finest pistol value. All milled parts from tool steel. Adjustable "micro-set" front and rear sights. Hand contoured Match Grips. Made of durable gun stock plastic. Extra safe. Magazine, hand safeties. Cannot fire when magazine is removed. Outside hammer. Crisp, light trigger pull. Automatic or single action. Lustrous deep-blue, no-glare finish. 3-second takedown. Specifications 9-shot clip magazine, plus 1 round in chamber. Barrel length, 4½"; overall, 7½", Wt. 28 oz. Shoots regular or high speed ammo

40B0704H2643	Ship. Wt. 3 lbs.	$37.75

(G) BERETTA BANTAM

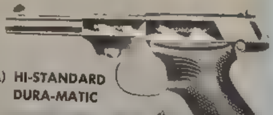
Made in Italy . . . .25 cal. Automatic Pistol

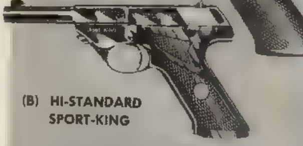
Overall length 4½", light compact, weighs only 10 ounces, handy Capacity 9 shots .25 automatic (any brand of ammunition) Lightning 5 second takedown. Indicator pin shows readiness for fire Precision constructed—finest ordnance blue steel. Mother-of-Pearl handles.

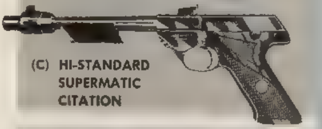
40B0301H2495	Ship. Wt. 2 lbs.	$32.00

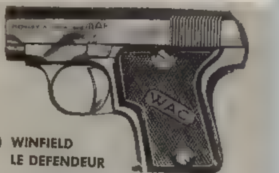
NO C.O.D. ORDERS ACCEPTED ON FIREARMS

NOTE: FIREARMS DEALERS: Show Federal license number on orders for parcel post shipments.

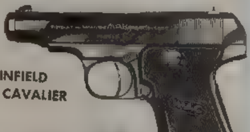

(A) HI-STANDARD DURA-MATIC

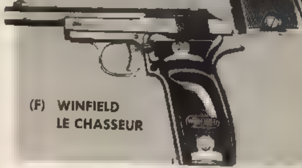

(B) HI-STANDARD SPORT-KING

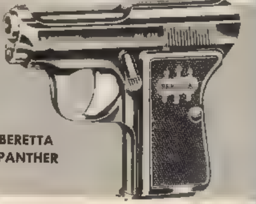

(C) HI-STANDARD SUPERMATIC CITATION



(D) WINFIELD LE DEFENDEUR


(E) WINFIELD LE CAVALIER


(F) WINFIELD LE CHASSEUR

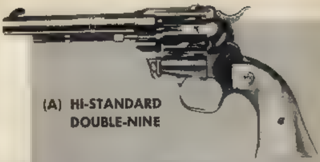

(G) BERETTA PANTHER

Internationally Famous Firearms

(A) HI-STANDARD DOUBLE-NINE

Fastest firing-ejecting-reloading of any Western-type revolver. Fires 9 shots both double and single action. Single-stroke multiple ejection-rebounding hammer with automatic safety block Select steel barrel. 9-shot swing-out cylinder Handles all .22's—shorts, longs, long rifles—hi-speed and regular Clean trigger pull. Movable square notched rear sight. 5½" barrel. Full factory warranty

40B0411H3574	Blue Barrel Ship. Wt. 4 lbs	$44.00
40B0412H4057	Nickel Barrel Ship. Wt. 4 lbs	49.95


(A) HI-STANDARD DOUBLE-NINE

(B) HI-STANDARD SENTINEL 9 SHOT REVOLVER

9-shot .22 short, long or long rifle—hi-speed or regular. Double and single action. Rebounding hammer with automatic safety block. Choice of 6" or 3" barrel. Select high-tensile steel barrel and cylinder. Single-stroke, multiple ejection. Anodized aluminum alloy frame. Swing-out, counterbored cylinder. Movable, square-notched rear sight. Non-slip scored trigger Target accuracy—all around use. Choice of blue or deluxe-nickel. Diamond-checkered grips. Factory warranty

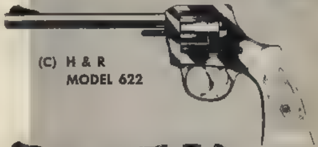
40B0403H2985	3" barrel, blued finish. Weight 23½ oz Ship. Wt. 3 lbs	$37.50
40B0404H2985	6" barrel, blued finish. Weight 26 oz. Ship. Wt. 3 lbs	37.50
40B0405H3383	3" barrel, nickel finish. Wt. 23½ oz Ship. Wt. 3 lbs	42.50
40B0406H3383	6" barrel, nickel finish. Wt. 26 oz. Ship. Wt. 3 lbs	42.50

(B) HI-STANDARD SENTINEL

(C) H & R .22 CAL. MODEL 622

6-shot and frame has a velvet, non-glare finish. Push-pin extractor clears all 6 chambers in one quick thrust No more poking . . . makes reloading 5 times faster. Perfect .22 choice for all casual shooting or home and store protection. 2½", 4" or 6" barrels. Chambered for all .22 ammunition

40B1001H2200	2½" barrel.	Ship. Wt. 2 lbs	$27.95
40B1002H2200	4" barrel.	Ship Wt. 2 lbs	27.95
40B1003H2200	6" barrel.	Ship. Wt. 2 lbs	27.95


(C) H & R MODEL 622

(D) H & R SIDE-KICK .22 CAL. MODEL 929

The First Swing-Out Revolver

6 or 4-inch barrel lengths, the Model 929 is ideal for target or casual shooting, pest extermination or just plain fun Chambered for .22 cal. long rifle, long or short, standard or high velocity ammunition Double action. Swing-out cylinder with automatic ejector return. H & R patented Safety Cylinder. All parts are richly finished in H & R Crown-Lustre Blue. Checkered "Cling-Fast" side grips in marbleized hues.

40B1005H3076	4" Barrel. Ship. Wt. 2 lbs. Each	$39.95
40B1006H3076	6" Barrel Ship. Wt. 2 lbs. Each.	39.95

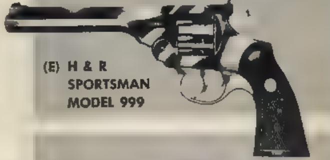
(D) H & R SIDE-KICK MODEL 929

(E) H & R SPORTSMAN—MODEL 999

Wide Hammer . . . Cocking Spur . . . Adjustable Rear Sight . . . 9 Shot

.22 cal. long rifle, long or short, regular or high speed. 6" barrel. Double action. Patented safety cylinder. Wt. 30 oz. H & R Crown-Lustre blue finish. Checked walnut side grips with semi-thumb rest.

40B1004H4088	Ship. Wt 3 lbs	$54.50


(E) H & R SPORTSMAN MODEL 999

(F) IVER JOHNSON TARGET . . . .22 CAL.

Designed for Target practice, campers and for the trap line. This revolver is of high grade construction with smooth action Built on heavy frame Double Action. Solid frame .22 Cal. 8 shots. Blued finish. Ramp front sight. New wide hammer spur Screw adjustable main spring. Improved centerpin catch. Scored trigger. Music wire springs throughout Newly designed fully checkered, thumb rest Tenite grip. Has low half-cock safety. Length overall with 6" Bbl 10¾" with 4½" Bbl 9¼" Weight with 6" Bbl. 30 oz. with 4½" Bbl. 28½ oz.

40B0501H2270	6" Bbl. Ship. Wt. 3 lbs	$29.95
40B0502H2270	4" Bbl. Ship. Wt. 3 lbs.	29.95

(F) IVER JOHNSON TARGET

(G) GECADO REVOLVER

Shoots The Popular .22 short

The ideal side-arm while hunting, camping, hiking, fishing etc An inexpensive revolver for "plinking," informal shooting matches and field game. Economical to use. Precision made. Gun metal blue Newly designed front sight. Threaded, "built-in" ejector rod. Cleaning rod included 6½" overall Weighs only 11 oz. Barrel length 2½".

40B0302H1195	Ship. Wt. 3 lbs	$15.95

Shoots popular .22 short

(G) GECADO REVOLVER

(H) DETACHABLE BELT HOLSTERS

Extra heavy, oil treated russet leather Dark walnut. Polished edges, waxed stitching. Safety strap to hold gun in position, Can be removed from belt instantly. Ship. Wt. 1 lb. each. Mailable

REVOLVERS

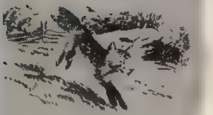
53B4413H275	Hi-Standard Sentinel, 3"	$3.95
53B4410H275	Hi-Standard Sentinel, 6", H & R Sportsman, 6"	3.95
53B4414H275	H & R #622—3"	3.95
53B4412H275	H & R #622—Iver Johnson 4"	3.95
53B4411H275	H & R #622—Iver Johnson 6"	3.95

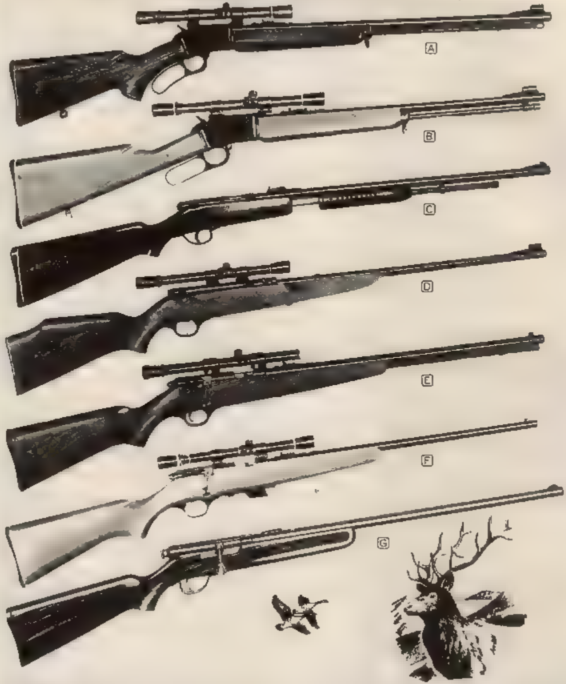
AUTOMATICS

53B4409H275	Hi-Standard All Models, 4½".	$3.95
53B4408H275	Hi-Standard All Models, 6¾".	3.95

(H) BELT HOLSTERS

MARLIN and NOBLE





(A) **MARLIN GOLDEN 39-A.** Level Action, 25-shot, Full Tubular Magazine, .22 caliber repeater. 24" round tapered blued steel barrel, crowned muzzle. Gold Trigger, Pistol Grip with Grip Cap, Fixed Swivels. Packed with Adapter base for Tip-Off Mounts and Top Mounts, Ramp front sight with detachable Hood. Overall length 40¼"; weight about 6¾ lbs. Without scope.

40B0610H6045 Ship Wt. 8 lbs. Mailable $78.50

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE

40B0612H6650 .... $88.50

(B) **MARLIN GOLDEN 39-A MOUNTIE.** Lever Action, 20-shot, Full Tubular Magazine, .22 caliber repeater. Straight Grip 20-inch round tapered blued steel barrel, crowned muzzle Gold Trigger, Fixed Swivels. Packed with Adapter base for Tip-Off Mounts and Top Mounts. Ramp front sight with detachable hood. Overall length 36¾", weight about 6 lbs Without scope

40B0607H6045 Ship. Wt. 8 lbs. Mailable.......... $78.50

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE

40B0613H6650 ....$88.50

(C) **NOBLE .22 CAL. REPEATING RIFLE.** Barrel—24 inches long, precision rifled, chambered .22 cal. short, long and long rifle cartridges. Adjustable sporting rear sight, polished, blued receiver of selected steel, large lock ring area. Hammerless — independent thumb operated safety Tubular magazine, capacity for 21 short, 17 long, and 15 long rifle—.22 cartridges. Stock of American walnut with full pistol grip and full size, grooved slide handle Length 41¾" Wt. 7 lbs.

40B0807H2840 Ship. Wt. 9 lbs. Mailable $37.75

(D) **MARLIN SUPER-AUTOMATIC 98.** Auto-loading 15-shot Tubular Magazine .22 caliber Long Rifle Automatic 22-inch round tapered blued steel barrel crowned muzzle American walnut stock. Receiver dovetail grooved for Tip-Off Mounts and Top Mounts. Loading port on right side of butt stock Peep sight, Ramp front sight with detachable Hood. Overall length 42", weight about 6½ lbs. Without scope

40B0605H3385 Ship. Wt. 8 lbs. Mailable..............$43.95

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE

40B0606H4045 .... $53.95

(E) **MARLIN 81-C BOLT ACTION** Tubular Magazine Repeating Rifle. .22 cal., 25 shots, 24" round barrel. Open sights, Weight 6½ lbs. Without scope

40B0603H2615 Ship. Wt. 8 lbs. Mailable $33.95

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE

40B0604H3310 .... $43.95

(F) **MARLIN 80-C BOLT ACTION** Bolt action, Clip Magazine, Repeating Rifle, .22 cal. 8 shots. 24" round barrel, open sights. Weight 6 lbs. Without scope.

40B0601H2305 Ship. Wt. 8 lbs Mailable...............$29.95

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE

40B0602H3000 ....$39.95

(G) **NOBLE SINGLE SHOT .22 CAL RIFLE.** For beginners, youngsters or women Every possible safety feature. Must be hand cocked (not cocked automatically) Can be unloaded safely by raising bolt handle . . must be cocked by hand before it will fire Steel 22" barrel. Chambered for .22 cal short, long, long rifle cartridges. One piece American walnut stock

40B0808H1115 Ship. Wt. 5 lbs. Mailable $13.95

"PRAIRIE" 3 CAR STEAM FREIGHT

LIONEL

MAGNE-TRACTION

Headlight

"027" Gauge

Features new 2-4-2 steam loco and tender; Gondola with canisters, Hopper; and Caboose. Has automatic coupling device; complete with track and 35 watt transformer. 44½" long

90B9000A1495 .... Retail **$19.95**

"ALASKAN" 4-CAR DIESEL FREIGHT

"027" Gauge

TRESTLE BRIDGE CAR

Blue and yellow magne-traction diesel switcher is equipped with headlight and "Alaskan" emblem. Train is 49½" in overall length. Includes: Flat car with bridge; Gondola; Tanker; Caboose; automatic uncoupler; track and 35-watt transformer.

90B9001A1875 .... Retail **$25.00**

LIONEL'S NEW GENERAL

"027" Gauge

HEADLIGHT

Authentic General Cars

A scale replica of the early Western & Atlantic 2-car U. S. Mail and passenger train. Authentic wood-burning Steam loco and tender; 8 sections curved track, 2 sections straight; 45 watt transformer. 39¼" long.

90B9002A2245 .. . . Retail **$29.95**

4-CAR SMOKING STEAM FREIGHT

"027" Gauge

Magne-Traction and Headlight

COPTER AND TREE CARS

New "B & O" Steam Loco and Tender, striped blue. Caboose pulls 3 new flat cars: one loaded with trees, one with crates, and one with helicopter. Complete with track, automatic coupler, and 45-watt transformer.

90B9003A2245 .... Retail **$29.95**

5-CAR TWO-UNIT DIESEL FREIGHT

Headlight

FIRST TIME IN .027

MAGNE-TRACTION

New Alco Boston & Maine "A" and "B" unit diesel in blue and white. Includes: new track maintenance car, flat car with trestle bridge, flat car with airplane; box car; and caboose. Complete with track, uncoupler, and 45-watt transformer.

90B9004A2995 . ..... Retail **$39.95**

5-CAR WHISTLING SMOKING FREIGHT

"027" Gauge

Headlight and Magne-Traction

3 NEW CARS

A 68½" freight train powered by steam loco and whistle tender. Includes: Box car; Gondola with cable reels; Allis Chalmers car; new flat car with bridge; Caboose; uncoupler; track; and 60-watt transformer.

90B9005A3745 .... Retai **$49.95**

ELECTRIC TRAINS

5 CAR GP-9 DIESEL FREIGHT WITH HORN

"027" Gauge

New Fireman and Aquarium Cars

DIESEL HORN

New black and gold Northern Pacific diesel equipped with magne-traction and headlight. Special action cars include: fireman and ladder car plus illuminated aquarium car in which fish actually swim. Also auto flat car; gondola; caboose; uncoupler; track and 60-watt transformer. 63" long.

90B9006A4495 .... Retail **$59.95**

SUPER "O" 4-CAR MILITARY SET

Super "O" Gauge

Plus Exploding Ammo Dump

MISSILE LAUNCHER

Diesel-type mobile missile launcher pulls 3 military flat cars and new first-aid medical car. Launches missiles that explode ammo dump; Helicopter actually takes off from its mounting on flat car; includes Super "O" track and uncoupler. 54" in overall length.

90B9007A2995 .... Retail **$39.95**

3-CAR DELUXE SUPER "O" GENERAL

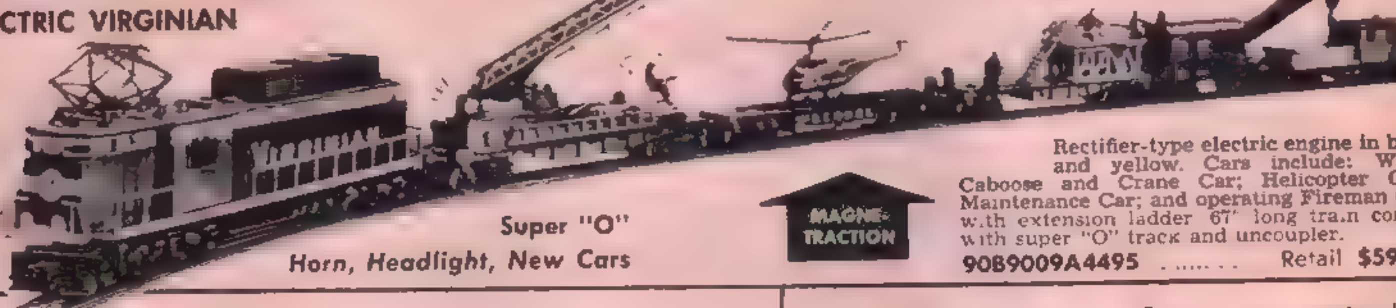
Smoke, Whistle, Headlight

ILLUMINATED CARS

New magne-traction "General" locomotive, authentic in every detail. Has flat-car with 6 horses; mail baggage car and passenger car. Comes complete with Super "O" track and uncoupler. 48¼" long.

90B9008A3745 .... Retail **$49.95**

5 CAR ELECTRIC VIRGINIAN



Super "O"

Horn, Headlight, New Cars

MAGNE-TRACTION

Rectifier-type electric engine in blue and yellow. Cars include: Work Caboose and Crane Car; Helicopter Car; Maintenance Car; and operating Fireman Car with extension ladder 67" long train comes with super "O" track and uncoupler.

90B9009A4495 . ... Retail **$59.95**

LIONEL TRANSFORMERS AND ACCESSORIES

(A) 275 WATT TRANSFORMER
Operates 4 different train sets.
90B9010A2995 .... Retail $39 95

(B) 190 WATT DUAL THROTTLE CONTROL
Will operate 2 train sets.
90B9011A2245 .... Retail $29 95

(C) 175 WATT TRANSFORMER
Handles train and many accessories.
90B9012A1875 .. . . Retail $25.00

(D) 125 WATT TRANSFORMER
2 controls for direction horn, etc.
90B9013A1270 . Retail $16 95

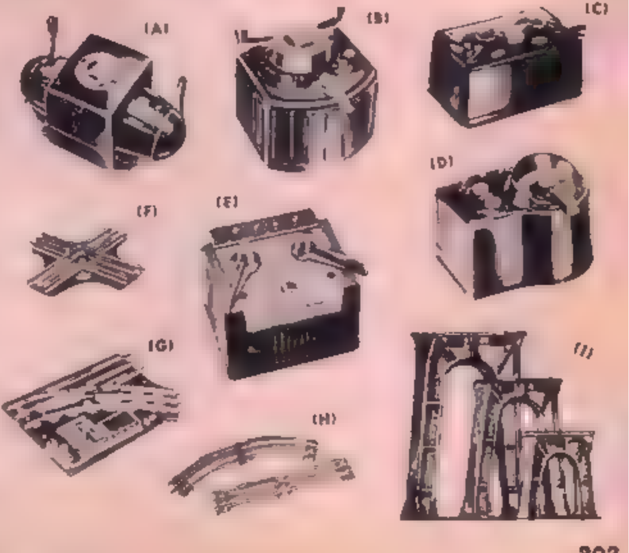
(E) 90 WATT MULTI-CONTROL TRANSFORMER
2 fixed voltages for accessories.
90B9014A970 .... Retail $12.95

(F) 90° CROSSING
"027" Gauge Track
90B9015A145 ... . Retail $ 1.95
"O" Gauge Track
90B9016A220 .. .. Retail $ 2.95
Super "O" Gauge Track
90B9017A188 .... Retail $ 2 50

(G) REMOTE CONTROL SWITCHES
"027" Gauge Track
90B9018A1270 .... Retail $16.95 pr.
"O" Gauge Track
90B9019A2245 ... . Retail $29.95 pr.
Super "O" Gauge Track
90B9020A1680 .... Retail $22.50 pr

(H) LIONEL TRACK
"027" Gauge Track.
90B9021A19 .. .. Retail $ .25 pc.
90B9022A19 .... Retail $ .25 pc.
"O" Gauge Track
90B9023A23 .. .. Retail $ .30 pc.
90B9024A23 .... Retail $ .30 pc.
Super "O" Gauge Track
90B9025A36 .... Retail $ .50 pc.
90B9026A36 .... Retail $ .50 pc.

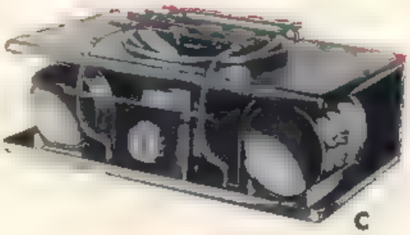
(I) GRADUATED TRESTLE SET
Set of 24 graduated piers for interesting overhead arrangements. For locos equipped with magne-traction. Piers from 3/16" to 4¾" high.
90B9027A445 .... Retail $ 5.95



Coleman

B

A


C

D

E

(A) **COLEMAN FLOODLIGHT LANTERN . . .** Popular, all-purpose single-mantle storm-proof lantern. Long life silk-lite mantle. Red baked enamel steel fount holds 1 3/5 pts. unleaded gasoline or low-cost Coleman fuel. Burns 8-10 hrs. 300-watt power. Floods 100' area. Wt. 4 lbs.
80B9000A1047 .... Retail **$14.95**

(C) **COLEMAN PICNIC STOVE . . .** Easy, convenient cooking on every outing with this compact, all-metal liquefied petroleum cooker. Lights instantly. Delivers fast cooking heat. Includes 2 fuel cartridges. Wt. 5 lbs.
80B9002A663 .... Retail **$9.95**

(E) **TRIPLE BURNER CAMP STOVE . . .** Coleman gasoline burning cooker designed for big meal capacity. Tray type lid has folding towel rack. Hinged steel-rod grate and slide-away legs. 3½-pt. fuel capacity. Wt. 23 lbs.
80B9004A1957 .... Retail **$27.95**

(G) **COLEMAN SNOWLITE COOLER . . .** Light as a feather, clean as a whistle Stays cold 25% longer with thick blanket of fiberglass insulation. Has deep tray and leak-proof drain 10½" x 18" x 13½". Green.
80B9007A1197 11 lbs.............. Retail **$17.95**

SNOWLITE IMPERIAL — Outside dimensions 13" x 22" x 16". Green
80B9008A1663 .... Retail **$24.95**

(B) **COLEMAN 2-MANTLE LANTERN . . .** Husky 2 pint capacity. Burns 10-12 hrs. 6" diam. at base, stands 14" high. Pyrex globe, two double strength silk-lite mantles. Green lacquered steel fount, rust resistant. No smoke or unpleasant odor. Wt. 5 lbs.
80B9001A1187 .... Retail **$16.95**

(D) **COMPACT 2-BURNER COOK STOVE . . .** This low-priced Coleman gasoline cooker is low in cost, long on service . . . prepares easy meals quick. 2½ pint fuel capacity. Stainless steel burners are lighted and regulated instantly. Folding legs hold lid in place when packed. Easy to carry. Wt. 13 lbs.
80B9003A1047 .... Retail **$14.95**

(F) **COLEMAN CAMP STOVE . . .** Clean, quick cooking — anytime, anywhere. Copper-brazed 3½ pint fuel tank. Streamlined case with rounded corners and folding windshield top. 11" between 2 burners. Forest green baked enamel finish. Wt. 18 lbs.
80B9005A1397 .... Retail **$19.95**

FOLDING HIGH STAND — Adjustable folding (For Any Coleman Stove) all joints lock automatically.
80B9006A417 8 lbs. .... Retail **$5.95**

(H) **COLEMAN CUSTOM ONE GALLON JUG** —Pitcher Pour Handle with spout makes one-hand pouring easy. Therma-Lock Styrene insulation holds cold (or heat) for extra hours Porcelain enamel liner Baked enamel finish in Green with accent in White 4 lbs.
80B9009A399 .... Retail **$5.98**

F

G

H

LIONEL "HO" TRAIN SETS

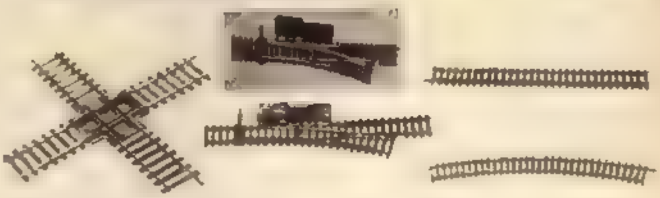
(A) "HUSKY" 3-CAR FREIGHT SWITCHER. Tough little red and white Diesel, matching caboose. Flat cars with removable helicopter and missile. Fine for air-minded youngsters who love railroading. Comes with 11 sections of curved track, 9" each, 1 section terminal track.
22A-1164 B1330 Ship. wgt. 11 lbs................Retail **$19.95**

(B) STEAM WORK TRAIN. Derrick car, maintenance car with generator, flat car with tractor and work caboose, all handled by sturdy steam switcher with headlight. Includes 11 sections 9" curved track, one 9" straight track, one terminal track, re-railer and uncoupler.
22A-1165 B1995 Ship. wgt. 11 lbs................Retail **$29.95**

(C) NEW 4-6-2 STEAM FREIGHT. All-new train. Steam locomotive with tender and headlight illuminated poultry car. AEC car with blinker 2 flat cars with helicopter and airplane, reefer car and caboose. Includes 6 cars, 13 track sections, uncoupler and re-railer.
22A-1166 B2665 Ship. wgt. 15 lbs................Retail **$39.95**

(D) ALASKAN 5-CAR FREIGHT. Comes with graduated over-and-under trestle set, 26 track section Alco Alaska powered Diesel and matching dummy Diesel Box car, poultry car, gondola, Alco Alaskan caboose Set includes re-railer, uncoupler and 1¼ Amp Power Pack. Ship. wgt. 15 lbs.
22A-1167 B2665 ....Retail **$39.95**

ACCESSORIES



LIONEL H-O GAUGE TRACKS AND ACCESSORIES

22A-1168 B17	9" Straight Track	Retail	**$ .25**
22A-1169 B17	9" Curved Track, 18" rad...........	Retail	**.25**
22A-1170 B300	Remote Control Switch, right hand	Retail	**4.50**
22A-1171 B300	Remote Control Switch, left hand .	Retail	**4.50**
22A-1172 B195	Manual Switch, right hand.	Retail	**2.95**
22A-1173 B195	Manual Switch, left hand..........	Retail	**2.95**
22A-1174 B150	90° Crossover	Retail	**2.25**

TRAIN AND TRACK SET
(H)

(E) LOUIS MARX EIGHT CAR FREIGHT. Smoking engine, tender, piggy-back car, tanker, searchlight, automobile car, box car, caboose. High impact plastic with metal operating parts. Uncoupling ramp 100 W. transformer. 13 large track sections. Wgt. 16 lbs.
Retail
22A-1045 B2195.....**$31.95**

(F) LOUIS MARX 6-UNIT FREIGHT. Powerful smoking locomotive, tender, flat car with trailer, box car, gondola, caboose High impact plastic with odless bronze bearings. 10 big track sections, uncoupler, 50 W transformer. Ship. wgt 9½ lbs.
Retail
22A-1044 B1395.....**$20.00**

(G) TOY TRAIN SET. Splendid do-it-yourself set for ages 2 to 9. Sturdy track with curves, yoke, lead-in, bumper bridges, brightly colored 4-car train. Children really "play" train, make the cars move, and supply sound effects. Ship. wgt. 3 lbs.
22A-571 6330 Ret. **$3.00**

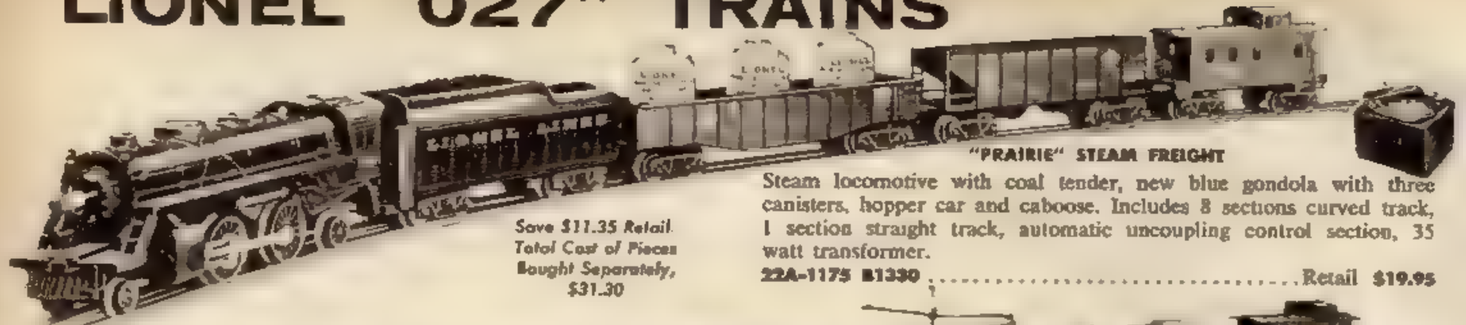
(H) DELUXE TRAIN AND TRACK SET. Unbreakable plastic, battery engine, tender, freight car, caboose. Realistic tunnel, magnetic crane, crossover, 16 plastic track sections, 15 accessories. Ship. wgt. 3 lbs.
22A-926 B259 ..Ret. **$3.98**

(J) CROSSOVER SET. For very young R R. fans. Locomotive, coal car, and caboose Motor switch on engine. Figure 8 track 44" x 21". Train 15". 12 track sections, children can build block tunnels, stations. Ship. wgt. 2 lbs.
22A-120 B198 ...Ret. **$3.00**

(K) ELECTRONIC TWIN TRAIN SET. Lithographed board with station, power house, tunnel, mountain climb. crossover. 2 Diesel trains, 2 switches. Uses 2 flashlight batteries, not included Ship wgt 5½ lbs.
22A-264 B395... Ret. **$5.98**

14 PIECE SET

LIONEL "027" TRAINS

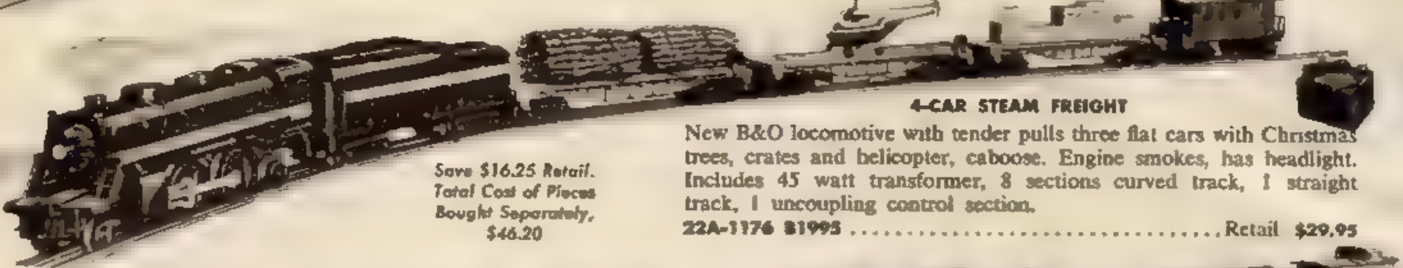


Save $11.35 Retail. Total Cost of Pieces Bought Separately, $31.30

"PRAIRIE" STEAM FREIGHT

Steam locomotive with coal tender, new blue gondola with three canisters, hopper car and caboose. Includes 8 sections curved track, 1 section straight track, automatic uncoupling control section, 35 watt transformer.

22A-1175 B1330 .... Retail **$19.95**

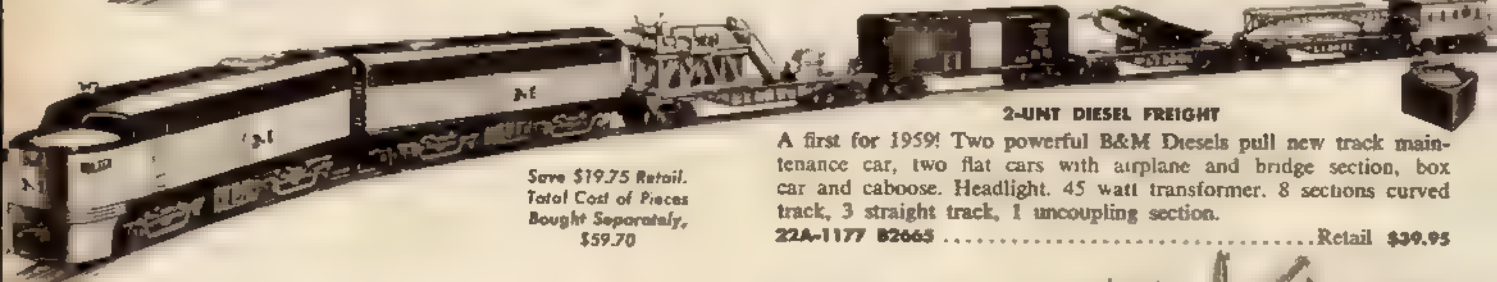


Save $16.25 Retail. Total Cost of Pieces Bought Separately, $46.20

4-CAR STEAM FREIGHT

New B&O locomotive with tender pulls three flat cars with Christmas trees, crates and helicopter, caboose. Engine smokes, has headlight. Includes 45 watt transformer, 8 sections curved track, 1 straight track, 1 uncoupling control section.

22A-1176 B1995 .... Retail **$29.95**

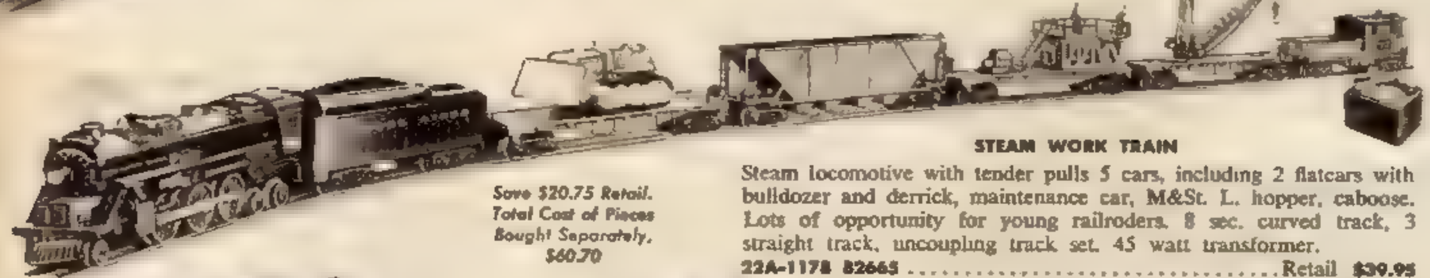


Save $19.75 Retail. Total Cost of Pieces Bought Separately, $59.70

2-UNT DIESEL FREIGHT

A first for 1959! Two powerful B&M Diesels pull new track maintenance car, two flat cars with airplane and bridge section, box car and caboose. Headlight. 45 watt transformer. 8 sections curved track, 3 straight track, 1 uncoupling section.

22A-1177 B2665 .... Retail **$39.95**

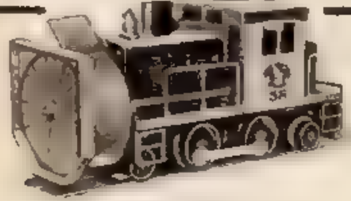


Save $20.75 Retail. Total Cost of Pieces Bought Separately, $60.70

STEAM WORK TRAIN

Steam locomotive with tender pulls 5 cars, including 2 flatcars with bulldozer and derrick, maintenance car, M&St. L. hopper, caboose. Lots of opportunity for young railroders. 8 sec. curved track, 3 straight track, uncoupling track set. 45 watt transformer.

22A-1178 B2665 .... Retail **$39.95**



NEW ROTARY SNOW PLOW

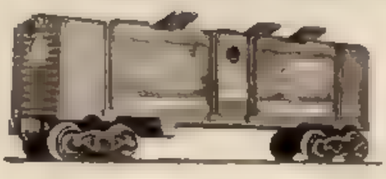
Accurate working model of multi-bladed plow with Diesel engine. Blades really revolve. Cuts drifts.

22A-1183 B995 .... .Retail **$14.95**

125-WATT TRANSFORMER

2 button control of train direction, horn, whistle. 2 voltage ranges. Automatic circuit breaker.

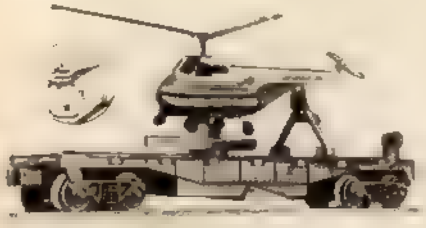
22A-640 B1130 .. ..Retail **$16.95**



NEW AQUARIUM CAR

Transparent sides show "fish" which appear to swim. Fun for inventive youngster. Interior light. L. 10½".

22A-1185 B665. ... .Retail **$12.95**



HELICOPTER LAUNCHER

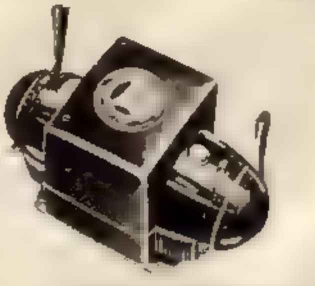
Wind helicopter by hand. As car passes over remote control track, 'copter soars, its blades whirling.

22A-1184 B530 .... Retail **$7.95**

TRANSFORMER, 190 WATTS

It can operate 2 trains plus accessories. Double throttle control. Automatic circuit breaker.

22A-641 B1995 .... Retail **$29.95**

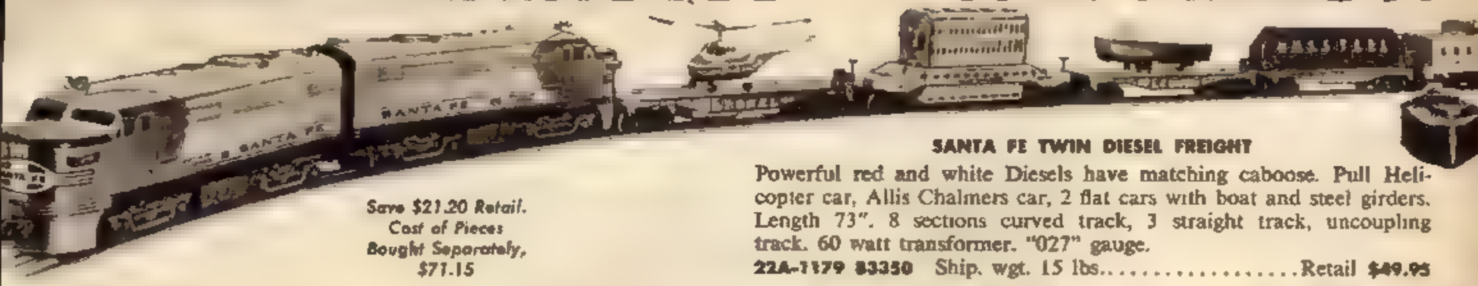


275-WATT TRANSFORMER

Operates up to 4 train sets. 2 direction levers, 2 whistle and horn controls. Heavy-duty circuit breaker.

22A-642 B2665 .... Retail **$39.95**

LIONEL TRAINS . . . THE FINEST!



Save $21.20 Retail. Cost of Pieces Bought Separately, $71.15

SANTA FE TWIN DIESEL FREIGHT

Powerful red and white Diesels have matching caboose. Pull Helicopter car, Allis Chalmers car, 2 flat cars with boat and steel girders. Length 73". 8 sections curved track, 3 straight track, uncoupling track. 60 watt transformer. "027" gauge.

22A-1179 B3350 Ship. wgt. 15 lbs. . . . . Retail **$49.95**

Save $23.75 Retail. Cost of Pieces Bought Separately, $73.70

"027" POWERHOUSE FREIGHT TRAIN

Locomotive has whistle, headlight, smoke, realistic coal tender. B&M box car, gondola with cable reels, Allis Chalmers car, flat with bridge trestle. 60 watt transformer, 8 sec. curved track, 3 straight, 1 uncoupling section.

22A-1180 B3350 Ship wgt. 15 lbs. . . . . Retail **$49.95**

Save $15.85 Retail. Cost of Pieces Bought Separately, $75.80

"027" VARIETY FREIGHT

Fireman and ladder car that really works! Aquarium car with swimming fish. Flat car with 2 autos. Gondola with 3 cable reels. Pulled by N.P. Diesel with horn and headlight, caboose. 60 watt transformer, 8 sections curved track, 1 straight track, uncoupler.

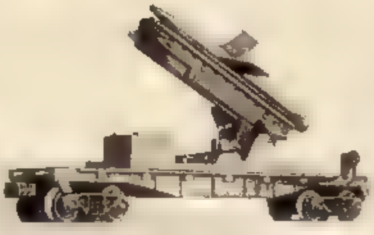
22A-1181 B3995 Ship. wgt. 15 lbs. . . . . Retail **$59.95**

Save $15.20 Retail. Cost of Pieces Bought Separately, $55.15

SUPER "O" MILITARY TRAIN

Missile launcher with searchlight! Operating helicopter car! Missile carrier Flat car with IRBM missile! Red Cross disaster unit. Exploding ammo dump. 12 section curved track 1 Super "O" straight track 1 insulated track. Coupler and uncoupler.

22A-1182 B2665 Ship. wgt. 15 lbs. . . . . Retail **$39.95**



MISSILE LAUNCHING CAR

Flat car with mechanism which raises and fires 4" missile. Use with Target Car or Ammo Dump.

22A-1187 B530 . . . . Retail **$7.95**

MISSILE LAUNCHER WITH TARGET

Press pin, launcher elevates, fires 4" missile. Target car "explodes" when hit.

22A-1188 B730 . . . . Retail **$11.95**

EXPLODING TARGET CAR

Car "explodes" at touch. Spring mechanism makes it fly apart. Easy to reassemble. Safe. Wgt. 2½ lbs.

22A-1186 B395 . . . . Retail **$5.95**

ACCESSORIES

(A) "027" STRAIGHT TRACK. Length of section, 8⅞".

22A-646 B17 . . . . Retail each $ .25

(B) "027" 90-DEGREE CROSS TRACKS.

22A-649 B130 . . . . Retail 1.95

(C) "027" MANUAL SWITCHES.

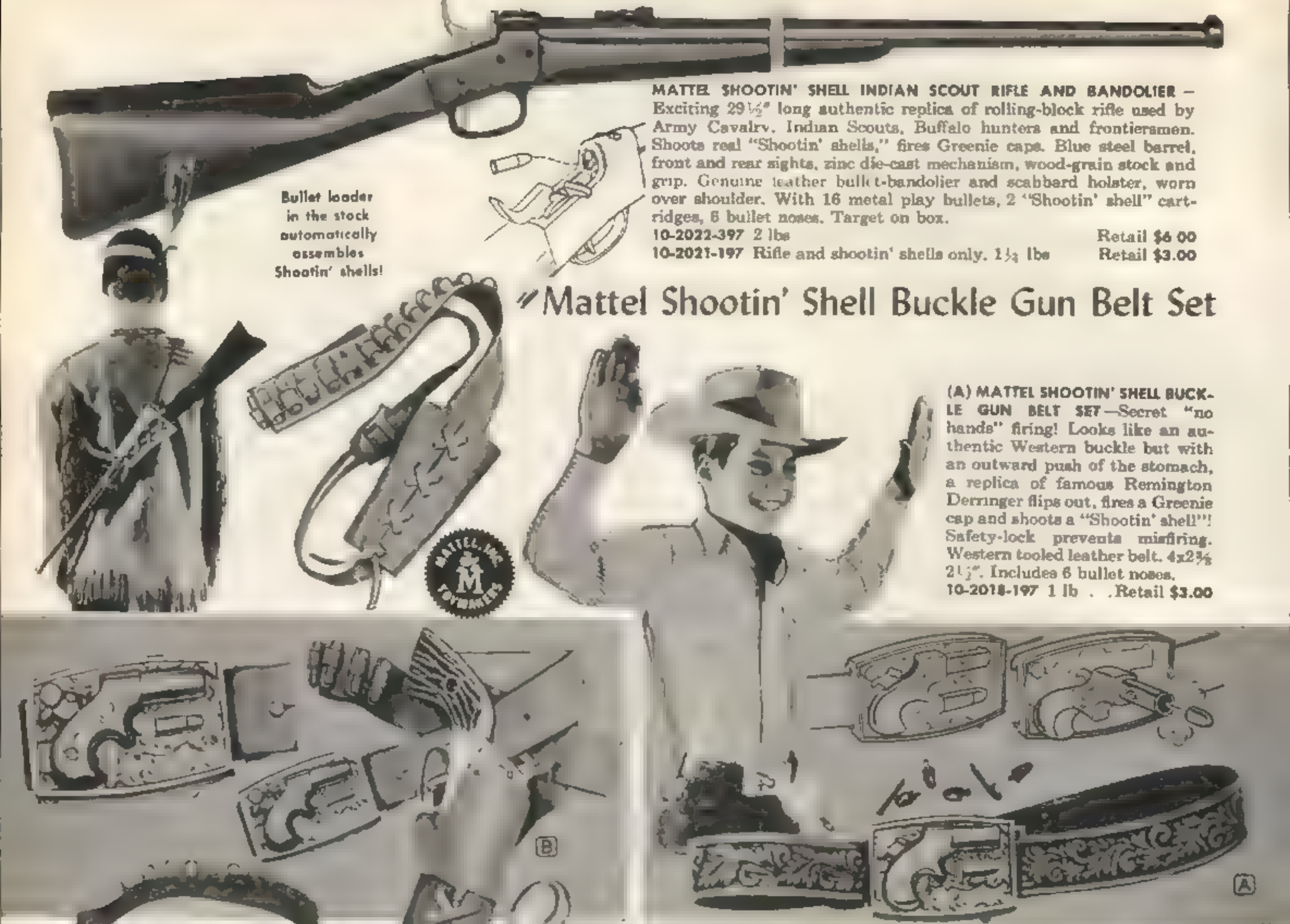
22A-647 B465 . . . . Retail a pair 6.95

(D) "027" REMOTE CONTROL SWITCHES.

22A-648 B1130 . . . . Retail a pair 16.95

(E) "027" CURVED TRACK. Length of section, 9½".

22A-645 B17 . . . . Retail each .25



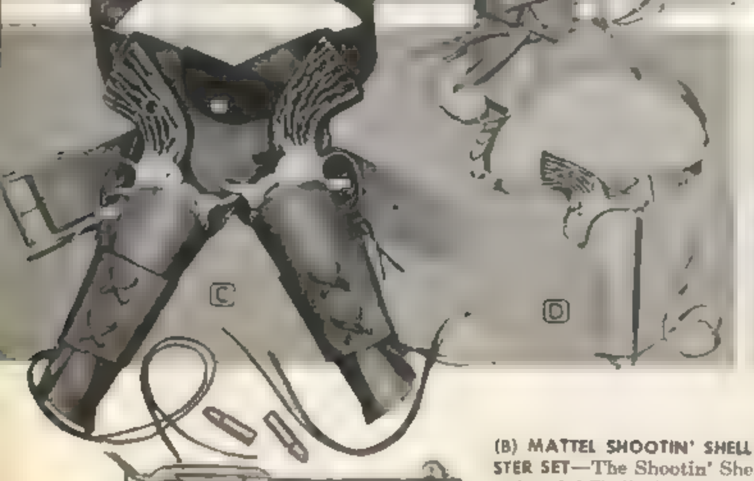
Bullet loader
in the stock
automatically
assembles
Shootin' shells!

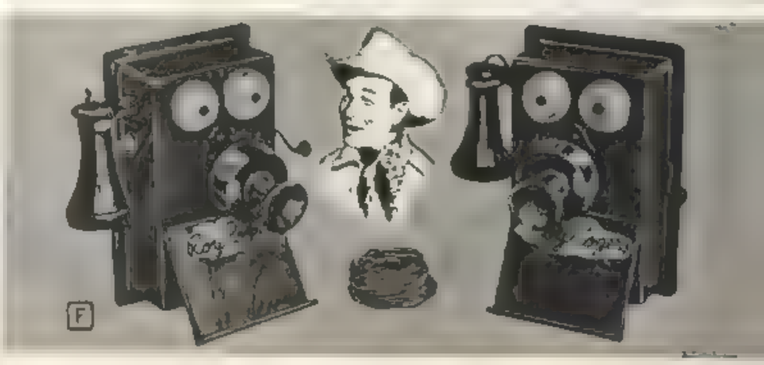
MATTEL SHOOTIN' SHELL INDIAN SCOUT RIFLE AND BANDOLIER — Exciting 29½" long authentic replica of rolling-block rifle used by Army Cavalry, Indian Scouts, Buffalo hunters and frontiersmen. Shoots real "Shootin' shells," fires Greenie caps. Blue steel barrel, front and rear sights, zinc die-cast mechanism, wood-grain stock and grip. Genuine leather bullet-bandolier and scabbard holster, worn over shoulder. With 16 metal play bullets, 2 "Shootin' shell" cartridges, 6 bullet noses. Target on box.

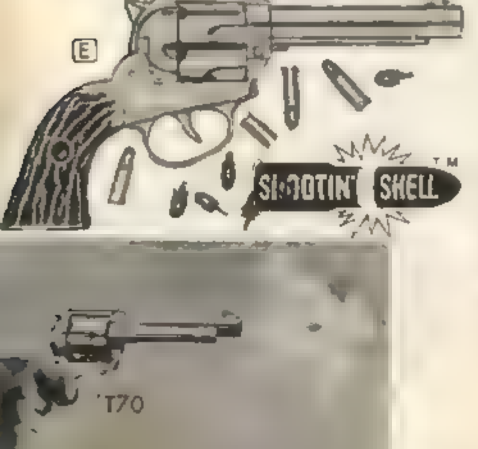
10-2022-397 2 lbs Retail **$6.00**
10-2021-197 Rifle and shootin' shells only. 1½ lbs Retail **$3.00**

Mattel Shootin' Shell Buckle Gun Belt Set

(A) MATTEL SHOOTIN' SHELL BUCKLE GUN BELT SET—Secret "no hands" firing! Looks like an authentic Western buckle but with an outward push of the stomach, a replica of famous Remington Derringer flips out, fires a Greenie cap and shoots a "Shootin' shell"! Safety-lock prevents misfiring. Western tooled leather belt. 4x2⅝ 2½". Includes 6 bullet noses.
10-2018-197 1 lb . . .Retail **$3.00**







(B) MATTEL SHOOTIN' SHELL BUCKLE-GUN HOLSTER SET—The Shootin' Shell 9" Fanner and a "Shootin' Shell" Buckle Gun with holster and belt of genuine leather. Fanner can be fanned or triggered to fire 6 "Shootin' shells" with Greenie caps. Buckle-Gun and belt (above). With 8 cartridges, 18 bullet-noses, 6 bullets.
10-2019-530 1½ lbs ....Retail **$8.00**

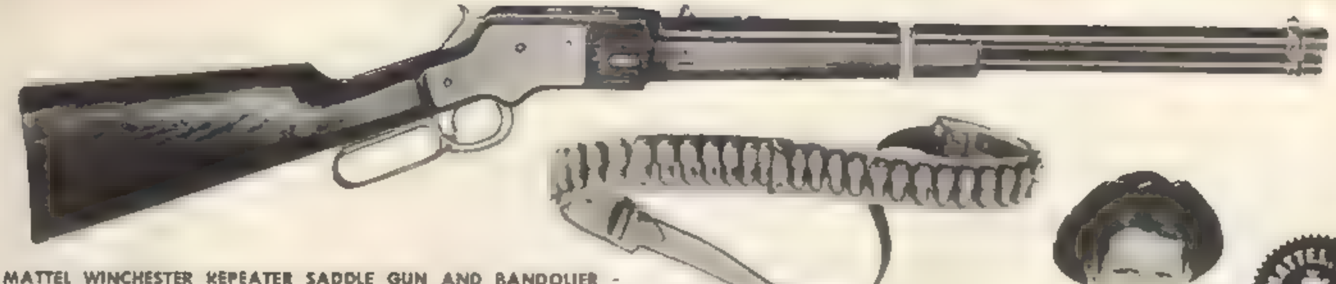
(C) MATTEL SHOOTIN' SHELL TWIN FANNER HOLSTER SET—Two 9" Fanners with 2 fast-draw holsters of top grain cowhide, old West lacing, rawhide leg ties. With 12 cartridges, 24 bullet-, noses, 8 play bullets, soft leather bullet pouch.
10-2016-730 2 lbs .... Retail **$11.00**

(D) MATTEL SHOOTIN' SHELL SINGLE FANNER HOLSTER SET –9" Fanner in adjustable holster of top cowhide. 6 cartridges, 12 noses.
10-2017-330 1 lb.......... ... Retail **$5.00**

(E) MATTEL SHOOTIN' SHELL FANNER—Authentic 9" fanning gun of the Old West with new "Shootin' shell" feature . . . loads, actually fires 6 harmless "Shootin' shells" with Greenie stick-m-caps. Fan 'em or trigger off single shots. Has smoking action, genuine revolving barrel, built-in bullet loader for automatic shell assembly. With 6 "Shootin' shell" cart., 12 bullet-noses.
10-2020-197 1 lb................Retail **$3.00**

SHOOTIN' SHELLS—For all Mattel "Shootin' Shell" guns. 3 cartridges, 30 bullet noses
10-2280-37 ½ lb .... Retail **50¢**
10-2281-19 480 Greenie caps..... Retail **25¢**

(F) ROY ROGERS TELEPHONE SET by IDEAL—Western style pair of phones really work! Communicating wire carries sound from room to room. Bells ring when crank is turned. 9" high.
10-1817-665 5 lbs..............Retail **$10.00**
10-1764-29 Set of 2 batteries.....Retail **$0.40**

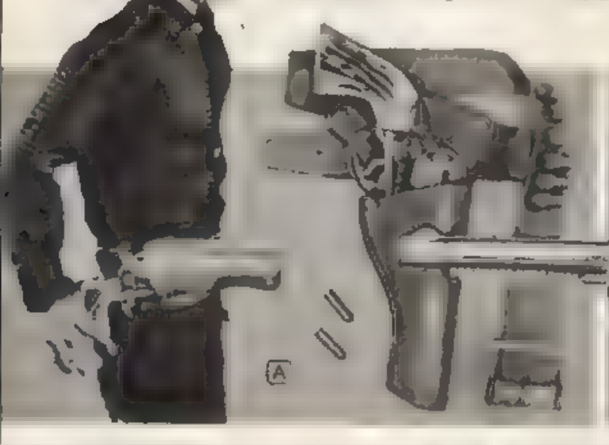


MATTEL WINCHESTER REPEATER SADDLE GUN AND BANDOLIER - Push secret automatic trigger, and rapid-fire ejects up to 8 play bullets, all without pulling trigger. Fires Greenie roll caps. Front, rear sights, blue steel barrel, zinc mechanism, wood grain stock. 33″ long. Sling-toting leather bandolier loaded with 32 play bullets.

10-1683-530 Gun and bandolier. 2½ lbs Retail **$8.00**
10-1682-330 Gun with 8 play bullets. 2 lbs. . Retail **$5.00**
10-2282-37 8 extra metal play bullets Retail **50c**

(A) MATTEL BULLET BELT SWIVELSHOT HOLSTER SET -Trick holster with swivel-shot action beats the fastest draw. Push gun butt down, holster swivels and fires gun automatically in the holster without pulling trigger! 10¾″ "Fanner 50" bullet loading pistol, 6 bullets, drawstring, leather holster and belt.

10-1809-397 1½ lbs Retail **$6.00**



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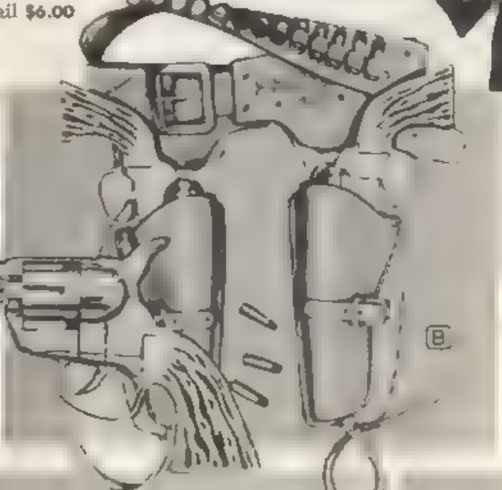

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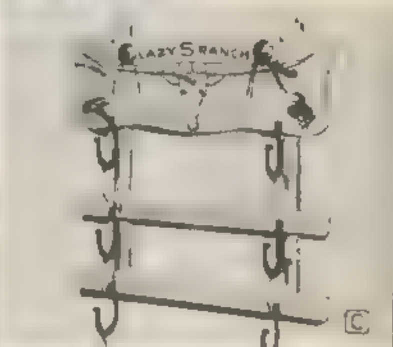

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(B) MATTEL TWIN "FANNER 50" HOLSTER SET – The only authentic fanning gun with bullet-loading, barrel-smoking action. Two 10¾″ Fanners with 2 cutaway neck fast-draw top grain cowhide holsters, saddle-stitched and buckled Adjustable belt, 12 play bullets.

10-1577-665 2¼ lbs. . . . . Retail **$10.00**
10-2283-19 1500 Greenie roll caps . Retail **25c**

(C) DELUXE GUN AND HOLSTER RACK—Authentic style horseshoes and branding iron designs. With 6 horseshoe hooks and 3 wood poles for hanging guns, holsters, clothes. Metal conchos, leather thongs. Clear lacquer finish. 20x20″.

10-2287-283 5 lbs . . . . Retail **$4.50**

(D) "GUNSMOKE" DOUBLE HOLSTER SET—2 Gunsmoke repeating pistols, each 10¾″ long. Top grain leather belt with leather leg ties, sparkling red jewels, embossed buckle; 6 silver bullets.

10-1810-397 3 lbs . . . . Retail **$5.98**

(E) "THE TEXAN" DOUBLE HOLSTER SET -From the legendary old West comes this favorite hero's holster set of top grain leather with embossed horsehead design, removable embossed belt with prong buckle 2 "Pinto" repeating pistols, 6 bullets included.

10-2286-197 1½ lbs. . . . . Retail **$3.00**

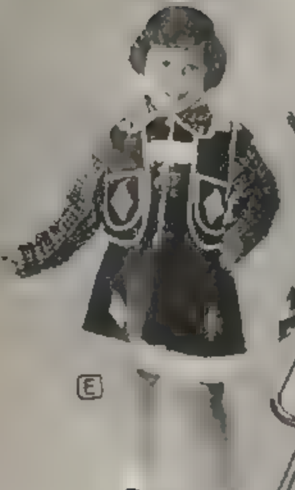
(F) "HAVE GUN WILL TRAVEL" DOUBLE HOLSTER SET—With 2 Paladin repeater pistols, 10¾″ long, 18 bullets, card case with Paladin's calling cards, fan club card. Hip slung belt of smooth black leather with chessman conchas and leather leg ties.

10-2285-330 2½ lbs . . . . Retail **$5.00**

(G) "LITTLE SMOKY" DOUBLE HOLSTER SET—Two 6″ smoky pistols in top grain holsters—PLUS —an extra Derringer pistol with 2 play bullets in holder; fits on top grain belt. Large buckle

10-2284-145 1 lb . . . . Retail **$2.00**

G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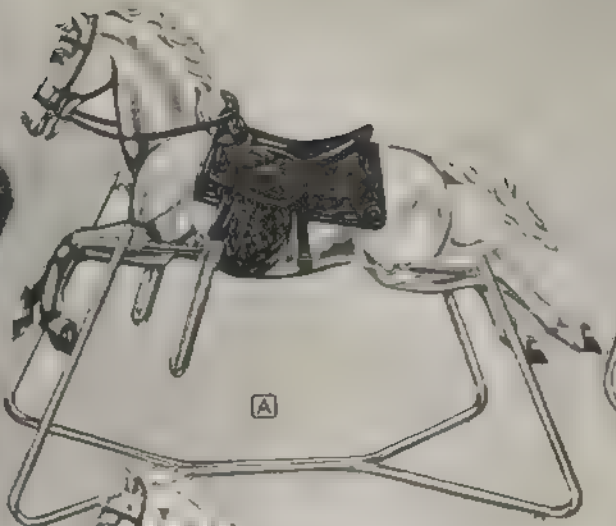
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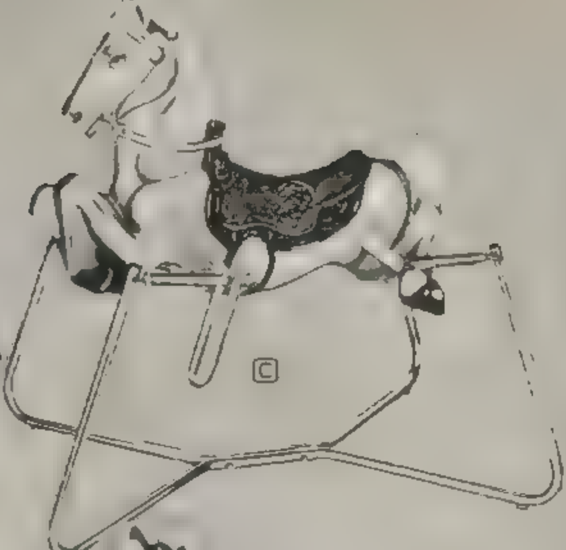
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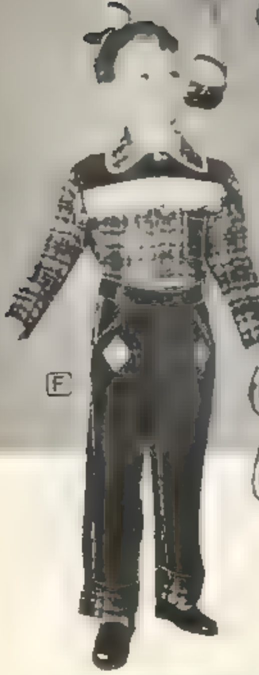
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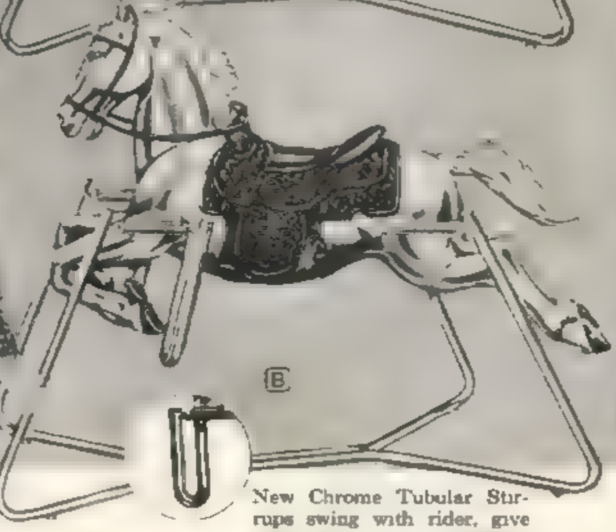
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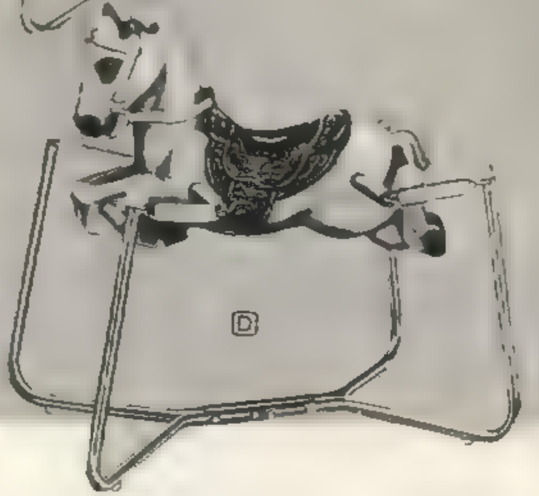
New Chrome Tubular Stirrups swing with rider, give safer, faster, more realistic ride. Mounting is easier, too.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Thrills and Adventures in the Western Style

(A) PALOMINO PAL "MUSTANG"—Finest and largest bouncing horse ever! A masterpiece of equine beauty! Made of tough, flexible vinyl—strong and durable, yet resilient. Simulated hand-tooled western saddle sports a large gold medallion. Chrome tube stirrups, leather bridle and reins, long life steel springs. Frame length 44", 30" wide. Height to saddle 29". 35 lbs.

10-2299-2595 Ages 1 to 7.......... Retail **$39.95**

(B) PALOMINO PAL "BRONCO"—A running mate of the "Mustang", this bouncing horse is made of the same tough vinyl flexible plastic with chrome tube stirrups, leather bridle and reins, handtooled western saddle. Frame length 41", width 29". Height to saddle 27". 30 lbs.

10-1796-2165 Ages 1 to 6 years .. Retail **$33 00**

Palomino Pal "Buckskin" (Not shown)—As above but 38" long frame, 25" wide Saddle 23" high.

10-1462-1765 22 lbs. ... .Retail **$27 00**

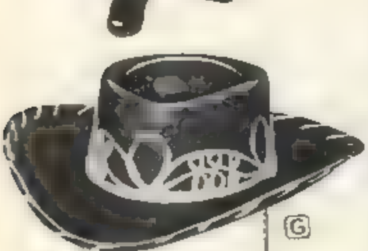
Palomino Pals are unequalled for realism, sculptured beauty and safe "bronco" action! Their beautiful palomino coloring, western saddle and tip-proof chrome tubular frame make them a favorite with young cowpokes and their parents.

(C) DELUXE PALOMINO PAL—A superb full-bodied horse made of acetate plastic that won't chip, peel, crack or scuff from the roughest rides. Chrome tube stirrups, hand-tooled western saddle. Frame length 33", 21" wide. Height to saddle 21". 13 lbs

10-2300-1330 Ages 1 to 6.......... Retail **$20.00**

(D) PALOMINO PAL "COLT"—Youngest acetate Palomino and the only horse of its class mounted on a chrome tube frame. Full-bodied and made of tough acetate plastic that won't chip, crack, peel or scuff Carries authentic hand-tooled western saddle. Frame length 29½" width 15". Height to saddle 14½" 11 lbs.

10-1800-797 Ages 1 to 3 Retail **$12.00**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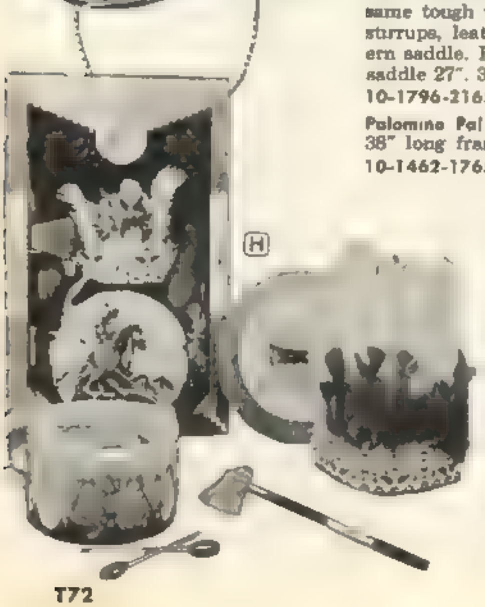
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(E) (F) DELUXE FRONTIER OUTFITS—All that's needed for small fry "cowpokes". Outfits are decked with suedine fringe, bright metal conchers on pockets. *Boy's* has hard-wearing black twill trousers with plaid cuffs to match flannel shirt with black twill yoke and pocket. *Girl's* has red twill skirt, flannel plaid shirt with matching red twill yoke and pocket, plus red twill bolero vest with 2 pockets. Ruggedly made for hours of hard play . . . and SANFORIZED too. Sizes: Small (2-4 years); Medium (5-8 years) . . . Specify size 2 lbs.

10-1798-300 Boy's Outfit .... Retail **$5.00**

10-1799-300 Girl's Outfit .. Retail **5.00**

(G) DELUXE FELT WESTERN HAT—The crowning touch to outfits for boys or girls. 100% virgin wool superfine felt with elegant braid-embroidered crown, laced edge, and chin cord with slide. Reeded sweat band. Sizes: Small, Medium; Large. Black or Red. Specify size and color

10-1797-145 ¼ lb. .... Retail **$2 00**

(H) MOHAWK CHIEF COMBINATION SET—Features Big Chief Indian head-dress with colorful feathers and white fluffs sewed on band decorated with authentic Indian designs. Also includes hand painted tomahawk with soft rubber blade. cut out colorful Indian shield, 2 mallets to beat on multi-color rubber tom-tom, (8" diam. 5" high).

10-1816-197 2 lbs. .... Retail **$3 00**

Remington and Underwood World Famous Portable Typewriters

Remington's Finest Portable Typewriter

(A) Remington "Quiet-Riter Eleven" Portable Typewriter

- *Standard 44 keys, 88 Character Keyboard*
- *Single double, triple line space selector*
- *Miracle Tab Control Key sets and clears Tabulator*

A portable with the features usually only found on office typewriters! Miracle tab control key allows set and clear tabulator stops at keyboard. 11" carriage gives 10.3" typing line. Standard 44 keys, 88 character keyboard. Smooth French grey finish. Single, double, triple line space selector. Shift key and lock. Visible margin set. Sure-grip cylinder, carriage centering lever. Automatic ribbon reverse. Variable line spacer, 2 color ribbon and stencil control. Margin release key. Personal touch regulator. Luggage type case and Instruction booklet included. Cleaning brush. Shipping weight 24 lbs.

E01367-11726	Pica Model. Grey finish	Retail **$145.17**
E01369-11726	Elite Model. Grey finish	Retail **$145.17**

(B) Remington "Letter-Riter" Portable Typewriter

- *Positive Paper Feed* • *Standard 42 Key Keyboard*
- *Variable line space for ruled papers and forms*
- *Positive Paper Feed prevents slipping and wrinkling of paper*

Similar to the Quiet-Riter (above) without the miracle tab. Has positive Margin control; variable line spacer for ruled paper and forms. Personal touch regulator; positive paper feed prevents slipping and wrinkling of paper; full sized standard 42 key keyboard with 84 characters; space bar positioned like standard typewriter; right and left shift keys and locks. Sturdy, super-strength frame prevents vibration and keeps vital working parts in perfect alignment and working condition. Complete with instruction booklet. Satin smooth French grey finish with harmonizing, easy-on-the-eyes green keys. Luggage type carrying case for portability. Shipping weight 23 lbs.

E01358-8714	Pica Type	Retail **$114.44**
E01360-8714	Elite Type	Retail **$114.44**

Remington TRAVEL-RITER
C

(C) Remington "Travel-Riter" Portable Typewriter

- *Collapsible Carriage Return and Line Space Lever*
- *Complete with Luggage Type Carrying Case*
- *Adjustable left and right hand margin buttons*

Lighter and smaller than most portables—ideal for stop-and-go typing assignments. Has the important features of office machines, yet is economy-priced. Includes full 42-key keyboard with 5 educational characters; easy-to-read graduated scale on paper table for margin setting; collapsible carriage return and line space lever; left and right carriage release levers; line finder for typing out of regular spacing; adjustable left and right hand margin buttons; automatic and manual ribbon reverse; permanent card writing finger holds cards for writing from top to bottom and edge to edge. Carriage centering and locking device. Gray finish. Instruction manual. Luggage type carrying case. Shipping weight 16 lbs.

E01362-6864	Pica Type	Retail **$89.74**
E01364-6864	Elite Type	Retail **$89.74**

(D) Underwood "Golden Touch" Quiet Tab Universal Portable Typewriter

- *"Key Set" Tabulation* • *Complete with Attractive Carrying Case*
- *"Touch Control"—Tuned to Your Touch*
- *"See-Set" margins for fast, positive margin alignment*

The new Underwood "Golden-Touch" Universal portable typewriter offers many "big machine" features. Provides typewriting efficiency, ease, quiet insulated operation. Has standard spaced keyboard, "key-set" tabulation for perfect column alignment; balanced segment shift; touch control—tuned to your touch; "see-set" margins for fast, positive margin alignment; 9" writing line; 3-position paper bail with paper scale; automatic ribbon reverse; 1, 2, 3 line spacing; back spacer, left and right margin release key; paper guide; 42-key keyboard with 84 characters. Includes instruction booklet, 2-tone carrying case. Smooth finish. 22x17x11". Shipping weight 24 lbs.

E33625-9213	Pica Type	Retail **$120.73**
E33626-9213	Elite Type	Retail **$120.73**

(E) Underwood "Golden Touch" Leader Portable Typewriter

- *Full Size Writing Line—No Special Ribbon Required*
- *Complete with Multiple Use Carrying Case*
- *"Easy-Touch" action and standard spaced "family" keyboard*

Designed to meet the modern writing needs of the entire family—economical, yet has the size and action of higher priced typewriters. "Easy-touch" action and standard spaced "family" keyboard. Full 9" writing line back spacer; right and left shift key; adjustable carriage and paper release lever; adjustable left hand margin; automatic line feeder and ribbon reverse; balanced segment shift prevents carriage from bobbing up when capitals are typed; single, double and triple spacing; 84 characters including arithmetic signs. Non-glare smooth finish. Multi-use carrying case measures 13½x13½x7½ in. Instruction booklet included. Available in Pica type only. Shipping weight 22 lbs.

E03789-6907	Pica Type	Retail **$84.07**

Famous Smith Corona Quality Portable Typewriters

(A) Smith-Corona "Silent-Super" Portable Typewriter

A dependable portable with every big machine feature plus silent operation. Modern office machine features: new 44 key, 88 character keyboard; key-set tabulator lets you do all the adjusting from a normal typing position. Quick-set margin control; Page Gauge determines bottom margin, Touch Selector regulates keys to the most comfortable typing pressure. Synchronized Line-Spacer for easy carriage return, single, double or triple spacing. Tip touch back spacer. Two-color ribbon and stencil device. Super-speed escapement, piano-key action. Holiday carrying case, touch typing chart and instruction book included. Specify Type: Pica or Elite. Weight 21 lbs.

E03845-11891	Sapphire Grey. Pica Type	Retail **$146.91**
E03846-11891	Sapphire Grey. Elite Type	Retail **$146.91**
E03843-11891	Seafoam Green. Pica Type	Retail **$146.91**
E03842-11891	Seafoam Green. Elite Type	Retail **$146.91**

(B) Smith-Corona "Sterling" Portable Typewriter

The Smith-Corona "Sterling" offers big typewriter performance at a very moderate price—an ideal selection for students and home secretaries. Features Quick-set margin control, Paper Gauge to regulate bottom margin; hand-set tabulator; color-speed keyboard with piano-key action; Touch Selector to adjust to your own typing pressure; 3-way ribbon-color control, super-speed escapement, tip-touch back spacer; typebar speed booster; 3 position bail; adjustable paper guide; skid-proof feet, rugged service-free construction plus many more time and work-saving features. Includes Holiday carrying case, touch typing chart and instruction booklet. Type style Pica or Elite. Weight 20 lbs.

E03852-9225	Pica Type	Retail **$125.71**
E03853-9225	Elite Type	Retail **$125.71**

(C) Smith-Corona "Skywriter" Portable Typewriter

The smallest—easy-to-carry portable—weighs just 9 lbs., yet does a "big" typewriter job. Carry in a brief case—slip in a drawer—only 3" high, 11" wide, 12" long; yet it's a sturdy, trouble-free machine. 42 contoured keys; 84 character keyboard. Has these big machine features, full-size keyboard, paper gauge; quick-set margins; paper release; retractable paper supports; error control, touch selector; back spacer and centering level. Gives neat, sharp imprint, single or double spacing. Single color ribbon—automatic reverse. Swing shift with two-key control. This versatile portable typewriter is smartly finished in beige with matching vinyl carrying case with handle. Touch typing chart and typing instructions included. Choice of Pica or Elite Type style. Shipping weight 11 lbs.

E03857-6209	Pica Type	Retail **$78.49**
E03858-6209	Elite Type	Retail **$78.49**

Royal Portable Typewriter

(D) The "Royalite" Portable Typewriter

The "Royalite" Portable Typewriter offers the user a dependable, compact typewriter that types easily and clearly. It is lightweight and durable—yet can easily be carried anywhere. Has 42 key, 84 character standard keyboard. Pica Director type. Weighs only 8 lbs. Only 3" high. Has the desirable features of office machines; touch set margins right and left release, back-spacer, single color ribbon, automatic ribbon reverse, full and retractable paper supports. 10 inch carriage accommodates business size envelopes easily and efficiently. Handy push-button top—just press button to open, nothing to lift or pull. Complete with Portfolio carrying case. The "Royalite" makes an ideal gift for the students, or use at home or at the office. Shipping weight 14 lbs.

E33637-6297	Pica Type	Retail **$79.75**

(E) Royal "Futura" 800 Portable Typewriter

The fabulous new Royal "Futura" . . . a portable in size and weight, and every bit as complete as the big standard typewriters. Combines all the advantages of a regular portable with all the hard working features of the best standards. "Futura" features are: twin-pack, the only quick change ribbon that never touches your hands, the magic margin sets your desired margin automatically, magic column set key sets tabular columns at the touch of a button, line meter shows you how many lines are left at the bottom of the page. All these features plus the smooth, effortless, fully standard sloped keyboard with finger-flow keys. 44 keys, 88 characters. These features give you brilliant typing results that you would never expect from any portable. One-piece construction finished in mist grey. Wt. 20 lbs.

E33646-11150	Pica Type	Retail **$147.00**
E33647-11150	Elite Type	Retail **$147.00**

`This is Elite Type`   `This is Pica Type`

Brand New Pacemaker Smith Corona Typewriter

(A) New Smith-Corona Pacemaker Office Typewriter

A full-size standard office typewriter unmatched in price and performance. Big typewriter construction—top typing features. Features previously found only in machines priced far higher. Quickset margins, interchangeable Platen. Flick-set full width tabulation. error control coordinated scales, automatic line retainer, reinforced all steel frame. 11" carriage width. Your choice of either Pica or Elite type. Wt. 24 lbs.

E03836-15347 Pica Type . . Retail **$200.87**
E03837-15347 Elite Type Retail **$200.87**

(B) Royal Office Typewriter

This completely reconditioned late model Royal is an unrivaled buy designed to give you years of trouble-free dependable service. Features "Magic Margin" control, universal standard keyboard, finger comfort keys, keyset tabulator, automatic ribbon reverse and variable line spacer. New finger comfort, all standard equipment. Completely reconditioned, refinished in grey crackle finish. With cover and lessons.

F49569-10065 Wt. 24 lbs. Retail **$150.97**

B All Reconditioned machines have been thoroughly checked and rebuilt—and have a 90 day guarantee against mechanical defects. Shipped from Chicago warehouse.

Smith-Corona 7A Model Office Typewriter

World famous Smith Corona features, fast front set margin stops, completely automatic Key tabulator with bar operation. Variable line spacer. Exclusive "Page Gauge" Action and dependability combined with beautiful design and modern plastic keyboard for dependable service. With dust proof cover and book of lessons. **Specify Carriage**—Choice of either 11" or 13". Choice of Pica or Elite type. **Specify type.** Completely reconditioned. 24 lbs.

F49570-9455 .... Retail **$141.82**

Remington Super-Writer Office Typewriter

Features ultra modern "Visible Margin" sets, automatic tabulation key release lever, 2-color ribbon device, standard keyboard, plus finest styling and engineering. Plastic keyboard. Includes instruction book and dust-cover. Thoroughly reconditioned Grey crackle baked enamel finish. **Specify carriage width** choice of 11", 13", 15". Available in either Elite or Pica type. **Specify type.** Shipping weight 24 lbs.

F49571-9760 Retail **$146.40**

Underwood Grey Deluxe Office Typewriter

Takes paper 11½" wide, has a writing line of 9½". Universal standard keyboard, automatic tabulation, two color ribbon device with stencil cutter, and automatic ribbon reverse and quick setting visible margin sets. Completely reconditioned for years of dependable service. Eye-pleasing grey crackle finish. Includes dust cover and instruction book. Built for all around work. **Specify type.** Elite or Pica type. Shipped from factory, Chicago. Wt. 24 lbs.

F49572-8845 .... Retail **$132.67**

Print-O-Matic Duplicator

Reproduces bulletins, letters, post cards to legal size 14x8½". One at a time automatic self feeding insures accurate register. Variable speed control. Covered cylinder -no drum drip. Portable. Manual operation with snap-on arm. ½ lb. ink, 2 stencils included. 22x17x12½". Weight 44 lbs.

E04893-7290 .. .. Retail **$105.47**
E04894-267 Box of 24 stencils **$ 4.00**

CARD SIZE DUPLICATOR

Automatic, self-feeding. Turns out up to 2000 cards, labels, per hour, 3x5" to 4x6". Prints up to 4 colors. 13x6". Weight 5 lbs.

E04892-1443 . ... Retail **$29.94**
E04889-131 Box of 24 stencils. . **$ 1.95**

Perma-Print Check Protector

Assures accurate, tamper-proof check writing. Print thousands of checks before reinking, no ribbons or ink rolls. Set amount wheels in 1 simple operation. Press printer bar and you have a perfectly clear permanently clean printed check in the desired amount. Printed check is easily read, safe from tampering. Accommodates all bank check sizes and styles. So compact and attractively styled it can be stored in a desk drawer. Made in durable gray plastic. 1 year guarantee against defective workmanship. 9x9x3". Shipping weight 2 lbs.

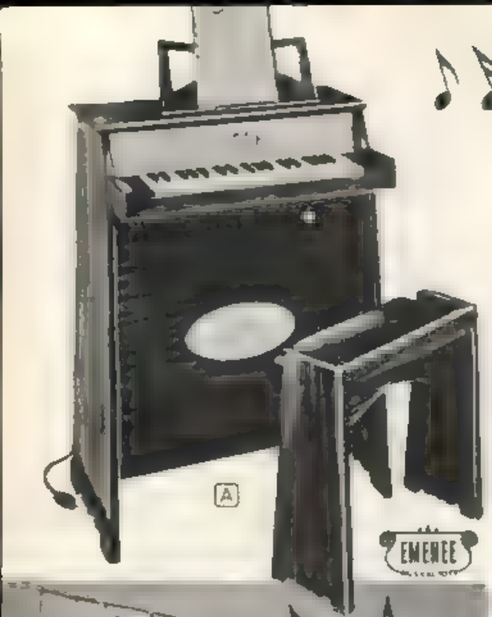
E01627-1967 .... Retail **$29.50**

Swingline Stapler

The most useful tool for office, home or in the workshop—easily fills the bill for many different jobs. The scientifically modern design adds to the usefulness of this Swingline Stapler. Made of indestructible steel construction for years of long, dependable service. So easy to use . . . so easy to load—no special tools needed—ever. Handle can be set flush to extractor for convenient storage in pocket. Staples within 1/16 inch of corners. Uses 4/16 or 5/16 inch staples. Case hardened steel. Handsome gray finish. Complete with box of 5/16" staples. Swingline stapler size: 6"x3"x1". Shipping weight 1 lb.

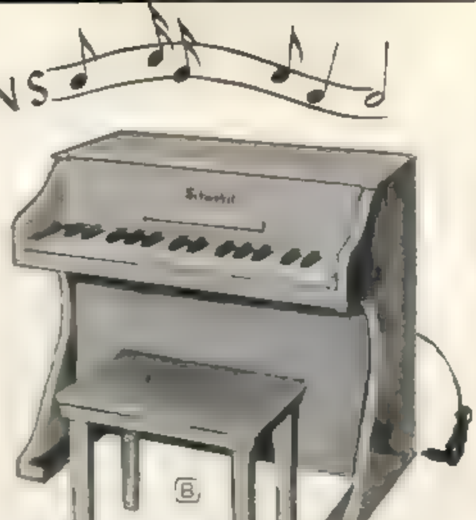
E03944-399 . ... Retail **$5.54**

ELECTRIC ORGANS

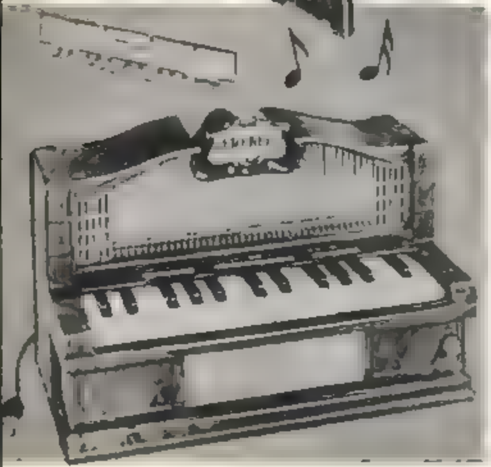


(A) EMENEE ELECTRIC GRAND CONSOLE ORGAN WITH BENCH — Produces rich, full professional organ tones. Anyone can play right from the start with "self-teach method" music book included. Has 37 black and white full size keys that play sharps, flats, chords, 3 full chromatic octaves. Beautiful walnut finish wood cabinet. AC only. Bench included. Organ: 25" x 13¾" x 31⅝" high.
10-2314-5960 45 lbs. ....Retail **$90.00**

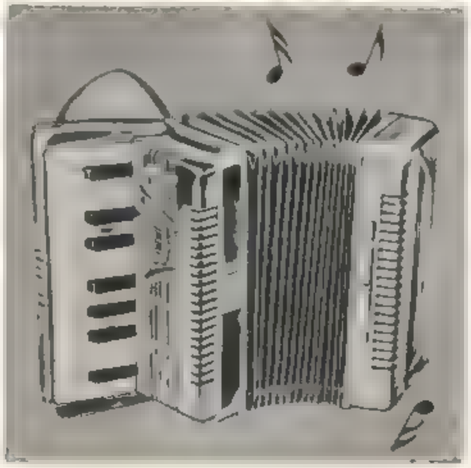
(B) SCHOENHUT ELECTRIC ORGAN AND BENCH — 30 black and white keys play sharps, flats, 2½ chromatic octaves with true full-bodied professional organ tone. Finest quality plywood in light blonde finish. Comes with music book and bench. A. C. only. Organ: 19¾" x 11⅞" x 16⅞" high
10-2313-2295 20 lbs. ....Retail **$35.00**



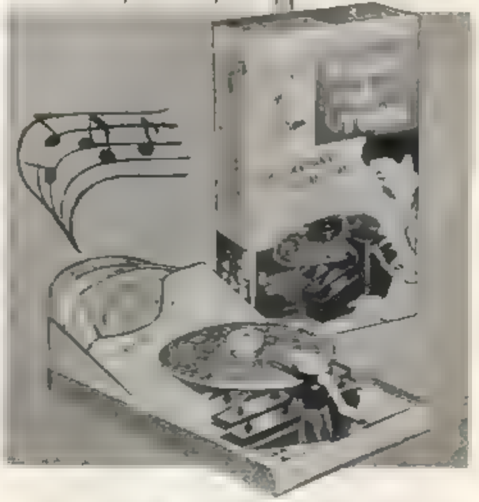
Schoenhut



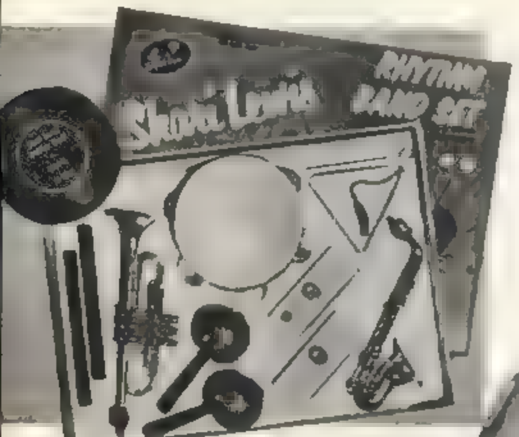
EMENEE ELECTRIC GOLDEN PIPE ORGAN—Handsome walnut finished golden pipe reed organ with 27 black and white keys, plays sharps, flats, over 2 full chromatic octaves with true, full-bodied organ tone. Complete with "self-teach method" music book that enables anyone to play from the start, and key selector for easy playing. AC only. 12⅝ x 18¼ x 9½"
10-1869-1330 10 lbs .... Retail **$20.00**



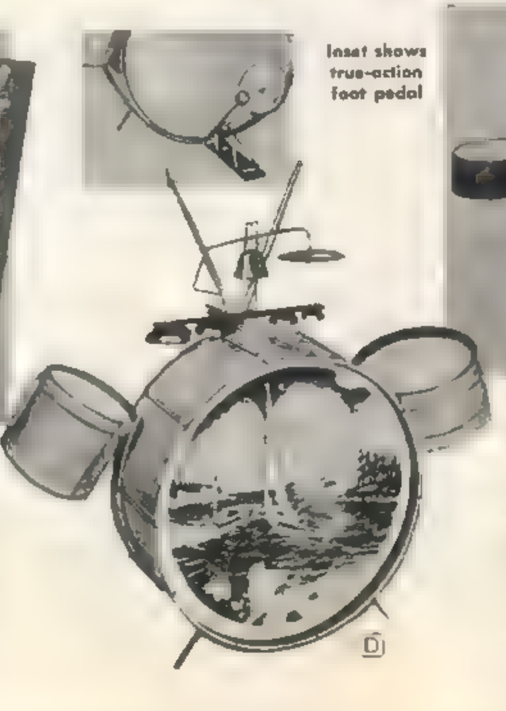
EMENEE GOLDEN PIANO ACCORDION — Professional-like full scale piano keyboard for right hand, bass notes and cords for left hand. 52 tuned reeds for wide tonal range. Over one foot high, extends to nearly 2 feet. Easy-action bellows. Beautiful gold finish trim and fittings. Adjustable shoulder harness. Music book with easy to-read tunes is included
10-1034-530 3 lbs. .... Retail **$8.00**



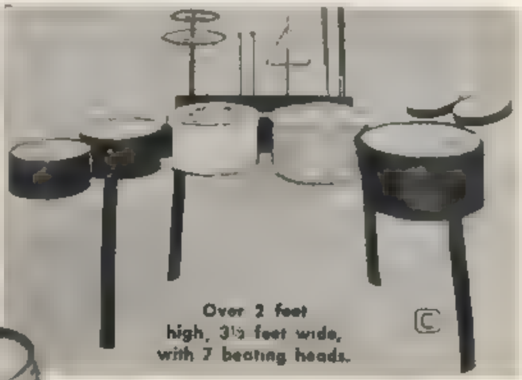
TURN-A-TUNE - Fun for the recreation room crowd. Just turn the handle and play a tune. Disc revolves and perforations release keys that strike metal music bars. Complete with 8 disks of popular children's melodies that slip into place easily. Sturdy red and blue plastic base. Hours of wonderful entertainment for youngsters. Ages 3-10
10-2315-197 1¾ lbs. ....Retail **$2.98**



SHARI LEWIS RHYTHM AND KAZOO BAND — Guaranteed to create enthusiasm and excitement among the younger set. Consists of tambourine, golden cornet (kazoo), golden saxaphone (kazoo), pair of maracas, pair of claves, musical triangle and beater, pair of sand blocks and a 33 1/3 RPM record to accompany young musicians
10-2318-265 2½ lbs. ....Retail **$3.98**



Inset shows true-action foot pedal

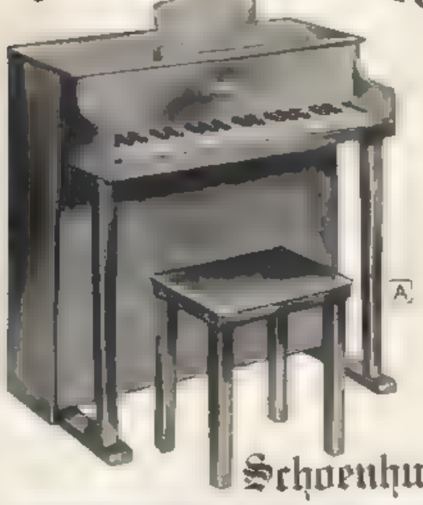


Over 2 feet high, 3½ feet wide, with 7 beating heads.

(C) MARIMBA JAZZ SET — Fun-full package will impress any youngster. Set includes 7 beating heads, cymbals, reed beaters, sticks and triangle. Rainbow of colors on heads, complimentary colors on shells. Over 2 ft. high, 3½ ft. wide.
10-2317-330 7 lbs. ....Retail **$4.98**

(D) JAZZ DRUM SET — Big 18" bass drum with genuine skin head gives deep, rich tone. Also has 9" snared drum, 6½" kettle drum, 4 gong bells, cymbals, tone block, cow bell, triangle, sticks, foot pedal, instructions. Beautifully decorated in front. Ages 6 & up.
10-2316-1195 8 lbs. ....Retail **$17.95**

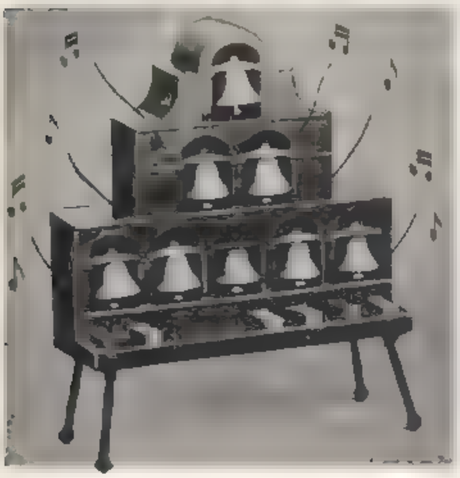
Child's World of Music

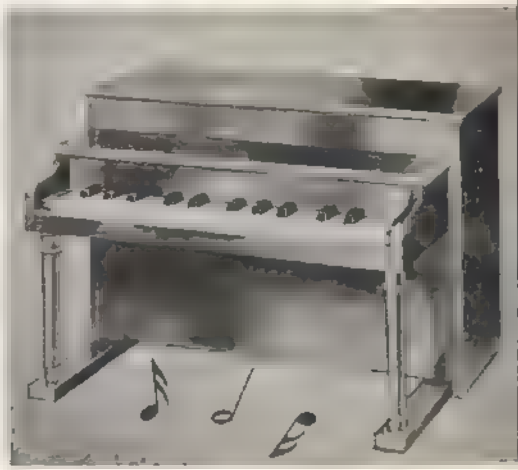


Schoenhut

(A) SCHOENHUT SPINET PIANO AND BENCH — 37 standard width piano keys teach children proper finger spacing. 3 full octaves. Precision made tone rods produce proper pitch. Color coded chart and music book enable child to play tunes immediately. Piano and bench of finest plywood with walnut lacquer finish Piano: 23¾" x 11¾" x 19¾" high. With bench
10-1038-2095 20 lbs. ....Retail **$32.00**

(B) SCHOENHUT DELUXE SPINET PIANO AND BENCH — 49 standard width piano keys teach proper finger spacing. 4 full octaves. Tone rods are precision made to reproduce faithful tones. Color key chart and color music book teach children to play tunes immediately. Realistic hinged top. Piano and bench of finest plywood with walnut lacquer finish. Piano, 31" x 13¾" x 23¾" high. With bench.
10-1037-3295 32 lbs. . . ..Retail **$49.95**

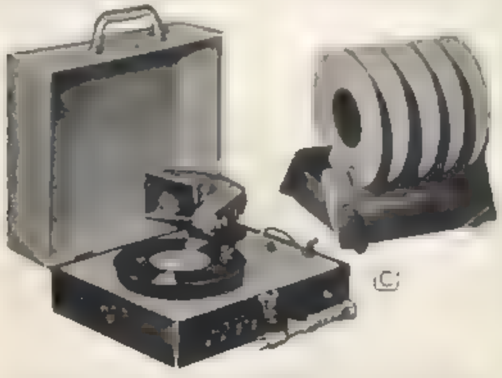




DELUXE KAMPANILE — A majestic tower of bells that tolls beautiful music far and wide. At a touch of the keyboard, each precision-tuned bell rings note in the scale. Bells and keyboard are color-keyed to children's favorite songs so they can play by color as well as by note or ear. A wonderful musical start for tiny tots. 14" x 6" x 13" high. Complete with color-keyed song book
10-1012-330 3 lbs . . . . . .Retail **$4.98**

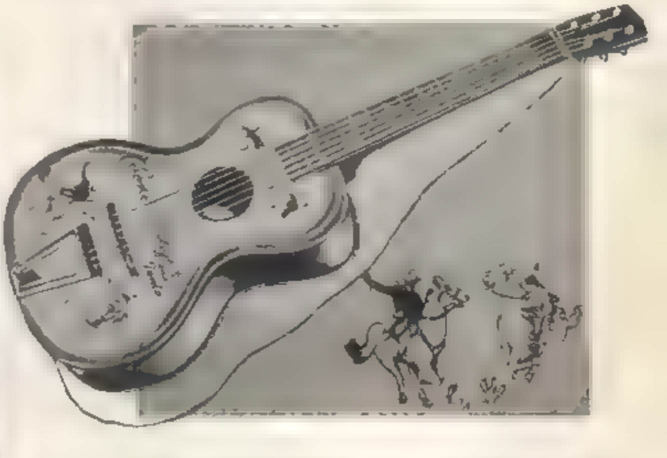
SCHOENHUT SPINET PIANO AND BENCH — 30 standard width keys — same as on standard pianos — teach correct finger space. 2½ full octaves. Tone rods are high carbon precision ground to produce proper tone. Color notes in music book used with color chart enable children to play tune immediately. Finest quality plywood in walnut finish. Piano: 10½" x 19¾" x 18¾" high. Bench included.
10-1036-1330 17 lbs. ....Retail **$20.00**

SCHOENHUT TABLE-TOP SPINET PIANO — 25 black and white plastic keys made especially for tiny tot fingers ages 1 to 3. Precision made rods produce faithful tone reproduction. Color notes in music book used with color chart enable children to play tune immediately. Fine quality plywood construction finished in walnut lacquer. 14¾" wide x 9½" high x 10½" deep
10-1868-525 6 lbs. ....Retail **$8.00**

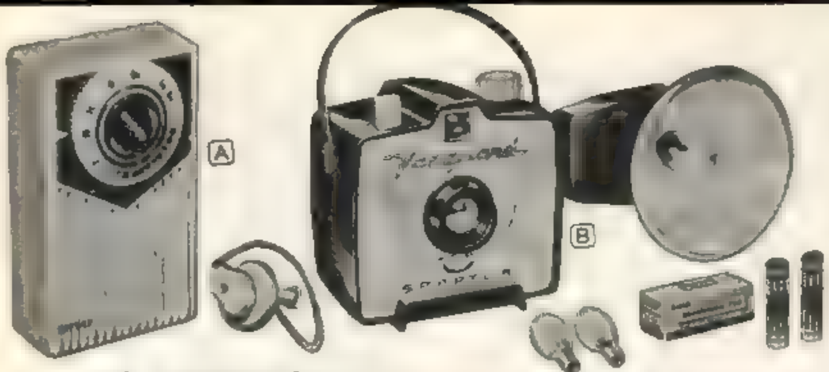


(C) ACOUSTIC ELECTRIC PHONOGRAPH with RECORD HOLDER & RECORDS — Plays all 78 rpm records. Ampliphone deluxe horn and balanced tone arm assure excellent reproduction and tone quality. Simple volume control. Sturdy wood fiber case has 2-tone washable covering. 12" x 10" x 5¾". 15 record holder and 5 unbreakable vinyl 7" kiddie records included.
10-1024-795 AC 8 lbs . .. .. Retail **$14.95**

(D) CONSOLE PHONOGRAPH STAND — Holds above phonograph and 34 records on its 2 shelves and record rack. Sturdy ⅜" wood fiber in blue. 22" high x 12" x 11½".
10-2319-230 6½ lbs. ....Retail **$4.00**



LONE RANGER GUITAR — Full size Western-style guitar with nylon strings plays and sounds like the real thing. Amazing fine tone. Beautifully made with cowboy motifs. Finished in Ivory with Green or Brown shading, decorated with two harmonizing colors. Instructions for tuning and playing included. 33" long x 12¾" wide x 3½". Ages 6-16.
10-2320-330 4½ lbs. ....Retail **$4.98**



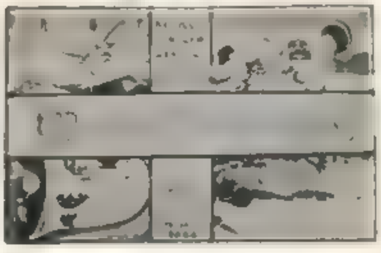
(A) FUTURA ALL-TRANSITOR RADIO—A magnificent radio. Efficient reflex circuit tunes in stations right on the button—needs no ground—no aerial. All transistors—no tubes to break or burn out! Fits in the palm of your hand—even in shirt pocket. Plays with fine, clear tone through the hi-fi earphone, and delivers over 500 hours of playing from a single low cost battery (not incl.).

22-1751J-660 7 ozs. 4x2¼x1"........... Retail **$9.95**

22-1752J-52 Battery for Futura.............. Retail **$0.79**

(B) SPARTUS "VANGUARD" 10-PIECE CAMERA KIT—A complete camera outfit that gives professional results. Takes black and white, color snapshots or color slides on 127 film. Kit includes camera with adjustable lens opening, flash unit, 2 batteries, 2 bulbs, 1 roll film, booklet, free film certificate.

26-1325-325 2 lbs................ Retail **$4.98**



(C) SET OF FOUR TALKING BOOKS—40 pages move, meow, squeak, whistle, as you read the stories. Color pictures let child associate sounds with characters.

10-2361-145 Complete set of 4. 1 lb. Retail **$2.00**

(D) BOOK SET—12 full color Rand McNally 32 page books, each bound in heavy washable covers. Most popular sellers ABC Book, Red Riding Hood, Bobo, Birds, Noah's Ark, etc. Fun and reading pleasure for children 2-8.

10-2372-244 Set of 12. 3 lbs. Retail **$3.48**

A Treasury of Golden Books and LP Records

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(E) DISNEY 3-BOOK SET—Enchantingly written, beautifully illustrated editions of great favorites: Cinderella, Sleeping Beauty, Shaggy Dog Alive with full-color original Disney illustrations! Will delight children. 32 to 64 pages each 3 lbs.

10-2368-225 Set of three!........Retail **$3.00**

(F) THE REAL MOTHER GOOSE BOOK—306 familiar verses, 160 colorful illustrations. This edition has been the Kiddie best-seller for over 30 years.

10-2370-210 1 lb............... Retail **$2.95**

(G) FAIRY TALE BOOK—28 fresh and unusual classic fairy tales from all over the world. 83 beautiful illustrations, most in color. 13x10".

10-2367-285 2 lbs...............Retail **$3.95**

(H) ALBUM OF HORSES—Interesting stories of 22 breeds, with a full page color picture of each. A thrilling book for anyone who loves horses. 112 pages 11x9".

10-2371-245 2 lbs ....Retail **$3.50**

(J) LIFE'S THE WORLD WE LIVE IN—Jr. edition of Life Magazine's fascinating 5-billion year history of our planet. 150 paintings, maps, photos —in color.

10-1885-355 2 lbs...............Retail **$4.95**

(K) THE SEA AROUND US—Rachel Carson's enthralling book about the oceans and life in their depths. Adapted for children. Color illustrated.

10-2366-355 8x11". 2 lbs.........Retail **$4.95**

(L) GOLDEN BOOK OF AMERICA—Our nation's past comes to life with these true stories and color pictures of battles, parades, pioneers, etc.

10-1887-355 2 lbs ...... Retail **$4.95**

(M) GOLDEN DICTIONARY—Prepared by experts for children. 544 pages, 2120 color pictures, maps, etc.

10-2365-355 2 lbs............. Retail **$4.95**

(N) GOLDEN TREASURY OF NATURAL HISTORY—Tour of earth's past, and its wonders. 500 color pictures.

10-2364-355 2 lbs...... Retail **$4.95**

(P) GOLDEN BOOK OF ASTRONOMY—The wonders of space explained in one big book. 100 color pages.

10-1882-285 10x12¼"...........Retail **$3.95**

(Q) GOLDEN BOOK OF SCIENCE—Unequalled introduction into the worlds of all sciences. 450 pictures.

10-1883-285 10x12¾".......... Retail **$3.95**

(R) THE STORY OF FLIGHT—The exciting story of man's conquest of the air. From the first wild dreams to today's space age. Well illustrated.

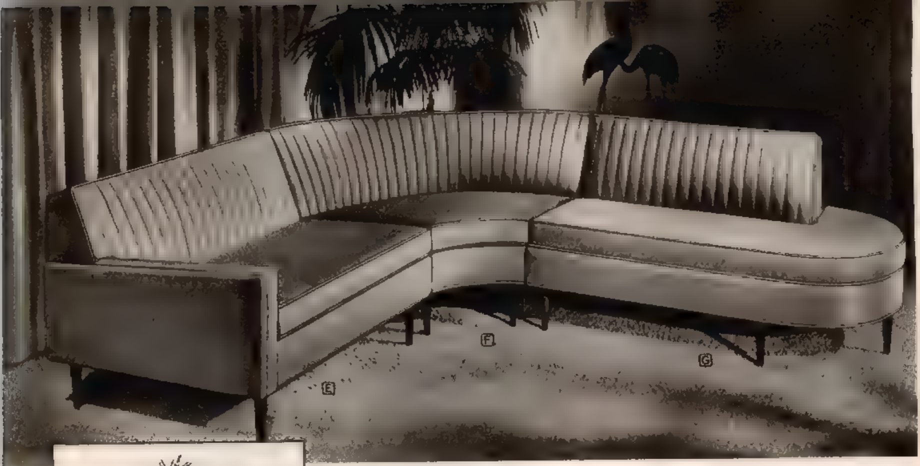
10-2363-285 10x12⅜"...........Retail **$3.95**

(S) GOLDEN GLOBAL ATLAS—New views of our world from space. 100 pages in color—maps, historical figures and events. Superb, simple text.

10-2362-425 10¾x14"...........Retail **$5.95**

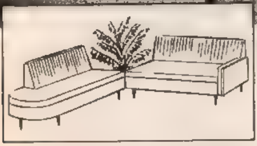
(T) RAND McNALLY WORLD ATLAS—Contains 388 pages of up-to-date maps, charts, facts, events and places in our world. Cloth bound!

10-2369-420 7⅝x11".......... Retail **$6.95**



SELIG Pedigree Collection

The finest in contemporary furniture—by a distinguished maker



6 Coverings, in Beautiful Colors

Grade 30 Coverings—3 Fabrics

Blair . . . textured cotton rib. Specify: Natural, Char/Brown, Turquoise, Orange, Black.
Caravan . . . woven slub texture. Specify: Mocha, Brown, Black, Red or Royal Blue.
Oslo . . . two-tone, tightly woven, contemporary twill fabric. Specify: Beige, Brown, Orange, Tile Blue or Red.

Grade 50 Coverings—3 Fabrics

Nylontex . . . nylon pile boucle in a looped weave Specify: Coral, Brown, Black, Beige or Blue.
Gainsboro . . . smart novelty ribbed weave in decorator colors. Specify: Sand, Apricot, Charcoal Brown, Mocha or Turquoise.
Kasara . . . tweed with a hand-woven look Specify: Champagne Beige, Jade, Charcoal Gray, Gold or Charcoal Brown.

Send for samples of Selig upholstery coverings above. $5.00 deposit (charged to dealer's account) will be credited on return of book. Please do NOT send cash or check.

"Pedigree"—furniture of simple, tailored elegance. The smooth, trim lines are emphasized by deeply-channeled backs. Choose your favorite sofa style and as many chairs as you like in any of the fabrics and colors listed at left Blend the pieces for a custom effect. Chairs and sofas are cushioned in 100% latex foam rubber with zippered covers that are removable for cleaning. Experienced craftsmen make the frames of the best kiln-dried hardwood. Cross-bracing and doweled corner blocks assure extreme sturdiness. Spring seat platforms are softly padded. When ordering, *specify* name and color of fabric. Also *specify* all-brass legs or wood legs in Walnut, Black or Blond finish.

E **Left-Arm Facing End Section.** Adapts to so many arrangements. 45" wide, 32" deep, 27" high. From Louisiana. Wt. 95 lbs.
86-6004 D9950 Grade 30 cover . . . **$149.50**
86-6012 D10950 Grade 50 cover . . . **164.50**

Right-Arm Facing End Section (not shown). Like section above, except arm is on other side. Use with that section (or with bumper, as shown in sketch) to make handsome 2-pc. sofa. 45x32x27" overall. From La. 95 lbs.
86-6038 D9950 Grade 30 cover . . . **$149.50**
86-6046 D10950 Grade 50 cover . . . **164.50**

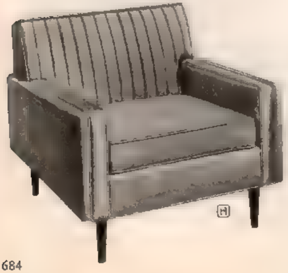
F **Center Section.** Turns a corner to decorative advantage, adds extra seating as well. 44" corner displacement. 32" deep, 27" high From Louisiana. Ship. wt. 90 lbs.
86-6053 D10950 Grade 30 cover . . . **$164.50**
86-6061 D11950 Grade 50 cover . . . **179.50**

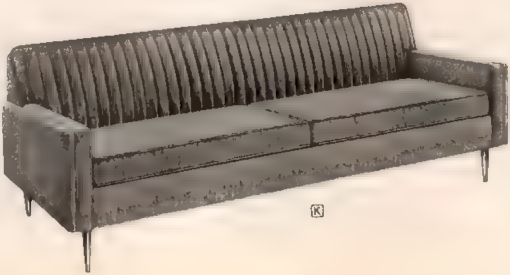
G **End Section with Right Facing Bumper.** 53" w, 32" d, 27" h. From La. 95 lbs.
86-6079 D11450 Grade 30 cover . . . **$169.50**
86-6087 D12450 Grade 50 cover . . **184.50**

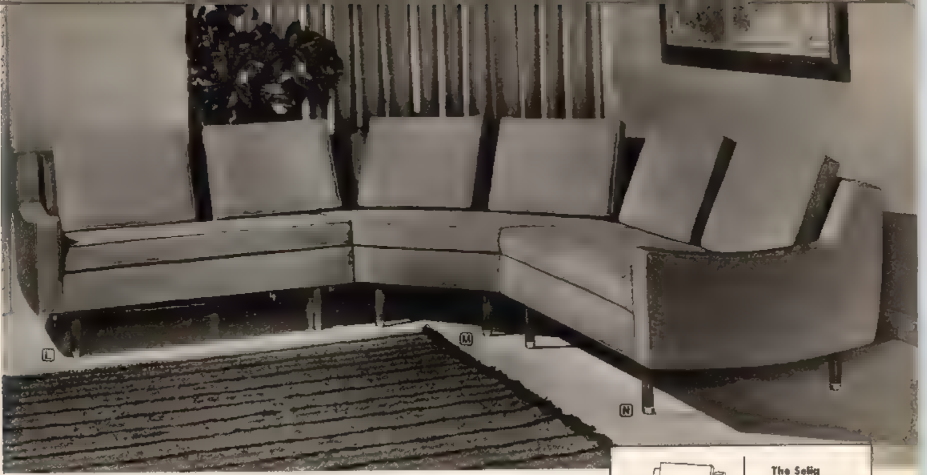
End Section with Left Facing Bumper (not shown). 53" wide, 32" deep, 27" high overall. From Louisiana. Ship. wt. 95 lbs.
86-6095 D11450 Grade 30 cover . . . **$169.50**
86-6103 D12450 Grade 50 cover . . . **184.50**

H **Arm Chair.** Generously sized . . . 32" deep, 27" high, 30" wide. From La. Wt. 80 lbs.
86-6111 D7450 Grade 30 cover **$114.50**
86-6129 D7950 Grade 50 cover . **124.50**

K **Two Arm Sofa.** 83" wide, 32" deep, 27" high overall. From La. Wt. 140 lbs.
86-6137 D15950 Grade 30 cover . . . **$239.50**
86-6145 D17450 Grade 50 cover . . . **259.50**







SELIG Parklane Group

Sectionals, sofas, chairs . . . all built with extra luxury

"Parklane" is a graceful new interpretation of modern design with an air of elegance. It achieves a high standard of luxury and beauty in every detail. There's a custom look to the loose cushion backs and shaped arms. Both seat and back cushions are of 100% latex foam rubber with zippered covers that are removable for cleaning. Frames are made of best kiln-dried hardwood with cross-bracing and doweled corner blocks to assure lasting sturdiness. Legs are brass tipped. Spring seat platforms are softly padded. Choose your favorite pieces covered in any of the fabrics and colors listed on page 684 *Specify* name and color of fabric; also *specify* Black or Walnut wood finish

Ⓛ **Left-Arm Facing End Section.** Use as shown or pair it with the right-arm end section to make a corner grouping. 48" wide, 34" deep, and 28" high with two pillow back. From Louisiana. Ship. wt. 100 lbs.
86-6608 D11950 Grade 30 cover . . **$179.50**
86-6616 D13450 Grade 50 cover . . . **199.50**

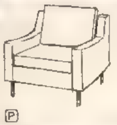
Ⓜ **Center Section** adds extra seating at the corner. 51" displacement, 34" deep, 28" high. Two pillow back. From La. 95 lbs.
86-6640 D12950 Grade 30 cover . . . **$194.50**
86-6657 D14450 Grade 50 cover . . . **214.50**

Ⓝ **Right-Arm Facing End Section.** Use with left-arm end section to make a handsome 2-pc. sofa. 48" wide, 34" deep, 28" high with two pillow back. From La. Wt. 100 lbs.
86-6624 D11950 Grade 30 cover . . . **$179.50**
86-6632 D13450 Grade 50 cover . . . **199.50**

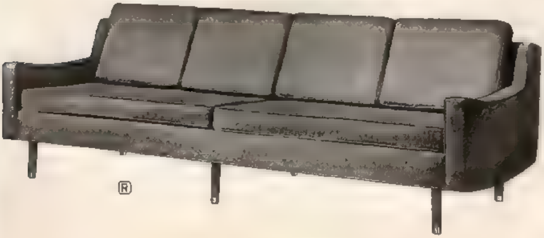
Ⓟ **Arm Chair.** Smartly styled and luxuriously comfortable. Full 30" wide, 34" deep, 28" high. Loose cushion pillow back. From Louisiana. Ship. wt. 85 lbs.
86-6665 D8950 Grade 30 cover . . . **$134.50**
86-6673 D9950 Grade 50 cover . **149.50**

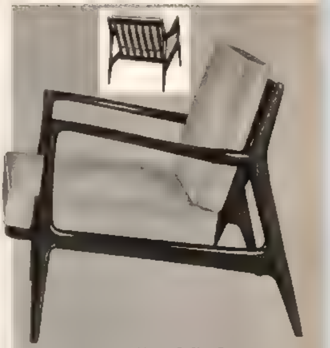
Ⓡ **Extra-Long Sofa** comfortably seats four without crowding. Makes a dramatic center for furniture arrangements. It's a full 92" long, 34" deep, 28" high. Four cushion back. From La. Ship. wt. 175 lbs.
86-6681 D20950 Grade 30 cover . . **$309.50**
86-6699 D22950 Grade 50 cover . . . **339.50**

Sofa (not shown). 82" long, 34" deep, 28" high. Three cushion back. From Louisiana. Ship. wt. 160 lbs.
86-6707 D17950 Grade 30 cover . . **$269.50**
86-6715 D19950 Grade 50 cover . . **299.50**



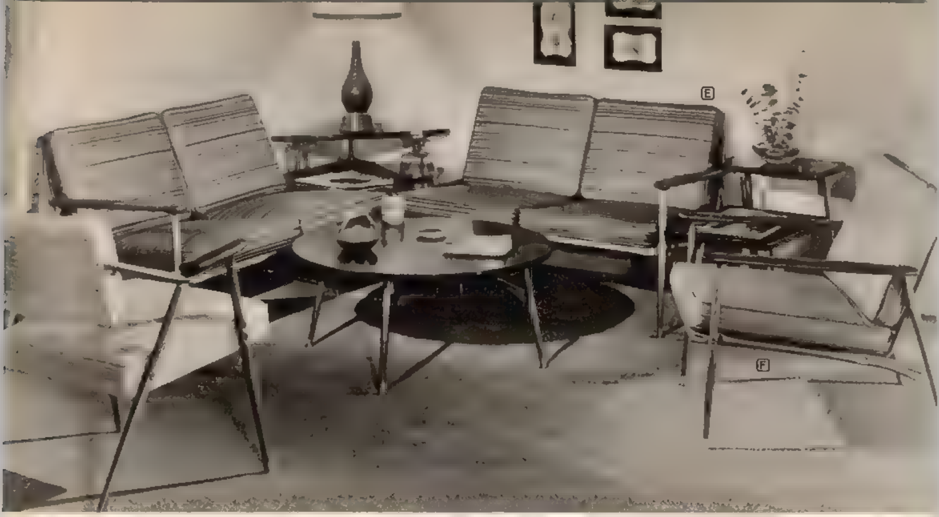
The Selig Parklane Group is covered to order in any of the fabrics and colors listed on the opposite page





Dramatize Your Selig Group with a Danish-Inspired Selig Modern Chair

Danish Arm Chair completes a distinguished collection of Selig furniture. All America loves the carefree beauty of Danish modern—its perfect blend of simplicity and casual elegance. You'll find it an exciting accent to a traditional room, a gracious warm note with high fashion modern settings. Frames imported from Denmark, have rich walnut finish. Cushions are 100% latex foam rubber with zippered covers in choice of all fabrics and colors described on opposite page. Handsomely proportioned chair is 30" wide, 32" deep, 28" high. *Specify* name and color of fabric. From La. 50 lbs.
86-6723 D8450 Grade 30 cover . . . **$129.50**
86-6731 D9450 Grade 50 cover **139.50**



Complete 6-Pc. Living Rooms . . . 169.50 and 199.50

"WESTMOUNT" LIVING ROOM . . . shown above

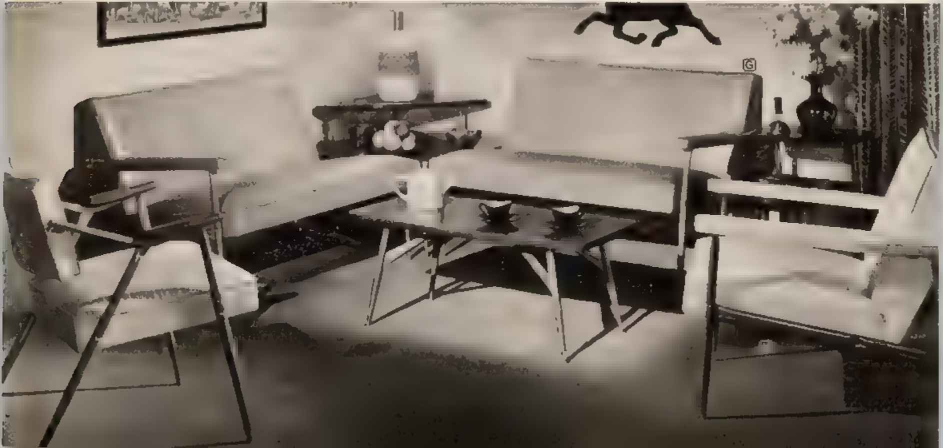
Here is carefree modern furniture at a price so modest you can re-do your living-room, den or playroom without a budget worry. Sleek, super-strong tubular steel frames are finished in warm Bronze with gleaming brass-tipped self-leveling legs. Handsome textured plastic covers combine decorator charm with rugged wear-resistance. Reversible seat and back cushions have full inner spring construction. Wood arms are walnut finished. Walnut-grained plastic top tables. You can buy the 6-pc. group shown or 2-pc. sofa or club chair separately. 6-pc. set includes: 2-pc. Sectional Sofa; Club Chair; adjustable back Occasional Chair, 23x23x29" high; Cocktail Table 33" diam., 14½" high; Corner Table 28½x28½x21" high, Step Table 15½x28x21" high. *Specify upholstery color:* Sofa and Club Chair in White, Toast, Turquoise, Charcoal or Tangerine; Occasional Chair in White, Turquoise, Tangerine, Toast or Brown. From Pa.

	86-4009	**D13950**	6-Pc. Set. Ship. wt. 244 lbs.	**$199.50**
E	**86-4017**	**D6950**	2-Pc. Sofa, 90x28½x27" high. Wt. 93 lbs.	**99.50**
F	**86-4025**	**D1950**	Club Chair, 25x28½x27" high. 37 lbs.	**29.50**

"CRESTVIEW" LIVING ROOM . . . shown below

Looking for light-hearted modern furniture that can take the wear and tear of family living? You've found it—and at a low, low price! Graceful, adaptable modern design features tubular steel frames in a rich Bronze tone with self-leveling legs accented in brass. Durable plastic upholstery can be cleaned with a wipe of a damp cloth. Walnut-grained Vikolite plastic table tops are scuff, heat and alcohol resistant, keep their smart beauty for years. Buy the 6-pc. group as shown or order the 2-pc. sofa or arm chair separately. 6-pc. group includes: 2-pc. Sectional Sofa, Arm Chair; Occasional Chair 23x23x29" high; Cocktail Table 17x36x14½" high; Step Table 15½x28x21"; Corner Table 28½x28½x21" high. *Specify upholstery color:* Sofa and Arm Chair in leather-like plastic in Turquoise, Tangerine, White or Toast; Occasional Chair in gold-glinted, ripple textured plastic in White, Toast, Turquoise, Charcoal or Tangerine. From Pa.

	86-4033	**D11950**	6-Pc. Set. Ship. wt. 231 lbs.	**$169.50**
G	**86-4041**	**D4950**	2-Pc. Sofa, 90x29x27" high. Wt. 95 lbs.	**69.50**
H	**86-4058**	**D1750**	Arm Chair, 25½x29x27" high. 32 lbs.	**25.50**



MOST PLAY-VALUE PER DOLLAR!

Christmas

Birthdays

Get-Well Gifts

PARTY FAVORS

EASTER

YEAR-ROUND APPEAL FOR KIDS OF ALL AGES!

Silly Putty

SATURATION TV IN 64 MARKETS!

NOTHING ELSE IS

Silly Putty®

THE FASCINATING TOY FOR THE WHOLE FAMILY

BIGGEST SELLING

In the sixty-four top markets of America, Silly Putty has demonstrated the power of television — **and the power of Silly Putty!** This amazing toy (fastest-selling toy in the United States today) is now continuing in these markets with 1960 television campaigns that are getting even bigger business than the TV drives of 1959.

In New York, 600,000 kids bought Silly Putty in 1959 — this year 675,000 youngsters have already bought it. In Chicago, one drug chain sold 15,000 dozen in just eight weeks. On the West Coast, one toy wholesaler sold 1,200 gross in six weeks.

REMEMBER THIS: Silly Putty is a basic toy that has been on the market for eleven years. **Silly Putty is serious business!** Silly Putty sells the year round to kids and grownups of all ages . . . it is packaged dramatically for open display and impulse buying . . . is priced for common-sense profit . . . and has a traditional price structure that the trade respects.

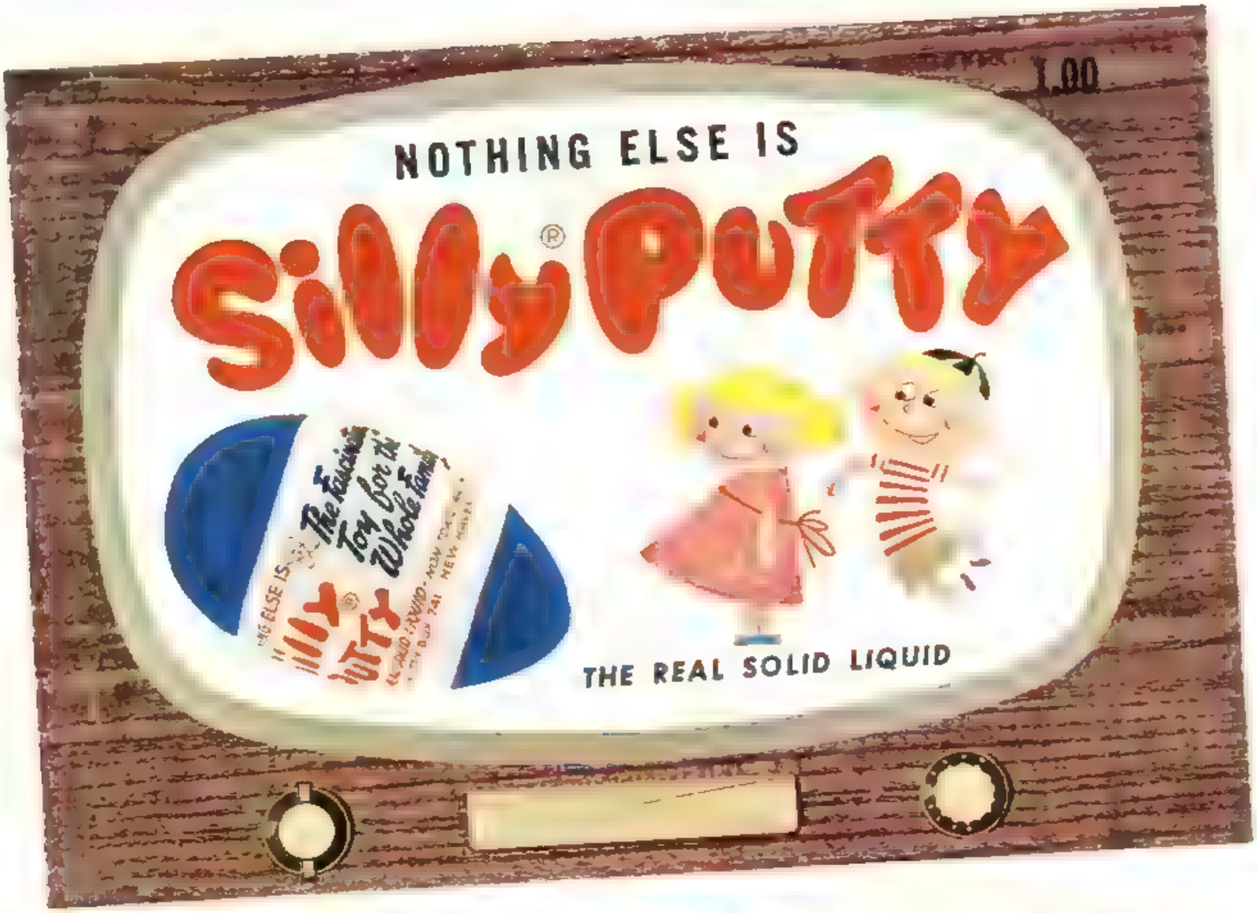
NOTHING ELSE IS SILLY PUTTY...

NOTHING ELSE SELLS LIKE SILLY PUTTY

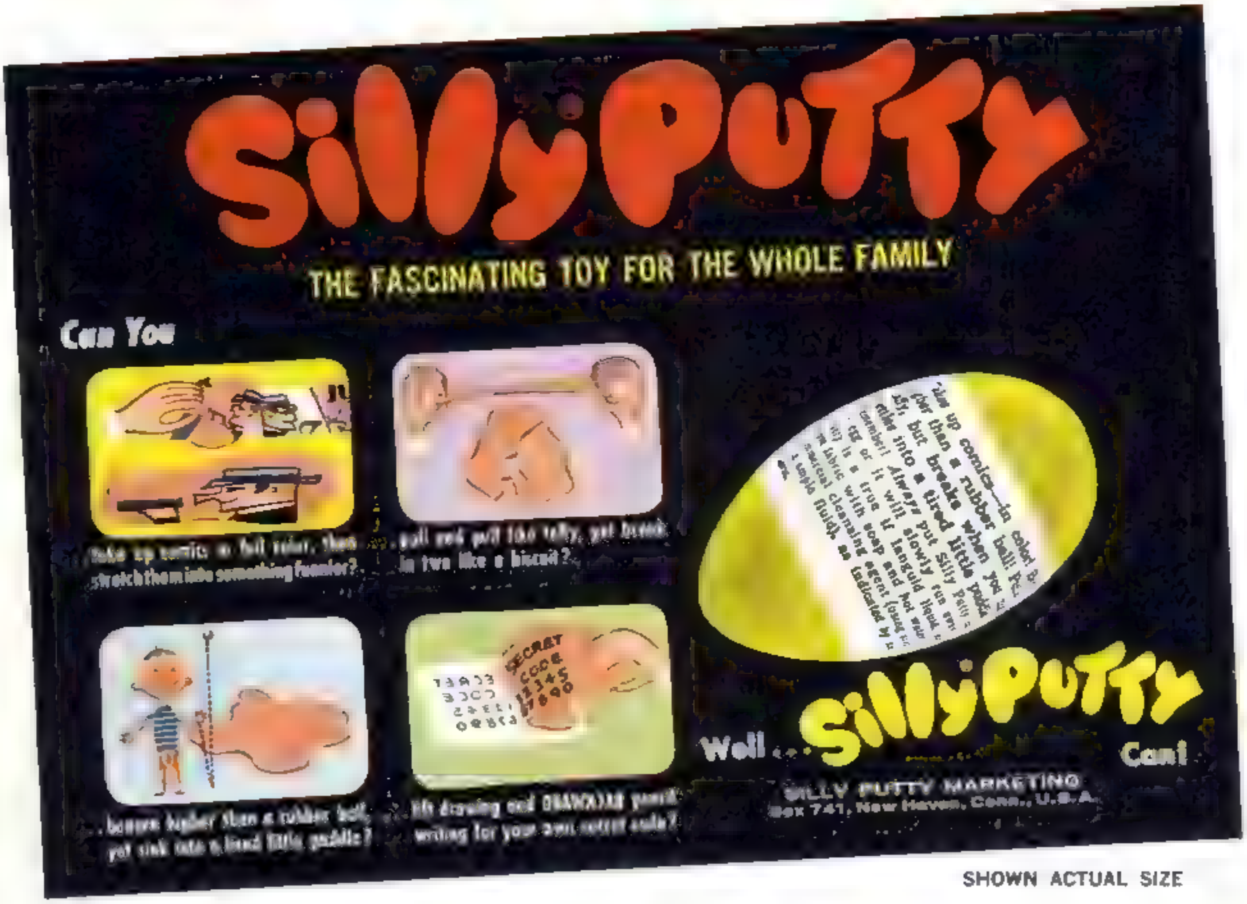
It is the miracle of television . . . the sensation of the toy industry. So, remember this and be ready: Sixty-four combined television campaigns in 1960 will continue to bring Silly Putty (AND YOU!) further astounding demonstrations of how a good product, aggressively televised and promoted, can build good, GOOD, **GOOD** business!

Now sealed and guaranteed quality and quantity the world over, for your customers and for you.

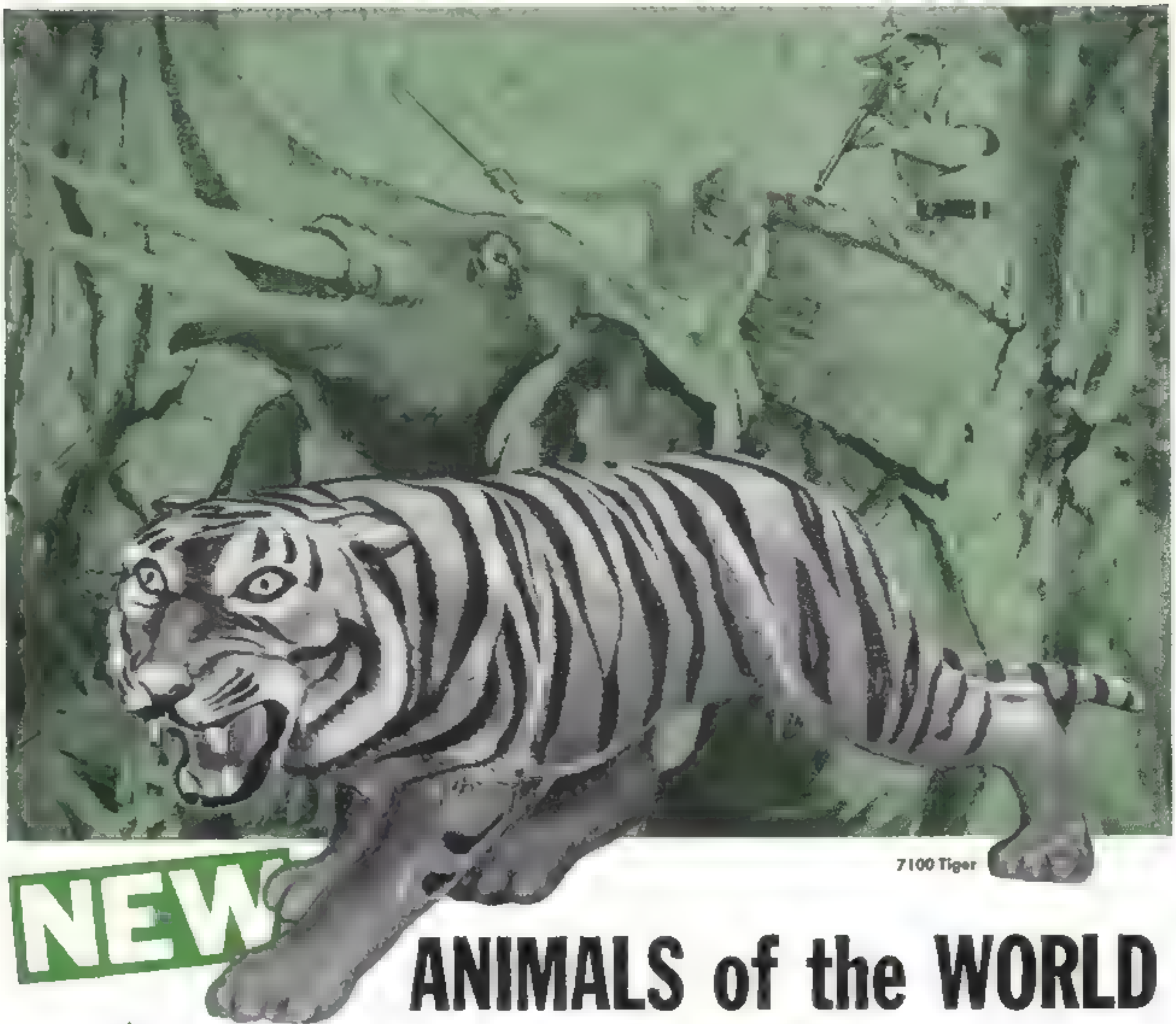
SILLY PUTTY MARKETING
Box 741 New Haven, Connecticut U.S.A.


1.00
NOTHING ELSE IS
Silly Putty®
The Fascinating Toy for the Whole Family
THE REAL SOLID LIQUID

DOLLAR TOY... EVERYWHERE!


Silly Putty
THE FASCINATING TOY FOR THE WHOLE FAMILY
Can You
...take up comics in full color, then stretch them into something funnier?
...pull and pull like taffy, yet break in two like a biscuit?
...bounce higher than a rubber ball, yet sink into a limp little puddle?
...lift drawing and [illegible] pencil writing for your own secret code?
SECRET CODE 12345 67890
Well... Silly Putty Can!
SILLY PUTTY MARKETING
Box 741, New Haven, Conn., U.S.A.

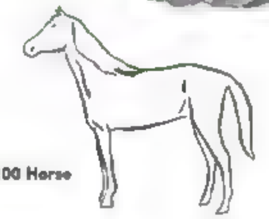
SHOWN ACTUAL SIZE



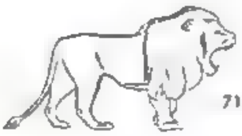
7100 Tiger

ANIMALS of the WORLD

BY BACHMANN



7200 Horse



7101 Lion

THE COLOSSAL SALES SENSATION OF THE YEAR.
TCH! TCH! HOW DO-O-O THEY DO IT?
B

Now joining the other Bachmann sales leaders, Birds and Dogs of the World, a brand new paint-by-number sensation—**ANIMALS OF THE WORLD!**

The first three items in the new **ANIMALS OF THE WORLD** line (tiger, lion and horse) will be ready for release November 15—in time for big Christmas selling. Additional items will be announced when they're ready. Order your supply today—don't wait.

#7400 ASSORTMENT

8 each 7100 Tiger	$1.49	1 assembled model of Tiger	$1.49
8 each 7101 Lion	$1.49	Full color display	No Charge
8 each 7200 Horse	$1.98		

RETAIL VALUE $41.17

BACHMANN BROS., INC.
Philadelphia 24, U.S.A. Est. 1833
[illegible]
AND DOGS OF THE WORLD

F13
G13
SPECIAL
VALUE

H13
J13
K13
L13

G13 BIG 29" BABY DOLL
In her dainty nylon lace-trimmed dress and bonnet, every little 3 to 9 yr. old will be proud to show off Paulmar's fully jointed baby doll. She's all vinyl, drinks and wets, and has the curliest hair! Sweet and cuddly, with great big dreamy eyes. Carries her own unbreakable plastic bottle SPECIALLY PRICED **$9.99**

H13 SNOWSUIT BABY HAS A PUPPY!
This 25" all-vinyl baby by Eugene will stay snug 'n warm in her own flannel snowsuit and hood. Just like a real baby, she wets, drinks from her own unbreakable plastic bottle, has moving eyes, molded hair and jointed arms and legs. Carries her own cute little plush pet. Will delight little girls 3 to 8 yrs. old. **$7.98**
18" SNOWSUIT DOLL WITH ANIMAL **$5.98**

J13 HERE COMES THE BRIDE!
All dressed up in her lovely lace-trimmed taffeta gown, veil, flowered headpiece, and dainty high-heeled slippers. Paulmar's 20" beauty is fully jointed and proudly carries her bridal bouquet. All dressed for the wedding, she's the doll little girls 4 to 10 dream of! **$4.98**

K13 BABY DOLLIKINS—ALMOST REAL!
Because her soft vinyl body has 11 flexible joints, Uneeda's Baby Dollikins duplicates almost all natural baby positions. She drinks, wets, has rooted curly hair and sleeping eyes with long lashes. 21" tall, she wears the cutest little 2-piece outfit, and looks and acts like a real baby! Made to be cuddled by 3 to 9 yr olds. **$12.98**

L13 SWEET AND FRILLY BABY DOLL
Dainty 16" dolly wears a taffeta petticoat and panties under her lace-trimmed nylon party dress. Rooted hair, moving eyes, jointed arms and legs. So realistic, she drinks, wets, and will be adored by little girls 3 to 9. By Eugene **$4.98**
18" BABY DOLL **$5.98**

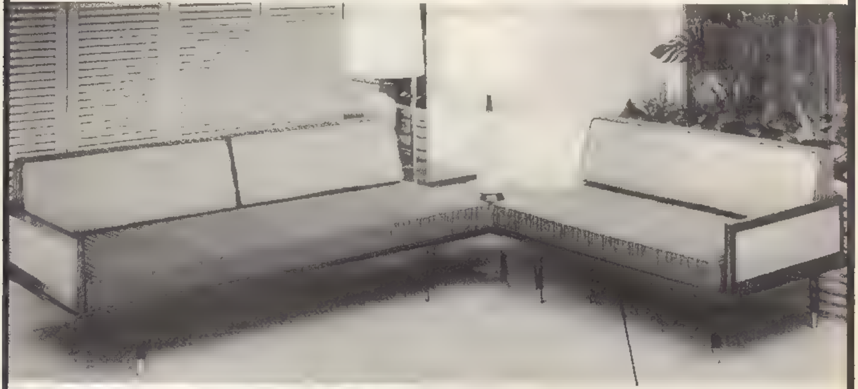
LOOK FOR THE LARK —our own proud label—only the finest toys can wear it. Skillfully designed of quality materials, they help stimulate your child's imagination and hold his interest over a number of years. Because "LARK" toys are made to our exacting specifications for safe, dependable wear, they are good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.

Prices shown are Manufacturers' List Prices. See us for today's prices.

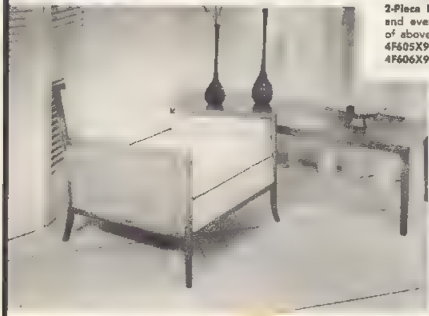
by INTERIOR-CRAFT

Upholstered FURNITURE

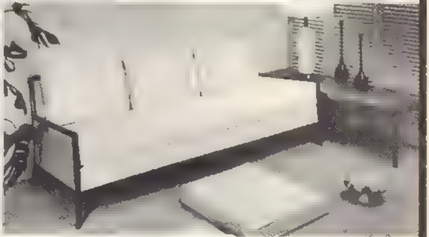
THE Ultimate in modern day living . . . its casual up-to-date styling . . . in straight modern lines . . . deep and roomy for ultimate seating comfort. These pieces will blend harmoniously with contemporary or any other room decor. Beautifully styled with hand turned mitred joints on all exposed wood parts. Notice the compound angular turned legs, cane sides . . . tailored by masterfully crafted upholsterers . . . these pieces feature luxurious foam rubber seat cushions and back — no coils to break down. Reversible to give double wear. You are sure to find the price range suited to your needs. These beautiful pieces are available in Boucle or Nubby Tweed. Colors: Beige, Turquoise, Blue, White, Toast or Brown.



2-Piece Lounger—A very practical and useful set. Can be used for a sleeper, Den, and even a fine living room piece. Bolsters are available in 2-color combinations of above mentioned colors . . . or can be in same color as cushions. Wt. 75 lbs. each.
4F605X9950—Left facing arm lounger. 75" x 32" wide. ....RETAIL **$228.00**
4F606X9950—Right facing arm lounger 80" including table.
Table width 32" ....RETAIL **$226.00**



Cane Chair—to match the **Cane Sofa**. Cane sides, loose pillow and seat in molded foam rubber. Hand turned mitred joints on all exposed wood parts. Solid Walnut frame. 28" w, 30"d, 28"h. Ship. wt. 50 lbs.
4F607X14174 ....RETAIL **$310.00**



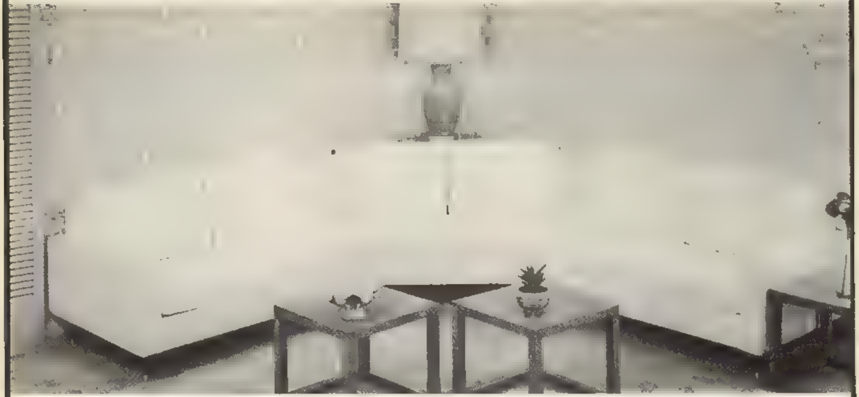
Cane Sofa—Beautifully styled with hand turned mitred joints on all exposed wood parts. Cane sides, loose pillow and seat in molded foam rubber. Solid Walnut frame. 80" long, 32"w, 27½"h. Ship. wt. 190 lbs.
4F608X25680 ....RETAIL **$568.00**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

by INTERIOR-CRAFT

Upholstered FURNITURE

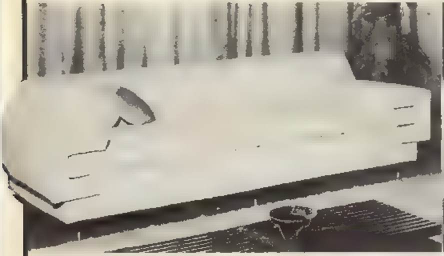
CUSTOM-STYLED Sofa and Three-Piece Sectionals add luxurious splendor to your living room and extra comfort with foam rubber. These pieces are simple in design to blend with Modern, Contemporary or Traditional decor. All cushions are zippered for easy removal and cleaning. These luxurious pieces are available in Boucle or Nubby Tweed. Colors: Beige, Turquoise, Blue, White, Toast, or Brown.

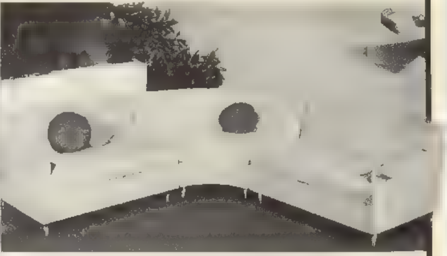


"Lounger"—Three piece sectional with loose pillow back look. Seats 8 people comfortably. Ship. wt. 370 lbs. Complete for all 3 sections. .... RETAIL **$774.00**

Arm Sections. 52" long, 32"d, 28½"h Ship. wt. 125 lbs.
4F609X10890 .... RETAIL **$248.00** each

Wedge Center. 48" x 48" from corner out. Ship. wt. 130 lbs.
4F610X11850 .... RETAIL **$278.00**





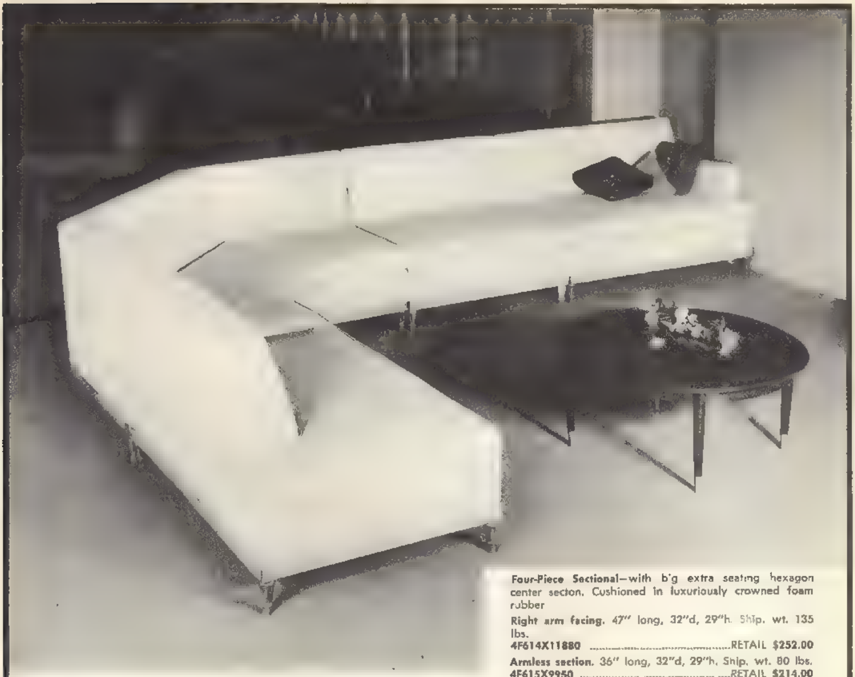
"Aristocrat" Sofa with one hundred inches of beauty with firm half channels that will give the tired back the pick up desired. Wide arm rests for added comfort. Low, sleek and alluring—cushioned with foam rubber 32"d, 100"long, 26"h Wt. 220 lbs.
4F611X5565 .... RETAIL **$358.00**

Three-Piece Sectional—Each section 48" complete wall displacement of 96" on each wall. Ship wt. 345 lbs. RETAIL **$542.00**

Arm Sections. 48" long, 28"h, 33"d. Wt. 115 lbs.
4F612X7728 .... RETAIL **$176.00** each

Wedge Center. 48" x 48" from corner out. Wt. 115 lbs.
4F613X8360 .... RETAIL **$190.00**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.



Four-Piece Sectional—with big extra seating hexagon center section. Cushioned in luxuriously crowned foam rubber

Right arm facing. 47" long, 32"d, 29"h. Ship. wt. 135 lbs.
4F614X11880 ....RETAIL **$252.00**

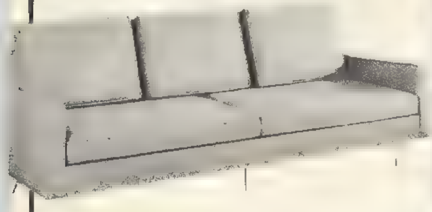
Armless section. 36" long, 32"d, 29"h. Ship. wt. 80 lbs.
4F615X9950 ....RETAIL **$214.00**

Hexagon center. 64" x 64" from corner out. Ship. wt. 220 lbs.
4F616X20950 ....RETAIL **$446.60**

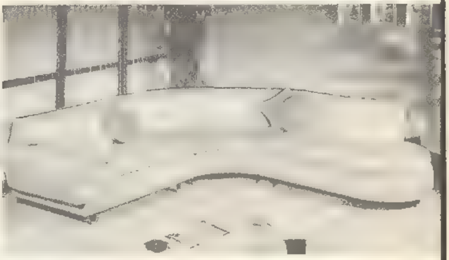
Left bumper facing. 10" bumper, 47" long, 29"h. Ship. wt. 135 lbs.
4F617X12350 ....RETAIL **$264.00**

Smart... Modern...

by INTERIOR-CRAFT



Sofa—A full 26" foam rubber cushion on seat—when back pillows are removed—this sofa can be used as a spare sleeper 84" long, 32"d, 28½"h. Wt. 180 lbs.
4F618X18150 RETAIL **$416.00**



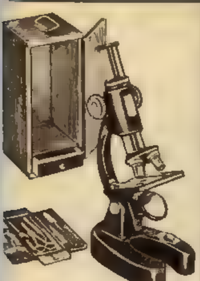
3-Piece Sectional—Sleek, low lines make this an outstanding selection for most any decorator scheme.

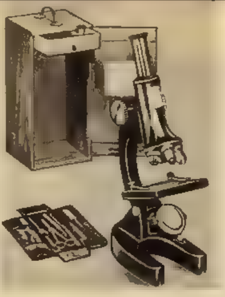
Left arm facing. 51" long, 30½"h, 36"d. 125 lbs.
4F619X9130 ....RETAIL **$206.00**

Wedge center. 48" x 48" from corner out 115 lbs.
4F620X9735 ....RETAIL **$220.00**

Right bumper facing. 51" long, 30½"h, 36"d. 115 lbs
4F621X9735 ....RETAIL **$220.00**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.





100-625 POWER ILLUMINATED microscope. 4 objective turret. 10, 20, 30, 50 power. 2 oculars 10, 12.5 power Battery-powered light source (bat. not incl). Instrument kit; instructions. Wood cabinet.
56 J 6303. (4 lbs. 8 oz.) 12.77

50-750 POWER ILLUMINATED microscope. 4 objective turret: 5, 10, 20 and 50 achromatic power. 2 oculars. 10, 15 power. Battery illuminator (bat. not incl.). Instrument kit; instructions. Cabinet.
56 J 6300. (8 lbs.) 24.95

SLIDE MOUNT SET. 25 blank 3x1-in. slides, fluid, cover glasses, labels.
56 J 6305. (12 oz.)..... ....1.49

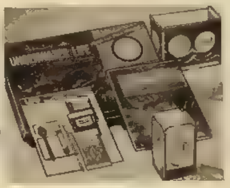
30 PREPARED SLIDES. 3x1-in.—include specimens of microscopic life.
56 J 6308. (3 oz.)...........4.95

STARS
STARS

ADVENTURE WITH WEATHER. Exciting introduction to the analysis and forecasting of weather. Everyone talks about it . . . now amateur weathermen can speak with authority! Kit includes: wind direction and speed indicators, cloud identifier, humidity computer, thermometer, wick, weather map, log. 96 pg. handbook.
56 J 6975. (2 lbs.)........Kit 2.69

ADVENTURE WITH STARS. Junior astronomers learn to identify major constellations . . explore unknown skies! Kit includes: rotary star finder, star scope, satellite spotter, wall size sky map, star spotting labels, sky observers record, log. Also a fact-filled, illustrated 112 pg. book of stars.
56 J 6976. (2 lbs. 4 oz.)..Kit 2.69

GROWING PLANTS



ADVENTURE WITH PLANTS. Children conduct their own experiments . . . learn as they watch the fascinating process of growth! Contained in kit: 5 peat starter pots, seeds, soil conditioner, tube, color dye, magnifier, seed holders, test paper and blotter, log, etc. Easy-to-understand, illustrated instruction book.
56 J 6977 (2 lbs.)... ....Kit 2.69

ADVENTURE WITH UNDERWATER Life. Youngsters will discover how marine life grows and lives. Kit includes: 10,000 brine shrimp eggs, portable aquarium, hatching tank, testing paper, food, pipette, measuring spoon, water conditioner, log. Plus complete 96 page easy-to-read illustrated guide book. . .
56 J 6978. (1 lb. 8 oz.)..Kit 2.69

[1] **NEW 12-IN. REPLOGLE RELIEF GLOBE** at holiday savings of $3.20. Raised design of earth's hills, mountains, valleys—plus thousands of place names, political colorings, etc. Tan washable, non-fading colors; easy-to-read type. World time dial over north pole. Brass finished numbered meridian, base. 16½" high on free swing Gyro-Matic mounting. Mail.
R56 J 6359. (7 lbs.) 32 pg. globe-game book... 9.75

[2] **12-IN. FLOOR-MODEL REPLOGLE RELIEF GLOBE.** Raised surface shows mountains and valleys . . . makes it easier to understand cause and effect of climate, population. Precisely detailed, colorful and easy-to-understand. New Gyro mount spins back and forth —brings every spot of the globe quickly into view Modern floor model stands 34-in. high on ebony black wood base. So attractive in your home . . . yet provides unlimited educational value! Mailable.
R56 J 6371. (7 lbs.) includes 32-pg. globe book. 12.88

[3] **12-IN. BLACK GLOBE** sells for $12.95 elsewhere! Highly detailed, yet easy to read—a "must" for homes with growing children. Strikingly colorful! Unbreakable metal base; brass finished full meridian. 64 pg. book about the "World and Outer Space."
R56 J 6370. Mailable. (7 lbs.)...................9.45

12-IN. BLUE GLOBE. Features as above . . . half meridian.
R56 J 6360. $9.95 elsewhere! Mailable. (7 lbs.).. .7.75

[4] **10-IN. REPLOGLE GLOBE,** "The Explorer," $7.95 elsewhere! A world globe in your home . . . all will follow current events with greater accuracy; youngsters will find new fun and interest in homework! Over 6,000 place names; numbered half meridian. Lithographed in 10 colors. Metal base. Mailable.
R56 J 6367. (5 lbs.) Incl.: 32 pg. "Globe Story"..6.45

Worlds Of

[5] **SNACK COOLER . . .** refrigerated—completely insulated! Lunch box keeps contents cool for hours with special refrigerant! Incl. plastic beverage holder. Tan with novel embossing. 8x10x6 in. deep.
56 J 6415 (3 lbs.) 3.59

[6] **TRAVEL TOTE . . .** big 'n beautiful! Takes your books, beachwear—even picnic lunch in its 16x12½-in. pocket. Turn fastener; leather handles. Plaid Milliken fashion fabric. F.E.Tax incl (2 lbs.).
56 J 6416.........3.44

[7] **TINY TRIP TAKER . . .** built rugged like Mom's! Wood frame, locked glued corners. Washable plastic covering, durably laminated. 12x9x4". Ass't'd designs. (1 lb 12 oz)
55 J 3877 . . . 1.59

[8] **MATCHMATES** for Jr. Miss! Wooden frame; vinyl plastic coated coverings. Nickel-plated hardware. Overnighter 12x4¾x9-in; model box 8x3⅝-in. State Blue or Red.
55 J 3883. (13 oz) .2.79

[9] **RELIEF WALL MAP OF U.S.** All 50 states reproduced in their natural 3-D contours; printed in 8 brilliant colors! Precise detail . . . 4,000 place names; Slide-O-Map index to find them instantly! Durable vinyl —mounted. Small size shpd. from Mail Order House; larger sizes promptly from Philadelphia fcty.
R56 J 6352. **18x28-in. wide.** Mailable. (5 lbs)....9.49
G56 J 6353. **26x41-in. wide.** Mailable. (7 lbs.)....24.95
L56 J 6364. **42x64-in. wide.** Frt. or exp. (12 lbs) .49.95

[10] **RELIEF WALL MAP OF WORLD.** 3-dimensional vista lets you feel natural contours of earth! Invaluable aid to study, research, etc. Beautifully printed in 8 colors. 2,500 place names, Slide-O-Map index. Vinyl, mounted. Small size shpd. from Mail Order House; larger sizes promptly from Philadelphia fcty.
R56 J 6350. **18x28-in. wide.** Mailable. (5 lbs.) ..9.49
G56 J 6351. **26x41-in. wide.** Mailable. (7 lbs.). .24.95
L56 J 6363. **42x64-in. wide.** Frt.; exp. (12 lbs) ...49.95

[11] **PERSONALIZED BULLETIN BOARD . . .** they'll write their own name in gold on bottom border. Reminds of important dates, duties—displays photos, etc. Cork surface; leather-like binding. Board back.
R56 J 6457 **18x24-in. high.** Brown Mail (4 lb). 2.88
R56 J 6458. **24x36-in. high.** Brown. Mail. (8 lb)....4.88

1 REPLOGLE RELIEF GLOBE
Actually see 'n feel
earth's true contours!
Costs 12.95 elsewhere!
9.75

Interest . . . FUN FOR EVERYONE

5 3.59

6 3.44

9 10 18x28-in. 9.49

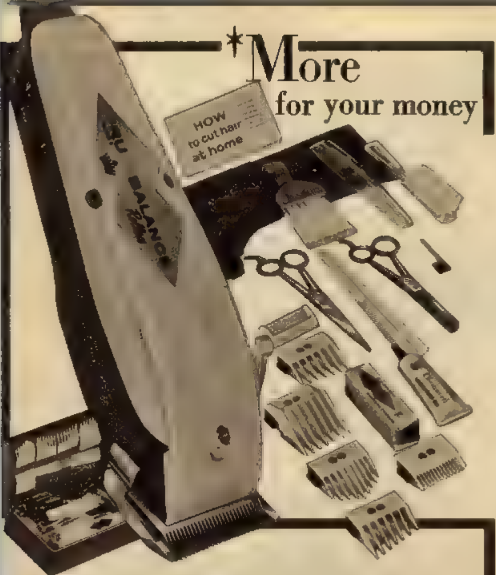
Betty Stratton

11 18x24-in 2.88

7 1.59

8 2.79

*More for your money



Save $11—Home Barber Outfit

- ✱**More Features!** 5 "magic" taper guides; handy leather-like case
- ✱**More Quality!** Special balanced taper clipper; hi speed motor
- ✱**More Savings!** Same quality costs $24.16 separately elsewhere

All 18 Pcs.

12.88

SEE WHAT YOU GET AND SAVE!

Electric Taper Clipper	$12.95
5-Pc Taper Comb Attachment	2.50
Thinning Shears	2.49
Barber Shears 'n Comb	1 74
Nylon Neck Duster and Cape	1.50
Sharpening Compound	.98
Clipper Oil, Cleaning Brush	.36
Instruction Booklet	.15
Dress Comb, Hair Brush	.74
Simulated Alligator Case	75
Separately Elsewhere	**$24.16**

BARBER AT HOME . . . save on costly fees and Spiegel-low price! Five snap-on taper guides make professional-look cuts so easy, cut right amount: Butch for crewcuts; 2 side combs trim around ears; Angle trims neck; Blender for final, even trim. Tru-Balance clipper has powerful magnetic-type motor; on-off switch Tempered steel blade adjusts from .000 (med.) to #1 coarse. UL approved cord. 110-120 volts. AC.
54 J 1803. (2 lb 14 oz) . . . 18 Pcs. 12.88

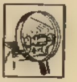
SCHICK
CUSTOMATIC

THRIFTY SCHICK CUSTOMATIC

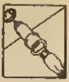
ONLY 13.66 Low mo. terms

Lowest price we know of for an adjustable shaver! Set head to any of three depths—adjusts the shave to suit his beard! Comb edges shear whiskers down to base. Two super-honed heads assure quick shaving of even the toughest beard—no pulling or pinching! Powerful rotary motor; on-off switch. 110-120V., AC-DC. Case.
54 J 1832. (1 lb. 14 oz.) 13.66

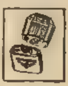
THRILL HIM



1 **REMINGTON Roll-a-Matic.** Was $19.66 in Fall Catalog. Controls shaving depth to limitless settings! Roller combs adjust to any skin, roll whiskers into best position. Six diamond-honed cutter heads. Rotary motor; on-off switch. UL appr. 110-120V. AC-DC. Case
54 J 1814. (2 lbs.) 16.98



2 **REMINGTON Auto-Home Roll-a-Matic.** Was $21.68 in Fall Catalog. Plugs into auto lighter or home socket. Adjusts to skin, beard. Combs set whiskers up; 6 cutter heads mow 'em down. Rotary motor; on-off switch. UL appr. 110-120V. AC-DC. Case.
54 J 1813. **12V. 6-fill cap.** (3 lbs) . . 18.29
54 J 1812. **6V. 3-fill cap.** (3 lbs) 18.29



3 **REMINGTON Lektronic** portable shaver $24.88 in Fall Catalog. No wires, no plug-in! Power-pack stores energy for week of shaves; recharges in any 90-250V AC outlet. Adjustable combs set whiskers up. Six diamond-honed cutters. On-off switch. UL appr. Case.
54 J 1816. (2 lbs. 14 oz.) 22.88

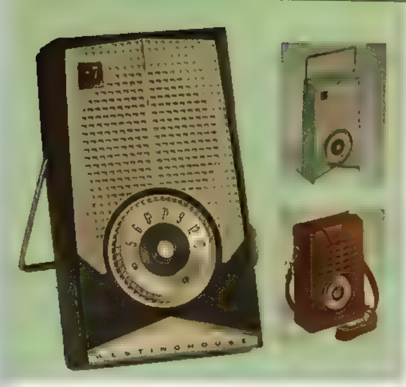
4 **RONSON "CFL"** . . . one of our lowest priced shavers, yet feature packed! Super-trim attachment shaves hard-to-reach neck hairs, mustache, sideburns (just reverse head to engage) Self-sharpening Power-Glide micro-thin head assures razor-close shaves. UL appr. 110-120V AC. Initials to personalize case.
54 J 1844. (1 lb. 14 oz.) 12.29

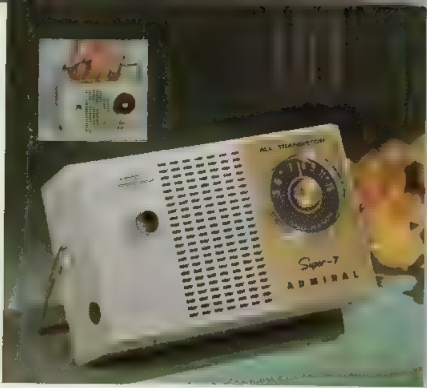
5 **NEW 3-SPEED SCHICK "10.66" Adjustable,** was $23.94 in Fall Book! Large triple head covers more shaving area than ever before. 9 different settings tailor to any skin or beard . . . he'll control speed and closeness. 3 super-honed heads shear whiskers to base. Unique "whisk-its" catch clippings. Rotary motor; on-off switch. 110-120V. Use on AC or DC. Case.
54 J 1811. (1 lb. 14 oz.) 22.88

6 **DELUXE SUNBEAM SHAVEMASTER** . three blades make shaving 3 times faster, closer than ever before. And the price is extra low! Swedish hollow-ground steel blades enclosed in micro-thin cutting head that flips open for easy cleaning. Rotary-type motor; on-off switch. UL appr. cord. 110-120V. AC-DC. Case.
V54 J 1825. (1 lb. 14 oz.) 27.62

7 **SUNBEAM ROLLMASTER** at big Holiday savings! Exclusive scissor action 11° angle cutting edges—shave super clean! Rollers adjust themselves automatically to any beard or skin. Triple cutting head shortens shaving time. Powerful armature-type motor; on-off switch. UL appr. 110-120V. AC-DC. Case included.
54 J 1837. (1 lb. 14 oz.) 23.36

8 **NORELCO SPEEDSHAVER** . . . was $16.78 in Fall Catalog! World-famous for top performance! Revolutionary twin-head rotary action with 12 self-sharpening blades—cut any hair, long or short. Precision made in Holland—lightweight, contour-shaped Hi-speed brush-type motor. 110-120V AC-DC. Case.
54 J 1828. (1 lb. 8 oz.) 14.39





So Tiny, They Fit in Your Palm, Pocket or Purse

Go everywhere with a transistor radio—indoors, outdoors—never miss your favorite program

WESTINGHOUSE 7-TRANSISTOR RADIO

- ***Measures 4$\frac{1}{2}$x6$\frac{7}{8}$x2$\frac{1}{8}$ inches; has 3$\frac{1}{2}$" Alnico-V speaker***

This tiny Westinghouse delivers "big radio" volume, even though radio is no bigger than the palm of your hand. And the shatter-proof case makes it a rugged traveling companion. Carrying handle adjusts into a tilt stand. Long range ferrocore antenna; earphone for private listening. Plays up to 125 hours on 4 tiny penlite batteries

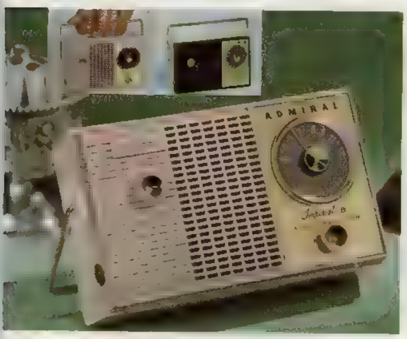
23-0128	**W3195**	Charcoal and White Case..............	**$39.95**
23-0136	**W3195**	Mist Green and White Case	**39.95**
23-0144	**W295**	Carrying Case for Radio	**4.95**
23-0151	**W325**	Plug-in Earphone.........................	**4.95**
23-0169	**W59**	Battery Pack (set of 4 penlite batteries)....	**.89**

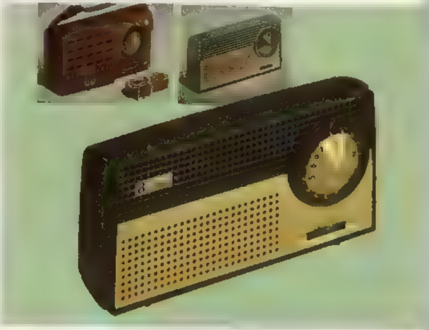
ADMIRAL SUPER 7-TRANSISTOR POCKET RADIO

- ***Weighs 15 ounces, measures 1$\frac{5}{8}$x3$\frac{7}{8}$x5$\frac{9}{16}$ inches***

A powerhouse of tuning magic! Lined up within its slim silhouette are 7 tiny transistors plus 2 diodes, an Alnico 5 PM speaker and built-in ferroscope antenna . . . that's why it delivers "big radio" performance. Plays up to 100 hours on 4 tiny penlite batteries. Earphone lets you listen without disturbing others. Unbreakable plastic case. Carrying handle forms easel stand for table use

23-0177	**W3495**	White Plastic Case	**$44.95**
23-0185	**W3495**	Green Plastic Case.....................	**44.95**
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	**.15**
23-0201	**W395**	Earphone for Admiral Radio above........	**5.95**





ADMIRAL IMPERIAL 8-TRANSISTOR POCKET RADIO

- ***Weighs 15 ounces; measures 1$\frac{3}{8}$x5$\frac{9}{16}$x3$\frac{3}{8}$ inches***

Mite sized, but mighty powerful . . . this new pocket-sized portable performs like a console model. Built-in antenna, 8 transistors and 1 diode all combine to pull in distant stations. Batteries last up to 400 hours for lots of pleasurable listening; plug in the earphone for "private listening". Unbreakable plastic case has molded-in color and built-in handle that forms a supporting stand

23-0219	**W4195**	Tan and White Plastic Case............. .	**$54.95**
23-0227	**W4195**	Black and White Plastic Case..............	**54.95**
23-0201	**W395**	Earphone for Admiral Radio	**5.95**
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	**.15**

WESTINGHOUSE 8-TRANSISTOR POCKET RADIO

- ***Measures 1$\frac{5}{8}$x3$\frac{1}{8}$x6 inches; weighs only a few ounces***

Smart new portable radio with power to spare! Plays up to 200 hours on a single low-cost battery. Travels in pocket or purse . . . performs like a big radio wherever it goes. Powered by 8 miracle transistors and a trouble-free Westinghouse Silver Safeguard Chassis. Use the earphone for private listening. Unbreakable plastic case

23-0250	**W3995**	Chestnut Brown and Gold Plastic Case . .	**$54.95**
23-0268	**W3995**	Mint Green and Gold Plastic Case	**54.95**
23-0276	**W295**	Carrying Case.	**4.95**
23-0284	**W89**	Battery (200 hour playing time)...........	**1.29**
23-0151	**W325**	Adjustable Plug-in Earphone.	**4.95**

So tiny you can hide it in shirt-pocket, carry it in palm of your hand.
A complete pocket-size radio . . . only 14⁹⁵

All-Transistor Radios . . . Marvels in Miniature

Go modern with a tubeless radio! Transistors last forever, and batteries play for pennies a week

REGENCY MIDGET 2-TRANSISTOR RADIO

- *Weighs only 4 ounces, measures only 1½x2¼x3 inches*

Our smallest, lowest priced transistor radio. To give you an idea of how tiny the Regency Midget really is, we've placed it beside a pack of king-size cigarettes! Amazing . . . and it's just as amazing in performance. "Wear" its earphone and you can hear your favorite local programs any time, anywhere. Two transistors take so little power that the batteries keep it playing for weeks. It's new, improved, better-than-ever . . . from Regency who originated the transistor radio. And the durable plastic case is a vivid bright red

23-0003	**W997**	Regency Midget Transistor Radio..........	**$14.95**
23-0011	**W20**	Battery Pack for Regency Midget	**.30**

REGENCY 4-TRANSISTOR RADIO

- *Weighs only 11 ounces, measures 1¼x3x5 inches*

Right size for your pocket . . . right price for your pocketbook! Here Regency replaces tubes with transistors which, through super dynamic speaker or private earphone accessory, transmit big-set tone and clarity Goes everywhere in its shockproof plastic case

23-0029	**W1895**	Ivory Plastic Case	**$24.95**
23-0037	**W1895**	Red Plastic Case.	**24.95**
23-0045	**W1895**	Black Plastic Case..........	**24.95**
23-0052	**W10**	Battery for Regency above (3 needed). Each	**.15**
23-0060	**W265**	Genuine Leather Carrying Case.	**3.95**
23-0078	**W325**	Earphone for Regency above..............	**4.95**

Everything in a handsome gift box.

Carrying case, earphone and earphone case included!

NEW GE 5-TRANSISTOR POCKET RADIO

- *Weighs 16 ounces, measures only 1⅝x3½x6¾ inches*

Five transistors plus 1 diode (each no bigger than your thumbnail) power this handsome handful! Has GE's high fidelity audio system which explains the richness of the sound from the powerful Alnico 5-magnet speaker. No reasonably near station escapes the built-in antenna or full-band tuning dial. Dial has "Conelrad" Civil Defense markings. Ivory and black polystyrene plastic case

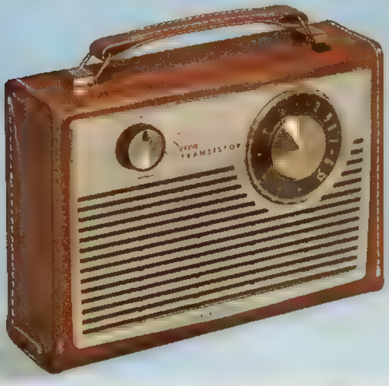
23-0086	**W2395**	GE 5-Transistor Pocket Radio...	**$29.95**
23-0094	**W198**	Genuine Leather Carrying Case	**3.00**
23-0102	**W325**	Earphone for GE Pocket Transistor Radio.	**4.95**
23-0052	**W10**	Battery for GE Radio (4 needed). Each ..	**.15**

VISCOUNT 6-TRANSISTOR RADIO

- *Only 4¾x2¾x1¼ inches; with earphone, case, battery*

Pocket sized and powerful, this ingenious import has enough range to receive a full symphony broadcast, yet it's scarcely bigger than a pack of cigarettes. Source of power is 6 tiny transistors (plus 2 diodes) that rarely if ever need replacement. Uses so little current that one battery plays for weeks. Use the earphone for private listening . switch to the 2¼" speaker for regular "big set" sound. Sensitive built-in antenna pulls in and strengthens weak signals. Gift boxed "package" includes radio, leather case, strap and battery; leather cased earphone Cabinet is black plastic with gold grille

23-0110	**W2695**	Viscount Transistor Radio and Accessories	**$39.95**



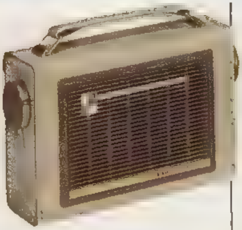
GE Transistor Portable

- *Newly designed circuits lengthen battery life!*
- *7 transistors, 1 diode! 4-inch Dynapower speaker!*
- *Genuine top-grain leather case . . . aluminum grille!*

This compact GE beauty is destined to be your constant year-round companion! You'll be amazed when you hear the performance of 7 transistors in the new maximum efficiency circuit . . . when you hear its remarkable power, range and tone. And you'll love its fast, precise tuner . . the 4-to-1 ratio between selector knob and tuning dial easily pinpoints the exact station you want New push-pull audio output (same circuit that's used on big console radios!) . . . lengthens batteries' life to save you money Built-in antenna pulls in even distant stations loud and clear . . . sound won't fade out or suddenly blast away, thanks to the automatic volume control design of the printed circuits. Tuning dial is lighted by push-button on cabinet. Light goes off automatically when pressure is released, preventing accidental battery drain. Smartly saddle-stitched top grain leather case 9x6⅛x3"

77-5106 B4495	GE All-Transistor Portable Radio . .	**$59 95**
77-6054 B17	Battery for radio above (3 needed) Each .	**0.25**

Full, rich tone luggage-type fold-down handle

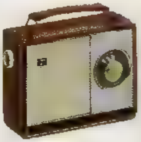


LUXURY-STYLED GE TRANSISTOR PORTABLE RADIO

- *5 Select-Quality transistors plus 1 crystal diode. Big 4-inch speaker*

Ready to go ANYWHERE at the drop of a hat Has power to spare, precision tuning, highly sensitive speaker, built-in antenna, fool-proof printed circuit chassis. Covers full AM broadcast band, has Civil Defense markings. Simulated leather case, plastic grille.

77-6476 B3195	Cocoa with Beige trim. 8⅜x6x2⅞". . . .	**$39 95**
77-6468 B3195	Black with White trim 8⅜x6x2⅞" . . .	**39.95**
77-6534 B15	Battery for GE radio above (4 needed) Each	**0.25**



Peak Performer—powerized for perfect outdoor listening

WESTINGHOUSE ALL-TRANSISTOR PORTABLE RADIO

- *Compact, power-preserver chassis with 7 transistors plus diode*

Any time, any place—the world is at your fingertips! Size is small but performance is *Big!* Vernier tuning control assures accurate station selections. Powerful push-pull audio output Full range 4" Alnico speaker . . . automatic volume control Earphone jack

77-5809 B3789	Tan Leatherette Case 5 7/16x7⅛x3⅜"	**$49 95**
77-5817 B3789	Gray Leatherette Case. 5 7/16x7⅛x3⅜" .	**49.95**
77-6054 B17	Batteries for radio above (4 needed) Each	**0.25**

Small but powerful . . . slips easily into luggage

ADMIRAL ALL-TRANSISTOR PORTABLE RADIO

- *8 transistors plus 1 germanium diode. Alnico V magnet 4" speaker*

Top-notch performer, even under adverse conditions! Starts playing instantly. You get "pin-point" tuning every time with Vernier tuning dial Volume Sentinel maintains constant volume level. Built-in Ferroscope antenna Push-pull audio output circuit.

77-5833 B4995	Black Vinyl Case 5¼x9x2¾".	**$64.95**
77-5825 B4995	Tan Vinyl Case. 5¼x9x2¾"	**64.95**
77-6062 B17	Batteries for radio above (6 needed) Each	**0.25**

Crystal clear reception in cars, planes, trains, boats

GE "CROSS COUNTRY" PORTABLE RADIO

- *8 transistors plus 1 crystal diode. 5¼" Dynapower speaker*

Pulls in pleasure from far and near 8 transistors and a diode maximum efficiency circuit . . . and 5¼" speaker give unparalleled power, range and tone New push-button dial light for easy tuning, goes off automatically to prevent accidental battery drain. Styled like fine luggage in saddle-stitched top grain leather

77-5866 B5695	"Cross Country" Portable Radio. 9x6⅜x3"	**$75 00**
77-6054 B17	Batteries for radio above (6 needed) Each .	**0.25**

GE Portable Radio

- *Plays everywhere—indoors and out!*
- *5 tubes including rectifier! Big 4-inch speaker!*
- *Operates 3 ways: on batteries, on AC, on DC!*

To look at it, you'd never suspect there was space enough inside to hold a 5-tube "power plant" . . let alone a large 4-inch Dynapower speaker. But, GE engineers have done it . . . as a minute-long earful will prove' Printed circuit chassis is trustworthy . . . no jungle of wires to cause trouble or be serviced Versatility stems from its instant, trouble-free power change . . from long-life batteries in backyard or on beach to AC or DC when inside house or hotel Power cord glides in and out of its hideaway position, so there's no need to open the case every time you want to remove or replace it. Full range tuning with Civil Defense band markings, built-in antenna Carrying handle folds flat against unbreakable polystyrene case. 10" long. 6½" high, 3¼" slim.

77-6013	**B2395**	Sage Green Case	**$29 95**
77-6096	**B2395**	Ebony and White Case	**29.95**
77-6039	**B90**	Burgess "A" Battery (1 needed).	**1.25**
77-6047	**B250**	Burgess "B" Battery (1 needed)	**3.50**

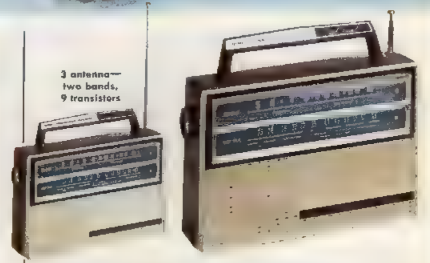
Pulls in distant stations—tunes out unwanted noise
WESTINGHOUSE

WESTINGHOUSE SIX TRANSISTOR PORTABLE RADIO

- *6 transistors plus diode. Full range Alnico V 4" speaker*

Carry listening enjoyment wherever you go! This compact portable plays with full tone brilliance Source of power is 6 transistors which rarely, if ever, need replacement. "Tune-easy" dial, automatic volume control push-pull audio output, sensitive antenna

77-6104	**B2390**	White and Flame Case 6¾x7⅞x2⅜"	**$29 95**
77-6112	**B2390**	Charcoal and White Case. 6¾x7⅞x2⅜" .	**29 95**
77-6062	**B17**	Battery for radio above (4 needed) Each .	**0.25**

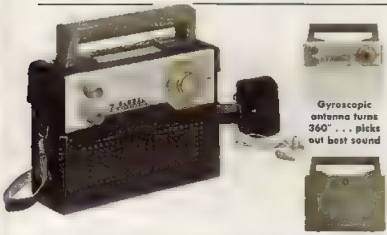


WESTINGHOUSE DUAL BAND TRANSISTOR RADIO

- *9 transistors plus diode. 4" Alnico V speaker with powerful magnet*

TWO super-sensitive bands let you circle the world—by ear! Has standard AM band *PLUS* second band that pulls in ship-to-shore radio, marine weather stations, time signals, international short wave, aircraft signals, tropical area stations. Vernier slide rule dial tuning

77-6138	**B6470**	Dove Gray and White Case. 9 3/16x11 5/16x3½"	**$89.95**
77-6120	**B6470**	Charcoal and White Case 9 3/16x11 5/16x3½"	**89 95**
77-6534	**B15**	Battery for radio above 6 needed Each	**0.25**



VISCOUNT "GLOBAL 7" 3-SPEAKER PORTABLE RADIO

- *7 transistors, 1 diode, 2 varistors. 3 matched 3" speakers!*

Most "soundsational" transistor radio yet developed! Brilliant 3-dimensional sound surrounds you because of 3 speakers 2 in cabinet front, one in back cover. Exceptionally sensitive . . . even has bass and treble control Green plastic case. Complete with earphone in leather case, also leather carrying case that lets the sound come through.

77-6146	**B3995**	Transistor Radio. 9 7/16x6 5/16x1 9/16"	**$59 95**
77-6062	**B17**	Battery for radio above (6 needed). Each	**0.25**

4x6" Speaker, On-Off "Roll-Top" Dial Cover, Vernier Slide Rule Tuning

RCA "GLOBE TROTTER" PORTABLE RADIO

- *8 transistors, 1 crystal diode. Big 4x6" speaker*

Here's year-round pleasure! Big table-radio size speaker will fill your ears with rich sound. You'll get finest fidelity; find it easy to pin-point stations. Roll up dial cover, radio turns on, roll down, radio turns off 4 batteries give power for 100 playing hours. 6¼x9⅛x2⅞".

77-6203	**B5195**	Charcoal plastic and satin aluminum ...	**$65 00**
77-6245	**B5195**	Aqua plastic and satin aluminum	**65.00**
77-6054	**B17**	Battery for radio above (4 needed). Each...	**0.25**

So tiny you can hide it in shirt-pocket, carry it in palm of your hand.
A complete pocket-size radio . . . only
14^{95}

All-Transistor Radios . . . Marvels in Miniature

Go modern with a tubeless radio! Transistors last forever, and batteries play for pennies a week

REGENCY MIDGET 2-TRANSISTOR RADIO

- *Weighs only 4 ounces, measures only 1½x2¼x3 inches*

Our smallest, lowest priced transistor radio. To give you an idea of how tiny the Regency Midget really is, we've placed it beside a pack of king-size cigarettes! Amazing . . . and it's just as amazing in performance. "Wear" its earphone and you can hear your favorite local programs any time, anywhere. Two transistors take so little power that the batteries keep it playing for weeks. It's new, improved, better-than-ever . . . from Regency who originated the transistor radio. And the durable plastic case is a vivid bright red

23-0003	**W997**	Regency Midget Transistor Radio..........	**$14.95**
23-0011	**W20**	Battery Pack for Regency Midget	**.30**

REGENCY 4-TRANSISTOR RADIO

- *Weighs only 11 ounces, measures 1¼x3x5 inches*

Right size for your pocket . . . right price for your pocketbook! Here Regency replaces tubes with transistors which, through super dynamic speaker or private earphone accessory, transmit big-set tone and clarity Goes everywhere in its shockproof plastic case

23-0029	**W1895**	Ivory Plastic Case	**$24.95**
23-0037	**W1895**	Red Plastic Case.	**24.95**
23-0045	**W1895**	Black Plastic Case........	**24.95**
23-0052	**W10**	Battery for Regency above (3 needed). Each	**.15**
23-0060	**W265**	Genuine Leather Carrying Case.	**3.95**
23-0078	**W325**	Earphone for Regency above.............	**4.95**

Everything in a handsome gift box.

Carrying case, earphone and earphone case included!

NEW GE 5-TRANSISTOR POCKET RADIO

- *Weighs 16 ounces, measures only 1⅝x3½x6¾ inches*

Five transistors plus 1 diode (each no bigger than your thumbnail) power this handsome handful! Has GE's high fidelity audio system which explains the richness of the sound from the powerful Alnico 5-magnet speaker. No reasonably near station escapes the built-in antenna or full-band tuning dial. Dial has "Conelrad" Civil Defense markings. Ivory and black polystyrene plastic case

23-0086	**W2395**	GE 5-Transistor Pocket Radio...	**$29.95**
23-0094	**W198**	Genuine Leather Carrying Case	**3.00**
23-0102	**W325**	Earphone for GE Pocket Transistor Radio.	**4.95**
23-0052	**W10**	Battery for GE Radio (4 needed). Each ..	**.15**

VISCOUNT 6-TRANSISTOR RADIO

- *Only 4¾x2¾x1¼ inches; with earphone, case, battery*

Pocket sized and powerful, this ingenious import has enough range to receive a full symphony broadcast, yet it's scarcely bigger than a pack of cigarettes. Source of power is 6 tiny transistors (plus 2 diodes) that rarely if ever need replacement. Uses so little current that one battery plays for weeks. Use the earphone for private listening . switch to the 2¼" speaker for regular "big set" sound. Sensitive built-in antenna pulls in and strengthens weak signals. Gift boxed "package" includes radio, leather case, strap and battery; leather cased earphone Cabinet is black plastic with gold grille

23-0110	**W2695**	Viscount Transistor Radio and Accessories	**$39.95**

7
WESTINGHOUSE

ALL TRANSISTOR
Super-7
ADMIRAL

So Tiny, They Fit in Your Palm, Pocket or Purse

Go everywhere with a transistor radio—indoors, outdoors—never miss your favorite program

WESTINGHOUSE 7-TRANSISTOR RADIO

- ***Measures 4½x6⅞x2⅛ inches; has 3½" Alnico-V speaker***

This tiny Westinghouse delivers "big radio" volume, even though radio is no bigger than the palm of your hand. And the shatter-proof case makes it a rugged traveling companion. Carrying handle adjusts into a tilt stand. Long range ferrocore antenna; earphone for private listening. Plays up to 125 hours on 4 tiny penlite batteries

23-0128	**W3195**	Charcoal and White Case	**$39.95**
23-0136	**W3195**	Mist Green and White Case	**39.95**
23-0144	**W295**	Carrying Case for Radio	**4.95**
23-0151	**W325**	Plug-in Earphone	**4.95**
23-0169	**W59**	Battery Pack (set of 4 penlite batteries)	**.89**

ADMIRAL SUPER 7-TRANSISTOR POCKET RADIO

- ***Weighs 15 ounces, measures 1⅝x3⅞x5$\frac{9}{16}$ inches***

A powerhouse of tuning magic! Lined up within its slim silhouette are 7 tiny transistors plus 2 diodes, an Alnico 5 PM speaker and built-in ferroscope antenna . . . that's why it delivers "big radio" performance. Plays up to 100 hours on 4 tiny penlite batteries. Earphone lets you listen without disturbing others. Unbreakable plastic case. Carrying handle forms easel stand for table use

23-0177	**W3495**	White Plastic Case	**$44.95**
23-0185	**W3495**	Green Plastic Case	**44 95**
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	**.15**
23-0201	**W395**	Earphone for Admiral Radio above	**5.95**

ADMIRAL
Imperial 8

ADMIRAL IMPERIAL 8-TRANSISTOR POCKET RADIO

- ***Weighs 15 ounces; measures 1⅜x5$\frac{9}{16}$x3¾ inches***

Mite sized, but mighty powerful . . . this new pocket-sized portable performs like a console model. Built-in antenna, 8 transistors and 1 diode all combine to pull in distant stations. Batteries last up to 400 hours for lots of pleasurable listening; plug in the earphone for "private listening". Unbreakable plastic case has molded-in color and built-in handle that forms a supporting stand

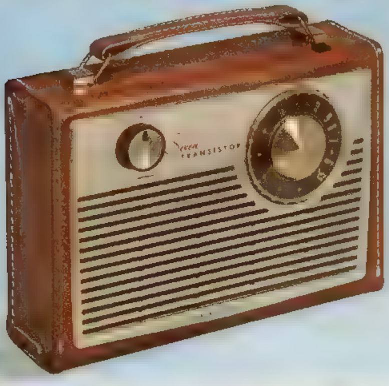
23-0219	**W4195**	Tan and White Plastic Case	**$54.95**
23-0227	**W4195**	Black and White Plastic Case	**54.95**
23-0201	**W395**	Earphone for Admiral Radio	**5 95**
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	**.15**

WESTINGHOUSE 8-TRANSISTOR POCKET RADIO

- ***Measures 1⅝x3⅛x6 inches; weighs only a few ounces***

Smart new portable radio with power to spare! Plays up to 200 hours on a single low-cost battery. Travels in pocket or purse . . . performs like a big radio wherever it goes. Powered by 8 miracle transistors and a trouble-free Westinghouse Silver Safeguard Chassis. Use the earphone for private listening. Unbreakable plastic case

23-0250	**W3995**	Chestnut Brown and Gold Plastic Case	**$54.95**
23-0268	**W3995**	Mint Green and Gold Plastic Case	**54.95**
23-0276	**W295**	Carrying Case	**4.95**
23-0284	**W89**	Battery (200 hour playing time)	**1.29**
23-0151	**W325**	Adjustable Plug-in Earphone	**4.95**



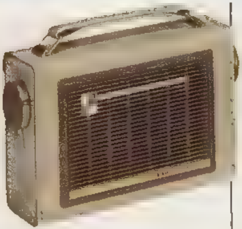
GE Transistor Portable

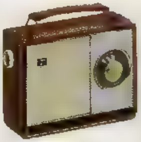
- *Newly designed circuits lengthen battery life!*
- *7 transistors, 1 diode! 4-inch Dynapower speaker!*
- *Genuine top-grain leather case . . . aluminum grille!*

This compact GE beauty is destined to be your constant year-round companion! You'll be amazed when you hear the performance of 7 transistors in the new maximum efficiency circuit . . . when you hear its remarkable power, range and tone. And you'll love its fast, precise tuner . . the 4-to-1 ratio between selector knob and tuning dial easily pinpoints the exact station you want New push-pull audio output (same circuit that's used on big console radios!) . . lengthens batteries' life to save you money Built-in antenna pulls in even distant stations loud and clear . . . sound won't fade out or suddenly blast away, thanks to the automatic volume control design of the printed circuits. Tuning dial is lighted by push-button on cabinet. Light goes off automatically when pressure is released, preventing accidental battery drain. Smartly saddle-stitched top grain leather case 9x6⅛x3"

77-5106 B4495	GE All-Transistor Portable Radio . .	**$59 95**
77-6054 B17	Battery for radio above (3 needed) Each .	**0.25**

Full, rich tone
luggage-type
fold-down handle





Peak Performer—
powerized for
perfect outdoor
listening

LUXURY-STYLED GE TRANSISTOR PORTABLE RADIO

- *5 Select-Quality transistors plus 1 crystal diode. Big 4-inch speaker*

Ready to go ANYWHERE at the drop of a hat Has power to spare, precision tuning, highly sensitive speaker, built-in antenna, fool-proof printed circuit chassis. Covers full AM broadcast band, has Civil Defense markings. Simulated leather case, plastic grille.

77-6476 B3195	Cocoa with Beige trim. 8⅜x6x2⅞". . . .	**$39 95**
77-6468 B3195	Black with White trim 8⅜x6x2⅞" . . .	**39.95**
77-6534 B15	Battery for GE radio above (4 needed) Each	**0.25**

WESTINGHOUSE ALL-TRANSISTOR PORTABLE RADIO

- *Compact, power-preserver chassis with 7 transistors plus diode*

Any time, any place—the world is at your fingertips! Size is small but performance is *Big!* Vernier tuning control assures accurate station selections. Powerful push-pull audio output Full range 4" Alnico speaker . . automatic volume control Earphone jack

77-5809 B3789	Tan Leatherette Case 5 7/16x7⅛x3⅜"	**$49 95**
77-5817 B3789	Gray Leatherette Case. 5 7/16x7⅛x3⅜" .	**49.95**
77-6054 B17	Batteries for radio above (4 needed) Each	**0.25**

Small but power-
ful . . . slips easily
into luggage

Crystal clear
reception in
cars, planes,
trains, boats

ADMIRAL ALL-TRANSISTOR PORTABLE RADIO

- *8 transistors plus 1 germanium diode. Alnico V magnet 4" speaker*

Top-notch performer, even under adverse conditions! Starts playing instantly. You get "pin-point" tuning every time with Vernier tuning dial Volume Sentinel maintains constant volume level. Built-in Ferroscope antenna Push-pull audio output circuit.

77-5833 B4995	Black Vinyl Case 5¼x9x2¾".	**$64.95**
77-5825 B4995	Tan Vinyl Case. 5¼x9x2¾"	**64.95**
77-6062 B17	Batteries for radio above (6 needed) Each	**0.25**

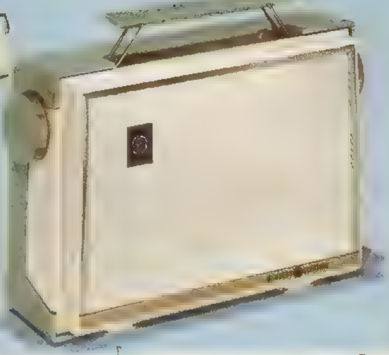
GE "CROSS COUNTRY" PORTABLE RADIO

- *8 transistors plus 1 crystal diode. 5¼" Dynapower speaker*

Pulls in pleasure from far and near 8 transistors and a diode maximum efficiency circuit . . . and 5¼" speaker give unparalleled power, range and tone New push-button dial light for easy tuning, goes off automatically to prevent accidental battery drain. Styled like fine luggage in saddle-stitched top grain leather

77-5866 B5695	"Cross Country" Portable Radio. 9x6⅜x3"	**$75 00**
77-6054 B17	Batteries for radio above (6 needed) Each .	**0.25**

GE Portable Radio



- *Plays everywhere—indoors and out!*
- *5 tubes including rectifier! Big 4-inch speaker!*
- *Operates 3 ways: on batteries, on AC, on DC!*

To look at it, you'd never suspect there was space enough inside to hold a 5-tube "power plant" . . let alone a large 4-inch Dynapower speaker. But, GE engineers have done it . . . as a minute-long earful will prove! Printed circuit chassis is trustworthy . . . no jungle of wires to cause trouble or be serviced Versatility stems from its instant, trouble-free power change . . from long-life batteries in backyard or on beach to AC or DC when inside house or hotel Power cord glides in and out of its hideaway position, so there's no need to open the case every time you want to remove or replace it. Full range tuning with Civil Defense band markings, built-in antenna Carrying handle folds flat against unbreakable polystyrene case. 10" long. 6½" high, 3¼" slim.

77-6013	**B2395**	Sage Green Case	**$29 95**
77-6096	**B2395**	Ebony and White Case	**29.95**
77-6039	**B90**	Burgess "A" Battery (1 needed).	**1.25**
77-6047	**B250**	Burgess "B" Battery (1 needed)	**3.50**

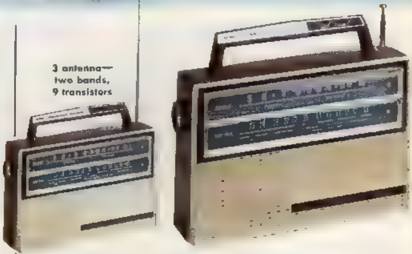
Pulls in distant stations—tunes out unwanted noise

WESTINGHOUSE SIX TRANSISTOR PORTABLE RADIO

- *6 transistors plus diode. Full range Alnico V 4" speaker*

Carry listening enjoyment wherever you go! This compact portable plays with full tone brilliance Source of power is 6 transistors which rarely, if ever, need replacement. "Tune-easy" dial, automatic volume control push-pull audio output, sensitive antenna

77-6104	**B2390**	White and Flame Case 6¾x7⅞x2⅜"	**$29 95**
77-6112	**B2390**	Charcoal and White Case. 6¾x7⅞x2⅜" .	**29 95**
77-6062	**B17**	Battery for radio above (4 needed) Each .	**0.25**



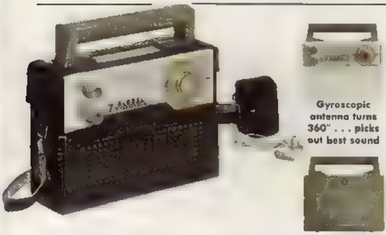
3 antenna—two bands, 9 transistors

WESTINGHOUSE DUAL BAND TRANSISTOR RADIO

- *9 transistors plus diode. 4" Alnico V speaker with powerful magnet*

TWO super-sensitive bands let you circle the world—by ear! Has standard AM band *PLUS* second band that pulls in ship-to-shore radio, marine weather stations, time signals, international short wave, aircraft signals, tropical area stations. Vernier slide rule dial tuning

77-6138	**B6470**	Dove Gray and White Case. 9³⁄₁₆x11⁵⁄₁₆x3½"	**$89.95**
77-6120	**B6470**	Charcoal and White Case 9³⁄₁₆x11⁵⁄₁₆x3½"	**89 95**
77-6534	**B15**	Battery for radio above 6 needed Each	**0.25**



Gyroscopic antenna turns 360° . . . picks out best sound

VISCOUNT "GLOBAL 7" 3-SPEAKER PORTABLE RADIO

- *7 transistors, 1 diode, 2 varistors. 3 matched 3" speakers!*

Most "soundsational" transistor radio yet developed! Brilliant 3-dimensional sound surrounds you because of 3 speakers 2 in cabinet front, one in back cover. Exceptionally sensitive . . . even has bass and treble control Green plastic case. Complete with earphone in leather case, also leather carrying case that lets the sound come through.

77-6146	**B3995**	Transistor Radio. 9⁷⁄₁₆x6⁵⁄₁₆x1⁹⁄₁₆"	**$59 95**
77-6062	**B17**	Battery for radio above (6 needed). Each	**0.25**

4x6" Speaker, On-Off "Roll-Top" Dial Cover, Vernier Slide Rule Tuning

RCA "GLOBE TROTTER" PORTABLE RADIO

- *8 transistors, 1 crystal diode. Big 4x6" speaker*

Here's year-round pleasure! Big table-radio size speaker will fill your ears with rich sound. You'll get finest fidelity; find it easy to pin-point stations. Roll up dial cover, radio turns on, roll down, radio turns off 4 batteries give power for 100 playing hours. 6¼x9⅛x2⅞".

77-6203	**B5195**	Charcoal plastic and satin aluminum ...	**$65 00**
77-6245	**B5195**	Aqua plastic and satin aluminum	**65.00**
77-6054	**B17**	Battery for radio above (4 needed). Each...	**0.25**

BEACHMASTER BOAT TRAILERS

Have these outstanding features Variable pitch coil springs . . . completely adjustable . . . full keel roller support . . heavy gauge steel construction. Grooved hard rubber keel rollers give perfect support, make loading and launching simple. Variable pitch coil springs and sturdy anti-sway bar make Beachmasters smooth, true tracking carriers. All models are equipped with Timken tapered bearings and water resistant neoprene seals.

BOAT TRAILER MODEL BT800

Boats to 16' and 800 lbs. Standard equipment: 6 to 1 gear ratio winch, shock absorbers, reinforced axle, tie-down strap, tail light, tilt bar, motor-on transom support, 480 x 8 4-ply high speed tires and demountable hub wheels, safety chain.

76A-033 W18375 Wgt. 295 lbs . ..Retail **$245.00**

BOAT TRAILER MODEL BT400

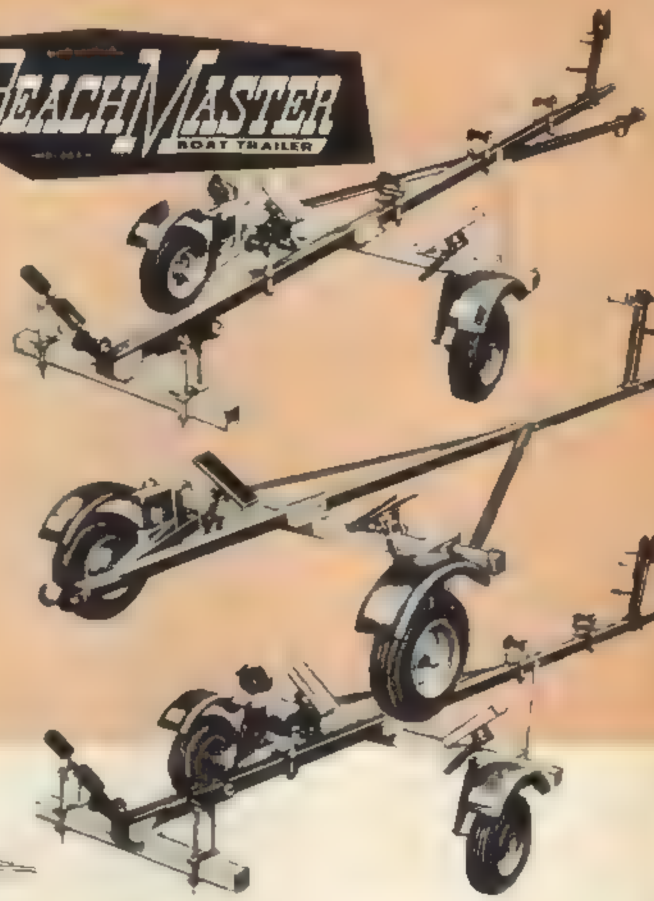
Boats up to 14' and 400 lbs. Standard equipment: bow stop, fenders, 480 x 8 4-ply high speed tires and fixed hub wheels.

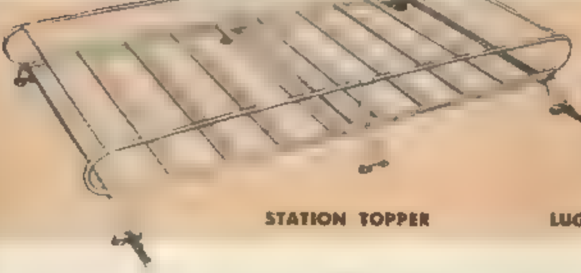
76A-037 W9675 Wgt. 180 lbs............. .. Retail **$129.00**

BOAT TRAILER MODEL BT650

Boats up to 14' and 650 lbs. Standard equipment: 3 to 1 gear ratio winch, shock absorbers, tie-down strap, tail light, motor-on transom support, 480 x 8 4-ply high speed tires and fixed hub wheels, safety chain

76A-032 W14925 Wgt. 260 lbs. .... Retail **$199.00**

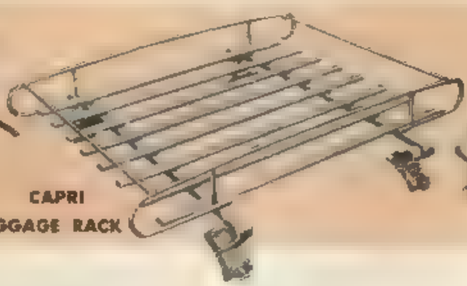




STATION TOPPER

18 sq. ft. of extra storage area. Custom designed for smart appearance and maximum versatility Engineered for continuous and long use. Positive grip . . . with 12 rubber suction grips and heavy-duty gutter hooks Size: 72" L. x 42" W x 6" H

79A-1239 P1821 Wgt. 24 lbs.. Retail **$29.00**

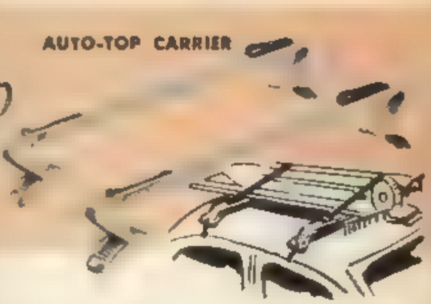


CAPRI LUGGAGE RACK

Improve the appearance of your auto . . . styled after European auto racks. Deluxe polished tubular aluminum guardrail with oak slats . can be disassembled with screwdriver. Size: 42" Sq. x 7" H.

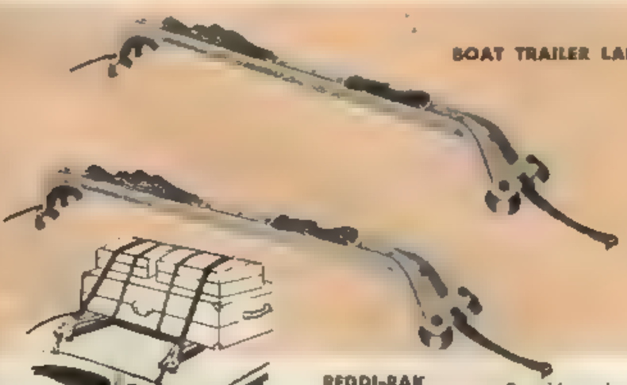
79A-648 P2072 Wgt. 32 lbs Retail **$35.00**

AUTO-TOP CARRIER



Low cost all purpose carrier. Convenient . exceptionally strong 1-pc. 56" metal racks. Convenient cushioned pressure brackets with 84" lashing straps.

79A-647 P879 Wgt. 17 lbs Retail **$14.00**

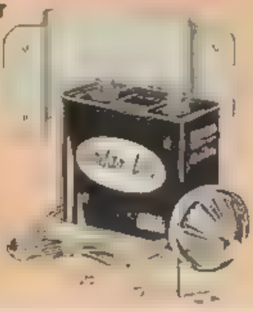


REDDI-RAK

Economical and ready to install! Lightweight steel construction with 1,000 lb. load capacity Rust resistant enamel finish. Quality suction cups and web straps assure positive grip and absorb shock

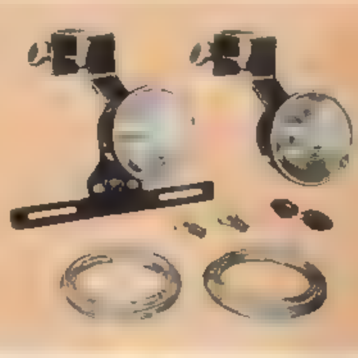
79A-1238 P628 Wgt. 10 lbs.. .Retail **$10.00**

BOAT TRAILER LAMP KIT



Provides adequate lighting on boat and trailer Includes: 2 lamps, one with license window and license bracket; 2 clamp brackets; 96 ft. of 16 gauge wire; 4-pole trailer connector and wiring diagram Lamps and brackets of heavy gauge steel with baked-on black enamel. Shatterproof lucite lenses and windows. 6 and 12 volt bulbs incl.

76A-145 B997 Wgt. 3 lbs.. Retail **$16.80**

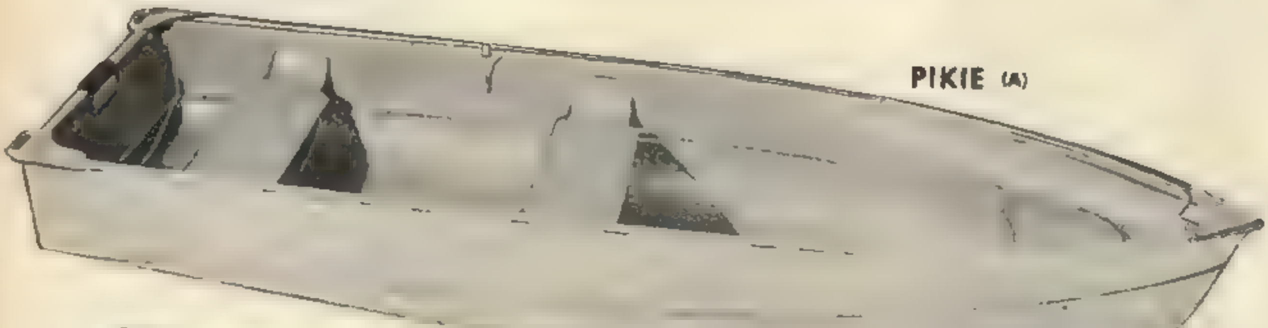


BURGESS TRAILER OR BOAT LITE KIT

Everything necessary to equip a boat or trailer with a red light when traveling on the road. Includes: Sealed-beam 6-volt light unit; light bracket; battery hold-down bracket; wire and steel clad, multi-cell 6-volt battery (No. **79A-165**) that is super-powered . . . with sealed-in rugged steel case Weather-proof

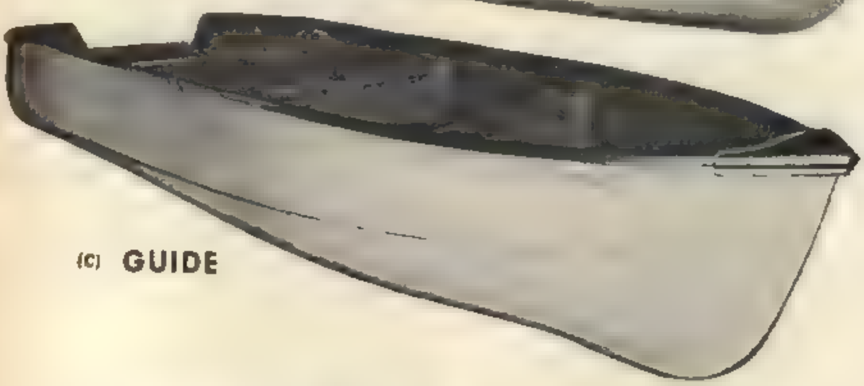
79A-162 B425 Wgt. 5 lbs Retail **$6.49**

FIBERGLAS FISHING BOATS



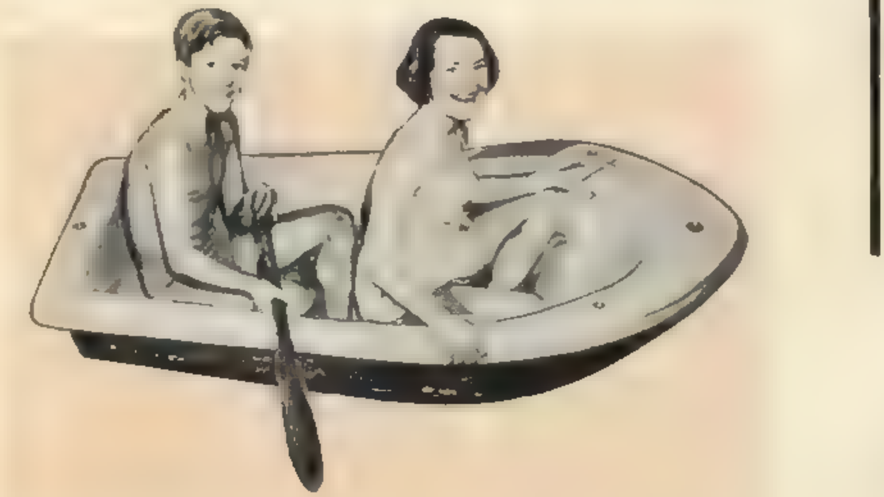
PIKIE (A)

MUSKY (B)



(C) GUIDE

	Max. HP	Depth Stern	Depth Beam	Width Stern	Width Beam	Capacity
12½′ Pikie	10	15″	23″	48″	54″	600 lbs.
14′ Musky	20	15″	23″	48″	56″	675 lbs.
16′ Guide	40	15″	27″	55″	60″	950 lbs.



Here are fishing boats you've dreamed of! Excellent for hunting, too. Offering wonderful maneuverability that's a real pleasure for the sportsman. Easily transported by car or trailer. Besides being lightweight, these boats are specially designed to give rugged performance for long wear. The one-piece "Double-Tuff" fiberglas planing hull has integral molded rails, comfortable seats and aluminum gunwales, deck plates and gussets. Permanently sealed air chamber . . . for flotation and safety. You'll appreciate the extra comfort, too, of these handsome boats. Dramatic new impregnated Aqua-Marine Green, will not discolor; blends with your surroundings. Equipment includes: Bow Eye, Oak Locks and Transom Pad. There's family fun and hours of trouble-free enjoyment in your all new Fiberglas fishing boat.

(A) **12½ FT. PIKIE.** 3 seats. Specifications: Stern depth 15″, Beam depth 23″, Beam width 54″, Stern width 48″, Deck length 12″, Max. H.P. 10. Capacity: 600 lbs. *Retail*
76A-048 W17690 Wgt. 140 lbs. **$255.00**

(B) **14 FT. MUSKY.** 3 seats. Specifications: Stern depth 15″, Beam depth 23″, Beam width 56″, Stern width 48″, Deck length 12″. Max H.P. 20. Capacity: 675 lbs. *Retail*
76A-116 W20650 Wgt. 175 lbs. **$299.50**

(C) **16 FT. GUIDE.** 4 seats. Specifications: Stern depth 15″, Beam depth 27″, Beam width 60″, Stern width 55″, Deck length 12″. Max. H.P. 40. Capacity: 950 lbs. *Retail*
76A-117 W27730 Wgt. 300 lbs. **$399.50**

UNSINKABLE Z-BOAT. Buoyant! Can't sink, supports more than 250 lbs. even when full of water. Officially approved by *Parents* magazine. Your whole family will enjoy this . . . for sports, sun-bathing, or playtime with the kids. Molded in one-piece of tough Dylite plastic . . . no sharp corners. Safe! Lift with one-hand weight More buoyant than cork. Versatile uses: Hunting Boat; Safety Raft; Skin Diving; Store Extra Gear; Drink Cooler; Wading Pool for the Kids . . . lots of uses. *Retail*
79A-129-W2597 Wgt. 15 lbs. **$39.95**

[illegible] for SPEED and SPORT

JET STREAK 15-FT. FIBERGLASS RUNABOUT

Smart, high performance runabout. Perfect for water skiing, cruising, and fishing. Styrofoam and air chamber assure double-safe flotation. Special features include: one-piece moulded "Double-Tuff" Fiberglass hull and decking. Step-thru front seat and spacious rear seating area. Half-round Vinyl gunwale moulding. Exclusive Self-Bailing well. Complete with steering wheel, deck hardware, lights, deluxe wrap-around windshield, upholstery and transom pad. Sparkling white hull with beige decking. Stern depth 15", Amid depth 30", Beam 63", Stern width 58", 50 HP rating. Carrying capacity 900 lbs. Wgt. 400 lbs.

Retail

76A-118W38488 With Equip.....**$848.50**

***76A-119 F47275** Less Equipment. Shipped F.O.B. Wisc. (Mfg. No. Jet Streak). Wgt. 360 lbs. **$685.00**

WATER-MASTER 14-FT. FIBERGLASS BIG-WATER BOAT

You'll enjoy the most fabulous fun afloat with this seaworthy craft! Versatile utility and superb craftsmanship from stem to stern. Features include· Twin bottom "Double-Tuff" fiberglass hull . . . flotation in double bottom assures buoyancy. Vinyl gunwales, rigid step-thru front seat. Solid rear side seats. Mar-resistant plastic interior and transom pad. Self-bailing well. Bow-eye. Lustrous red deck with white hull. Specifications: Gunwale length 14'8", Stern depth 15", Amid depth 30", Beam 70", Stern width 58", HP rating 50, carrying capacity 1100 lbs.

76A-122W39987 Less Equipment. Wgt. 340 lbs..............Retail **$595.00**

***76A-152 F47921** With Equipment. Shipped F.O.B. Wisc. (Mfg. No. Water-Master P-14E). Wgt. 380 lbs...Retail **$695.00**

VANGUARD 15-FT FIBERGLASS UTILITY BOAT

Fills every whim and need of your boating requirements. Lots of room for family and friends with extra space to store equipment. Features: One-piece "Double-Tuff" fiberglass hull and decking, moulded spray rails, vinyl gunwale, transom pad . . . plus many other features usually found in more expensive craft. Rear side seats — perfect for water-skiing. Color impregnated white hull and turquoise decking . . . will not discolor or fade. Specifications: Stern depth 15", Amid depth 30", Beam 63", Stern width 58". 50 HP rating, carrying capacity 900 lbs.

76A-120W43055 Less Equipment. Wgt. 340 lbs..............Retail **$624.50**

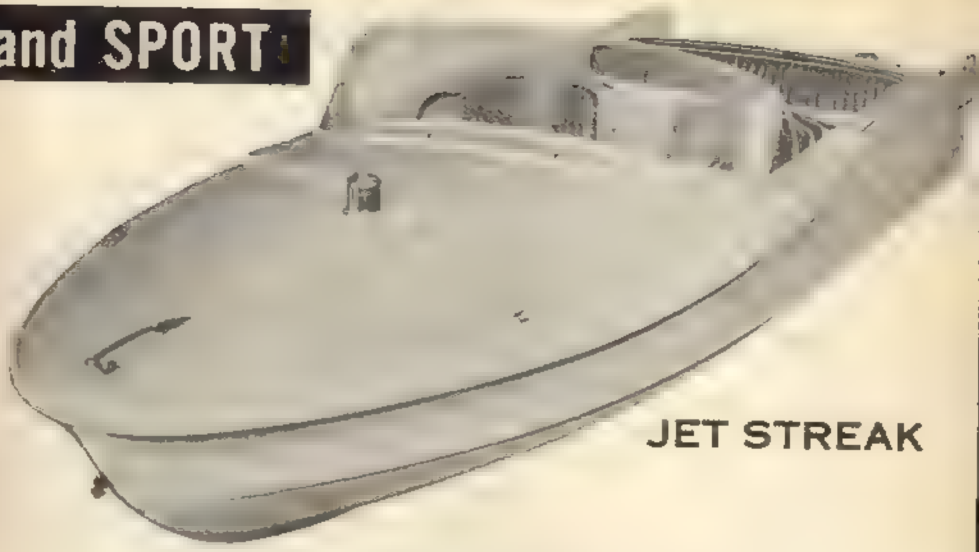
***76A-121 F50976** With Equipment. Shipped F.O.B. Wisc. (Mfg. No. VanGuard C). Wgt. 380 lbs.........Retail **$740.00**

ADD WRAPPING CHARGE

W CODE Add $5.50 charge as separate item on your order

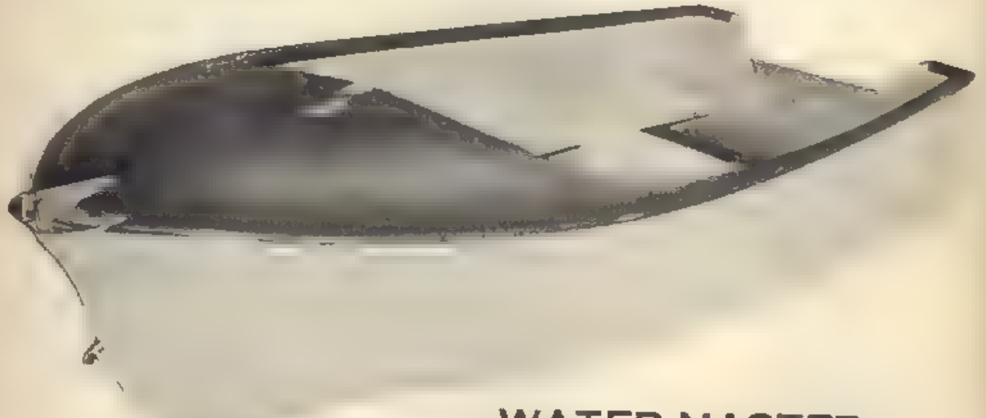
***Note:** Allow $12.00 for crating charge on F.O.B. items.

Boating equipment includes: Windshield, steering wheel, upholstery, cable pulleys, bow eye, chucks, and transom handle.

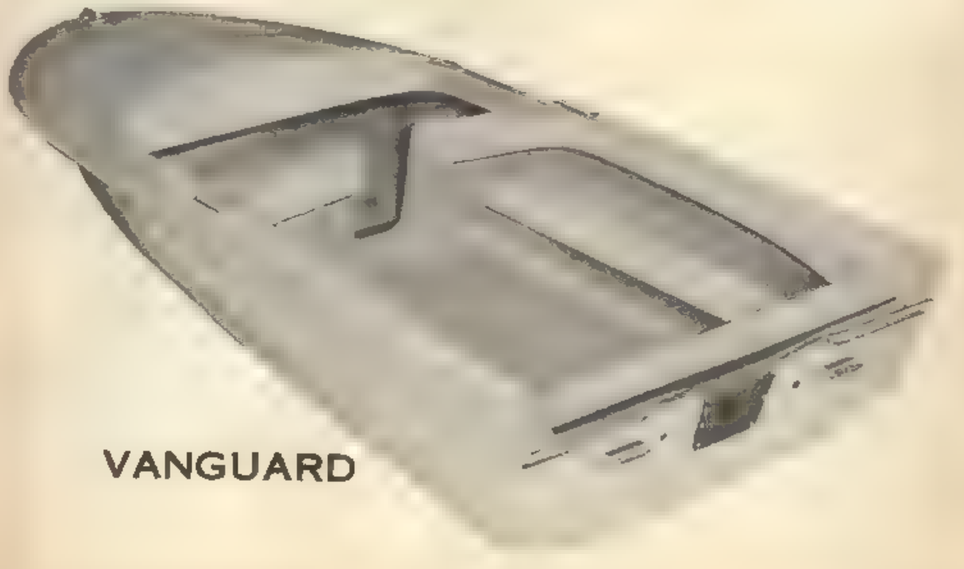


JET STREAK

QUALITY FIBERGLASS RUNABOUTS and UTILITY BOATS

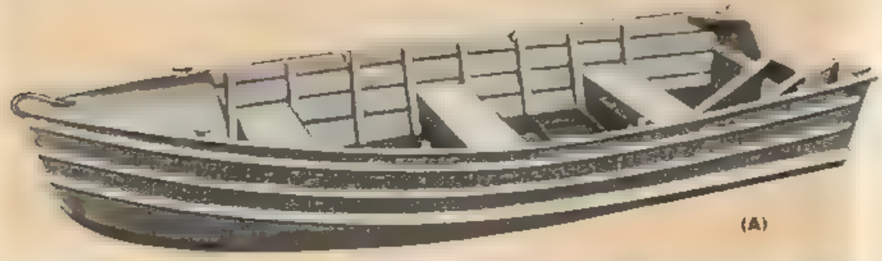


WATER MASTER



VANGUARD

ALUMINUM *BOATS*


(A)

			Depth Stern	Depth Beam	Depth Bow	Width Stern	Width Beam	Max. H.P.	Ship. Wgt.	Retail
(A) ALUMINUM RUNABOUTS										
76A-127	**F25550**	14' Lake-R	21"	27"	30"	54"	64"	30	282	**$365.00**
76A-002	**F20300**	14' Skee-Liner	18½"	25"	28"	47"	59"	25	205	**290.00**
76A-153	**F17150**	14' Pearl Liner	15"	18"	21"	47"	55"	12	159	**246.50**
76A-003	**F14945**	12' Runabout	15"	18"	21"	47"	55"	7½	123	**213.50**
76A-082	**F15295**	12' Duck Boat (grass color)	15"	18"	21"	47"	55"	7½	123	**219.50**
(B) ALUMINUM UTILITY BOAT. Square ends. . . V-shaped bottom										
76A-128	**F17465**	14' Floater's Delight	15"	15"	10"	46"	55"	10	154	**$249.50**
76A-154	**F13895**	12' Dream Boat	14"	13"	10"	47"	51"	7½	121	**198.50**
76A-004	**F10815**	9' Studebaker	13"	14"	11"	44"	48"	5	86	**154.50**

The whole family will have hours of water fun! A model designed for every purpose . . . fishing, water sports or family use. Polygon embossed aluminum and all-welded construction increases rigidity 100% and strength 102%. Full length semi-V shaped bottom and side ribs are pressed into the aluminum with a metal brake. Braces, seats and oarlocks are welded into position. Welded seams are guaranteed water-tight. Safe! All models have styrofoam flotation under each seat . . . assures buoyancy if capsized. Interior coated with Shur-Foot non-skid paint . . . better traction, reduces sound and eliminates light reflection. Exceptionally light and easy to transport in car trunk or on car top and from car to water. All boats shipped F.O.B. Kansas and must be wrapped for shipping. (See instructions below.)

ADD WRAPPING CHARGE

Above boats must be wrapped for shipment. Charges are $9.00 for 14'; $8.00 for 12'; and $5.50 for 9'. Add these charges as a separate item on your order.

(B)

Fibre Glass BOAT KITS

(C)

(C) FIBERGLAS BOAT KITS. "A" Kits contain fiberglas cloth, resin, hardener, color and brush cleaner to cover bottom and transom. "B" Kits contain fiberglas cloth, resin, hardener, color and brush cleaner to cover bottom, transom and sides. Be sure to specify color. Instructions with every kit.

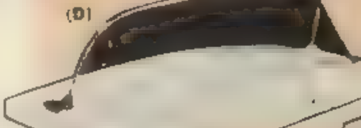
76A-162	**F1517**	A Kit, wgt. 22 lbs.	Retail	**$22.75**
76A-163	**F1984**	B Kit, wgt. 28 lbs.	Retail	**29.75**
76A-164	**F2198**	A Kit, wgt. 32 lbs	Retail	**32.95**
76A-165	**F2531**	B Kit, wgt. 35 lbs	Retail	**37.95**
76A-166	**F2301**	A Kit, wgt. 33 lbs.	Retail	**34.50**
76A-167	**F2635**	B Kit, wgt. 36 lbs	Retail	**39.50**
76A-168	**F2665**	A Kit, wgt. 38 lbs	Retail	**39.95**
76A-169	**F3198**	B Kit, wgt. 44 lbs	Retail	**47.25**

F.O.B. St. Louis

(D) SURF KING WINDSHIELD. Features a special flange for extra sturdy mounting directly to deck, no brackets needed. Ready to install complete with Cadco chrome stripping, white vinyl deck moulding and all chrome plated brass hardware. Wgt. 11 lbs.

76A-170	**F2145**	48-52" wide,	3/16" thick,	15" high	Retail	**$35.75**
76A-171	**F2370**	53-56" wide,	3/16" thick,	15" high	Retail	**39.50**
76A-172	**F2370**	57-62" wide,	3/16" thick,	5" high	Retail	**39.50**
76A-173	**F2565**	62-66" wide,	3/16" thick,	15" high	Retail	**42.75**
76A-174	**F3117**	66-72" wide,	¼" thick,	15" high	Retail	**51.95**
76A-175	**F3297**	72-80" wide,	¼" thick,	5" high	Retail	**54.95**
76A-176	**F2775**	57-62" wide,	3/16" thick,	18" high	Retail	**46.25**
76A-177	[redacted]	62-66" wide,	3/16" thick,	18" high	Retail	**47.50**
76A-178	**F3297**	66-72" wide,	¼" thick,	18" high	Retail	**54.95**
76A-179	**F3477**	72-78" wide,	¼" thick,	18" high	Retail	**57.95**
76A-180	**F3450**	57-62" wide,	¼" thick,	20" high	Retail	**57.50**
76A-181	**F3450**	62-66" wide,	¼" thick,	20" high	Retail	**57.50**
76A-182	**F3930**	66-72" wide,	¼" thick,	20" high	Retail	**65.50**
76A-183	**F3930**	72-78" wide,	¼" thick,	20" high	Retail	**65.50**

F.O.B. St. Louis


(D)

(E)

(E) DELUXE SURF QUEEN WINDSHIELD. Ideal for installation on boats with King plank on bow. Cadco chrome stripping and white vinyl deck moulding. Manufactured of 3/16" clear plexiglas. 11 lbs.

76A-184	**F2130**	48-52" wide,	15" high.	Retail	**$35.50**
76A-185	**F2325**	53-56" wide,	15" high.	Retail	**38.75**
76A-186	**F2325**	57-62" wide,	15" high.	Retail	**38.75**
76A-187	**F2535**	62-66" wide,	15" high.	Retail	**42.25**
76A-188	**F2895**	66-72" wide,	15" high.	Retail	**48.25**
76A-189	**F2715**	57-62" wide,	18" high.	Retail	**45.25**
76A-190	**F2955**	62-66" wide,	18" high.	Retail	**49.25**
76A-191	**F3435**	66-72" wide,	18" high.	Retail	**57.25**
76A-192	**F3555**	72-76" wide,	18" high.	Retail	**59.25**

F.O.B. St. Louis

BENRUS

Official Watch of Famous Airlines

Citation Comet "21" . . . has the built-in look of a leader. The smooth simplicity of the round case is handsomely set off by the richly grained leather strap. White dial is marked in gold. 21-jewel movement is accurate to the split second. Choose 14K yellow gold or 10K yellow rolled gold plate.

18-7187 W5700 Gold. $110.00
18-7195 W3890 RGP.... 69.50

The name Benrus has long been a symbol of excellence in watch-making . . . and now as further proof of Benrus superiority, all Benrus watches are fully guaranteed for 3 years. All are shock-resistant, anti-magnetic and temperature compensated. All have an unbreakable mainspring. Each is a masterpiece of design and precision accuracy. Benrus is indeed, the choice of any man who demands the finest! Gift boxed.

E **Lord Allan** . . . a commanding design, rich in detail, bold in execution. Broad sculptured links join the case with a comfortable expansion band. The accuracy of the 17-jewel movement makes it a continuing pleasure to own. Yellow top with stainless steel back.

18-7237 W2300 Yellow top, steel back.................... $30.00

F **Winthrop** . . . a watch gifted with a confident, authoritative design that reflects the never-failing accuracy of its 17-jewel movement. 10K yellow rolled gold plate case with stainless steel back. Matching expansion band. Well defined full figure dial.

18-7021 A2690 Yellow top, steel back $47.50

G **Edward "Z"** . . . a "success story" in styling and performance. Square case of 10K yellow rolled gold plate has a non-corrosive steel back. Handsome expansion band is a series of gold-bar links inset with leather across the front. 17-jewel precision movement.

18-7054 W3285 Black dial........ $59.50
18-7062 W3285 White dial. 59.50

H **Citation Clay** . . . an ultra slim design, tailored to modern tastes. Uniquely set end pieces catch the light with a handsome flash. The all-new band combines the rugged beauty of leather with the gleam and practical comfort of expansion links. Precision-accurate 17-jewel movement will give a lifetime of dependable service.

18-7245 W4190 Yellow case.......... .... $75.00

K **Water Wheel "21"** . . . designed with smartness and dependability for the man of action. Guaranteed waterproof* . . . and the shock-absorbing 21-jewel movement assures accuracy even under tough, outdoor conditions. Luminous dial for easy reading anywhere. Has sweep second hand, rich-looking leather inlaid expansion band.

18-7252 W3275 Stainless Steel case.......... ....$57.50

Waterproof
H
K

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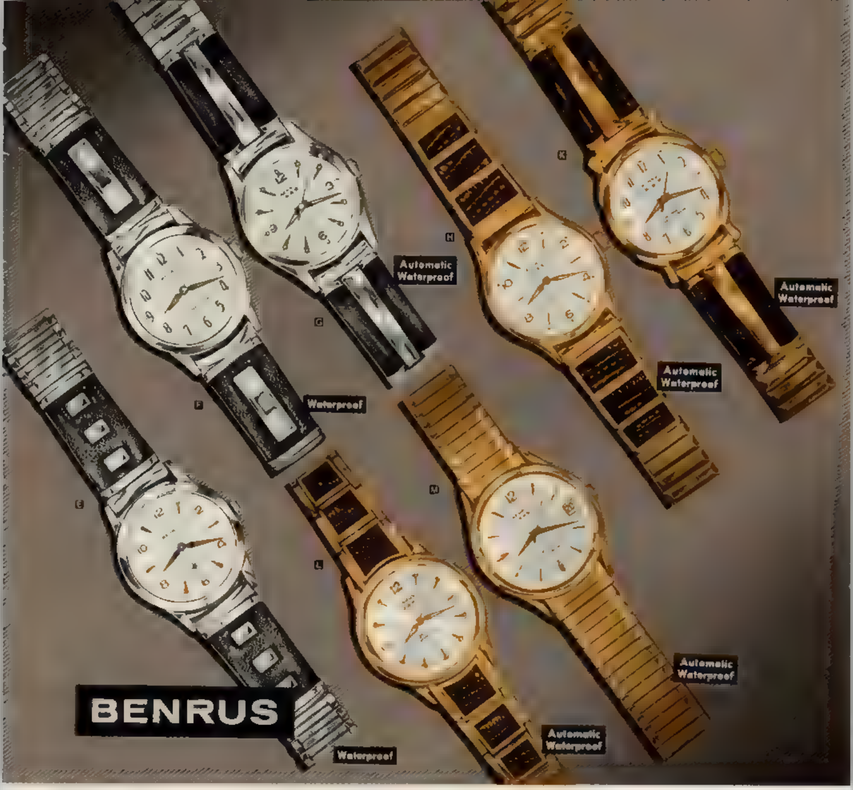

AUTOMATIC . . . WATERPROOF*

Two important features, guaranteed in a Benrus watch! Benrus automatic watches are completely self-winding, can't over-wind . just the normal motions of your wrist keep them running for 36 hours without rewinding. Benrus waterproof watches have precision-fitted cases that seal out not only moisture, but dust and dirt. They are guaranteed against water damage if the crystal, case and crown remain intact All Benrus watches are handsomely gift boxed.

Ⓔ **Water Master** guaranteed waterproof*! The 17-jewel shock-absorbing movement is encased in stainless steel. Luminous dial. Perfect for the man who thrives on rugged activity! Expansion band weds leather's beauty to stainless steel's sturdiness.
18-7005 W2300 Steel case. **$30.00**

Ⓕ **Ocean Baron** every inch a champion, from shock-absorbing 17-jewel movement to handsome expansion band with leather inserts! Guaranteed waterproof* . . . even an accidental dousing won't harm it. Stainless steel case, luminous dial, sweep second hand.
18-7096 W2680 Stainless Steel. . **$47.50**

Ⓖ **Sportsman** . . . needs no pampering whatsoever! Waterproof*, shock-resistant—and the self-winding 17-jewel movement has an unbreakable mainspring. Luminous dial; full sweep second hand Stainless steel case; expansion band with leather inserts
18-7112 W3540 Stainless Steel. **$62.50**

Ⓗ **Space Pilot** . . . winds itself as you wear it, can't over-wind. Guaranteed waterproof*, anti-magnetic, shock-protected—keeps perfect time under rugged conditions. Case tapers to join expansion band with leather inserts. Luminous dial. 17 jewels
18-7120 W4190 Yellow case . . . **$75.00**

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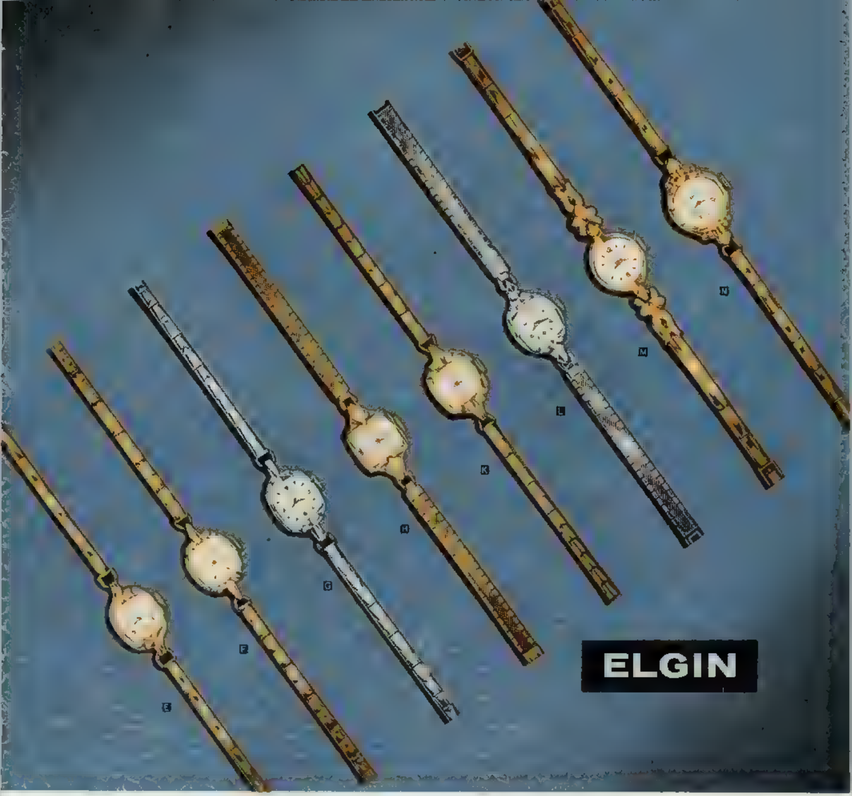
Ⓚ **Air Travel "25"** . . supremely accurate! 25-jewel movement winds itself, absorbs shocks, has an unbreakable mainspring. Exceptionally handsome case and expansion band with leather inserts are correlated in design. Luminous dial, sweep second hand.
18-7138 W4945 Yellow case. **$87.50**

Ⓛ **Star Fire "25"** . . . at the peak of perfection in design and precision its "heart" is Benrus' fabulous 25-jewel movement! Ultra thin case with hidden crown; expansion band. Self-winding; guaranteed waterproof*.
18-7161 W8700 14K Yellow Gold **$160.00**
18-7179 W5860 10K Yellow GF. . . **110.00**

Ⓜ **Golden Planet "39"** . . . 39 jewels in a self-winding, guaranteed waterproof* masterpiece! Calendar feature gives you the date at a glance. Luminous dial. Unique flexible band, matched to end pieces in design.
18-7211 W10790 14K Yellow Gold **$200.00**
18-7229 W7615 10K Yellow GF **145.00**



*Every Elgin watch is fully guaranteed
and beautifully gift boxed—ready
for presentation on any truly memorable
occasion. Elgin is the watch that
tells her how much you care.*

E **Marlene** . . . tiny, smartly styled. Superb 19-jewel movement with DuraPower mainspring and guaranteed shock-resistant DuraBalance. Dainty case with rolled gold plate top, stainless steel back. Expansion band.
18-8805 W2475 10K Yellow RGP **$35.95**
18-8813 W2475 10K White RGP **35.95**

F **Nancy** . . . captivating design coupled with a down-to-earth price! Unfailing 19-jewel movement with DuraPower mainspring, shock-resistant DuraBalance. Rolled gold plate case. Pretty expansion band.
18-8821 W2750 10K Yellow RGP. **$39.95**
18-8839 W2750 10K White RGP. . . **39.95**

G **Grace** . . . outstanding in design, superlative in performance! 19 jewels—DuraPower mainspring, shock-resistant DuraBalance. Dainty rolled gold plate case. Raised numerals. Link expansion band.
18-8847 W2995 10K White RGP **$49.95**
18-8854 W2995 10K Yellow RGP **49.95**

H **Afton** . . . exquisite square-shaped watch with boldly detailed end pieces. Tiny case contains 19-jewel movement with DuraPower mainspring, shock-resistant DuraBalance. White dial, raised markers. Mesh band
18-8862 W3575 10K Yellow GF **$59.50**
18-8870 W3575 10K White GF. . **59.50**

K **Brookhaven** . . . striking streamlined beauty with diamond-shaped end pieces to add drama. Precision-perfect 19-jewel movement with DuraPower mainspring, shock-resistant DuraBalance. Expansion band.
18-8888 W3995 10K Yellow GF. **$69.50**
18-8896 W3995 10K White GF. **69.50**

On this page, RETAIL prices include 10% Federal Excise Tax

L **Lotus** . . . magnificent beauty, dependable accuracy. Embossed, faceted end pieces. 19 jewels—DuraPower mainspring, shock-resistant DuraBalance. Gold filled case has stainless steel back. Mesh band
18-8904 W4950 10K White GF **$89.50**
18-8912 W4950 10K Yellow GF **89.50**

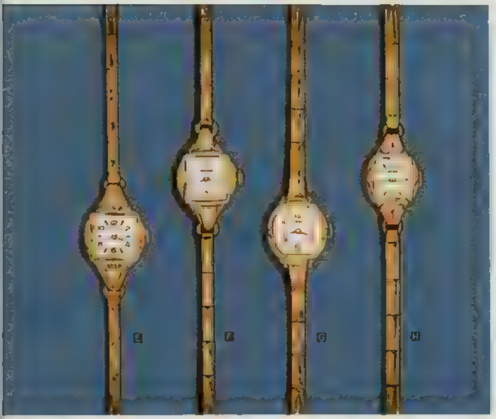
M **Anita** . . . classic round dial accented with intricately styled bracelet. 19-jewel movement with DuraPower mainspring and shock-resistant DuraBalance. 10K gold filled case. White dial with raised numerals, markers.
18-8920 W5500 10K Yellow GF. . **$100.00**
18-8938 W5500 10K White GF. . . . **100.00**

N **Doris** . . . specially designed, large easy-to-read dial with full numerals. 19 jewels—DuraPower mainspring, shock-resistant DuraBalance. Rolled gold plate case has stainless back. Expansion band.
18-8946 W2995 10K Yellow RGP. **$49.95**
18-8953 W2995 10K White RGP . **49.95**

BENRUS

Official Watch of Famous Airlines

. . . now unconditionally guaranteed for 3 years!



For a woman, a watch does more than tell the time—it is an expression of high fashion and recognized quality. That's why Benrus is every woman's first choice! Timeless in their styling as they are faithful in their timekeeping—Benrus watches are anti-magnetic, temperature compensated and equipped with an unbreakable mainspring. Each has a full 3-year guarantee and is beautifully gift boxed.

Ⓔ **Lady Harriet** . . . romantic daintiness characterizes every line of the sculptured case and slender expansion bracelet. Depend on the 17-jewel movement for accurate timekeeping throughout the years.

18-7823	**W2300**	Yellow top, stainless steel back	**$30.00**
18-7831	**W2300**	White top, stainless steel back	**30.00**

Ⓕ **Edie** . . . you'll cherish it for its exquisite beauty—simple, tailored so decidedly in good taste. Unusual sculptured end pieces join the tiny square case with the slender, faceted expansion bracelet. Has full figure dial, precision-accurate 17-jewel Benrus movement

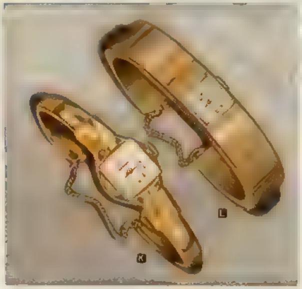
18-7807	**W2690**	10K Yellow Rolled Gold Plate	**$47.50**
18-7815	**W2690**	10K White Rolled Gold Plate	**47.50**

Ⓖ **Kim** . . . a fascinating Benrus that charms you with the four-sided symmetry of its case merging into an expansion band of dainty carved links. There's a wealth of hidden virtue here too—the 17-jewel movement can be depended upon for years of accurate timekeeping.

18-7641	**W3195**	10K Yellow Rolled Gold Plate	**$57.50**
18-7658	**W3195**	10K White Rolled Gold Plate	**57.50**

Ⓗ **Jane** . . . a slender strand of watch splendor, so slim it slips through the daintiest ring. Celestial in design, yet the 17-jewel movement provides down-to-earth dependability. 10K rolled gold plate case with matching expansion bracelet. Stainless steel back.

18-7666	**W3415**	10K Yellow Rolled Gold Plate	**$62.50**
18-7674	**W3415**	10K White Rolled Gold Plate	**62.50**



Ⓚ **Embraceable Kit** . . . contoured elegance! A combination watch and bracelet she'll wear always with dramatic flair Faceted case is 10K rolled gold plate, has stainless steel back. Safety chain. 17 jewels.

18-7476	**W3190**	10K Yellow Rolled Gold Plate	**$57.50**
18-7484	**W3190**	10K White Rolled Gold Plate	**57 50**

Ⓛ **Embraceable Vickie** . . . 17-jewel watch and stunning bracelet in one. And none more lovely! Contoured bracelet takes its width from the case . . . circles your wrist in a wide, handsome band Safety chain.

18-7849	**W4413**	10K Yellow Gold Filled	**$82.50**
18-7856	**W4413**	10K White Gold Filled	**82.50**

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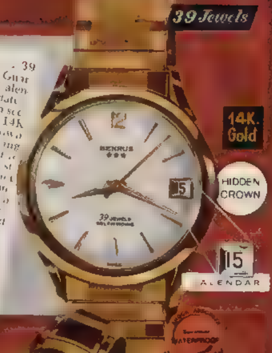
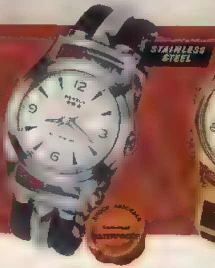
EVERY SINGLE BENRUS WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

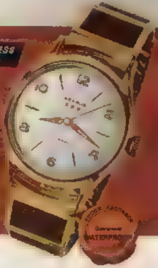
BENRUS
SELFWINDING
WATERPROOF*

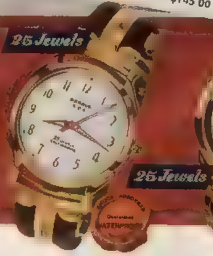
RUNS WITHOUT WINDING . . . NEEDS NO BATTERIES!
Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

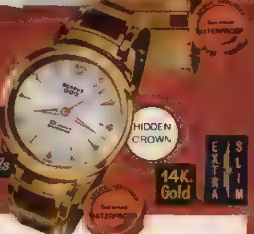
Golden Planet "39" . . . 39 jewels Self Winding, Guaranteed Waterproof*, Calendar Feature tells the date. Luminous hands, sweep second hand. Ultra Slim 14K Gold case. Hidden Crown Feature. Shock absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. This is one of the finest Benrus watches you can give. Ideal for the man who appreciates true quality and usefulness . . . a watch he will be proud to wear.
E08919-10790 Retail **$200.00**
Golden Planet "Y" "39" *Same as above in 10K yellow gold filled case*
E08924-7615 Retail **$145.00**











Sportsman . . . 17 jewels, self-winding . . . slight wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock-resisting movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Tapered expansion band. The ideal watch for the active man. Tested and retested for guaranteed accuracy. Smartly packaged for giving.
E08925-3540 . . . Retail **$62.50**

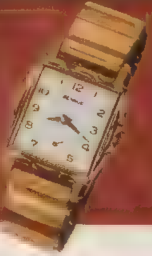
Space Pilot . . . 17 jewel self winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock absorbing movement, unbreakable mainspring. Luminous hands, sweep second hand. Leather inlaid expansion band. Gift packaged.
E08929-4190 Retail **$75.00**
Space Pilot "Z" *[illegible] black dial*
E08931-4190 .. Retail **$75.00**

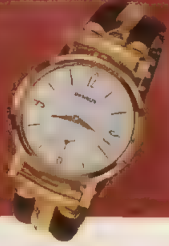
Air Travel "25" . . . Ultimate in automatic timekeeping. 25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back. Sweep second hand, shock-absorbing movement, unbreakable mainspring. Luminous full-figure dial. [illegible] expansion band harmonizes with over-all design.
E08936-4945 Retail **$87.50**
Air Travel "Z" "25" *[illegible] black dial*
E08937-4945 . Retail **$87.50**

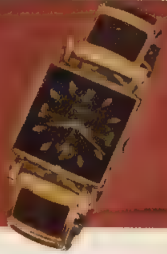
Star Fire "25" . . . 25 jewel automatic movement. Magnificent 14K gold case is guaranteed waterproof*! New ultra flat shape, new hidden crown. Shock absorbing movement, unbreakable mainspring. Luminous hands, sweep second hand. Tapered leather inlaid expansion band.
E08939-8700 Retail **$160.00**
Star Fire "Y" "25" *Same as above in 10K yellow gold filled*
E08944-5860 Retail **$110.00**

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

© 1957 Benrus Watch Company, Inc.







Winthrop . . . 17 jewels. A truly executive watch in a glittering yellow top, stainless steel back, for dress-up elegance. Guaranteed accurate for rugged everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. The classic styling of this fine man's watch makes it a suitable gift for any occasion. Beautifully gift boxed.
E08945-2690 . . . . . . Retail **$47.50**

Chairman . . . 17 jewels. A regal looking watch you'll wear or give proudly. Modern masculine case has a deluxe yellow top, with stainless steel back to withstand years of rugged wear. Unbreakable mainspring. Expansion band inlaid with genuine leather [illegible] luxury for dress-up elegance. Newly styled dial is a masterpiece of contemporary design. Beautifully gift boxed.
E08950-3050 . Retail **$55.00**

Edward "Z" . . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Matching leather inlaid expansion band. Unbreakable mainspring. By day and by night, this unusual watch is in perfect taste [illegible] worn with pride. Smartly gift boxed.
E08951-3285 . . . . . Retail **$59.50**
Edward *With white dial*
E08952-3285 . . . . . . Retail **$59.50**

MAGNIFICENT
GIFTS

BENRUS
LUXURY
WATCHES

Classically beautiful 17-jewel Benrus watches of lasting dependability.

EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Shock Absorbed
Guaranteed
WATERPROOF

Sea Ace "Z" 17 jewels Guaranteed waterproof* Yellow top, stainless steel back Luminous black dial, sweep second hand Shock absorbing movement Leather inlaid expansion band Unbreakable mainspring Guaranteed accurate the Sea Ace "Z" represents a truly unusual value in a fine waterproof watch Retail $57.50
E08860-3250 *In white dial.*
Sea Ace
E08867-3250 Retail $57.50

BENRUS

WATERPROOF*

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

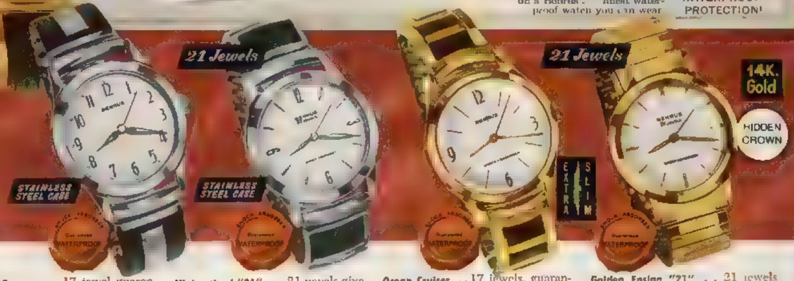
The Benrus Waterproof was "TOWED 'ROUND THE WORLD UNDERWATER—kept perfect time. Historic underwater tests prove that the Benrus Waterproof is the finest waterproof watch you can buy!"

This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch Insist on a Benrus . . . finest waterproof watch you can wear

SEAL OF

Guaranteed
WATERPROOF

WATERPROOF*
PROTECTION!



Ocean Baron . . . 17 jewel guaranteed waterproof* watch lives up to its name Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, anti-magnetic, has unbreakable mainspring Luminous, full figure dial. Sweep second hand Inlaid expansion band A perfect gift for men of every age. Truly a winner in styling Truly a winner in value.
E08878-2680 Retail **$47 50**

Waterwheel "21" . . 21 jewels give peak precision. Modern stainless steel case is guaranteed waterproof*. Anti-magnetic. Luminous hands, sweep second hand Inlaid expansion band Shock absorbing. Unbreakable mainspring. Versatile styling that goes anywhere
E08884-3275 . . . . . . Retail **$57.50**
Waterwheel "Z" "21" . . . *Same as above in black dial.*
E08886-3275 Retail **$57.50**

Ocean Cruiser . . . 17 jewels, guaranteed waterproof*, with magnificent ultra-flat yellow top case Shock-absorbing movement. Unbreakable mainspring Sweep second hand. Stainless steel back Luminous hands Leather inlaid expansion band Smartly gift packaged.
E08894-3440 . . . Retail **$62.50**
Ocean Cruiser "Z" . *Same as above with striking black dial.*
E08895-3440 Retail **$62 50**

Golden Ensign "21" . . 21 jewels guaranteed waterproof* Luminous hands, sweep second hand. 14K gold case with hidden crown feature. Shock absorbing movement unbreakable mainspring Unique adjustable bracelet with ratchet clasp. Smartly gift packaged.
E08898-7825 . . Retail **$145.00**
Golden Ensign "Y" "21" . . . *As above in 10K yellow gold filled case*
E08899-4790 Retail **$87 50**

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

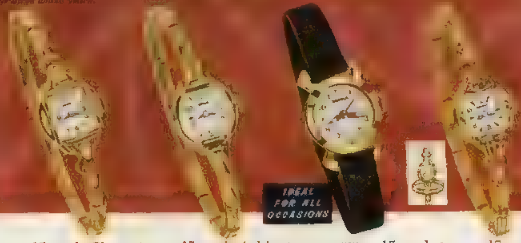
[illegible] feet and still . . . unconditionally guaranteed for three whole years.

© 1959 Benrus Watch Company, Inc

MEMORABLE
GIFTS

LUXURY
WATCHES
BY
BENRUS

Lovely 17-jewel watches of gleaming perfection Perfect to give . . . perfect to receive.



Edie 17 jewels Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy view full figure dial. Matching expansion band. Unbreakable mainspring Gift box
E08902-2690 Retail **$47.50**
Edie "W" . . . *Same as above in white.*
E08907-2690 Retail **$47 50**

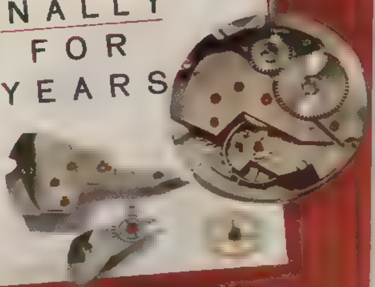
Kim 17 jewels A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case Unbreakable mainspring. Gift packaged for presentation.
E08908-3195 Retail **$57.50**
Kim "W" . . . *In white.*
E08909-3195 Retail **$57.50**

Sportmate "S" . 17 jewel ideal watch for every occasion Glittering yellow top case, stainless steel back Sweep second hand. Full figure dial. Black suede strap. Unbreakable mainspring Gift boxed
E08910-3195 Retail **$57.50**
Sportmate . . . *With matching expansion bracelet.*
E08911-3480 Retail **$65.00**

Jane 17 jewels So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top stainless steel back Expansion bracelet Unbreakable mainspring Beautifully packaged for gift giving
E08913-3415 Retail **$62.50**
Jane "W" . . . *In white*
E08917-3415 Retail **$62.50**

The most extraordinary guarantee in the history of watchmaking

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS



Regardless of how you treat it, every BENRUS watch movement *must* run perfectly—or BENRUS will repair it or replace it free. That means you won't pay one cent for repairs for three whole years.

The fact is—a BENRUS watch can be counted on for a *lifetime* of faultless service . . . every BENRUS is just that fine a watch!

Company, Inc

Benrus watches do more than just tell the time . . . they are an expression of high fashion and recognized quality. That's why Benrus is the first choice of smart women and men everywhere. Timeless in their styling as they are faithful in their timekeeping. Benrus watches are anti-magnetic, temperature compensated and equipped with an unbreakable mainspring. Beautifuly gift boxed. Superbly designed, matchless in precision. Enjoy their beauty and depend on their accuracy through a lifetime

In the Spring of this year, Benrus will bring to the homes of all America, the great Jack Benny Comedy Hours again. Be sure to watch these programs on Saturday, March 19th and Wednesday, May 18th

BENRUS
BENRUS
STAINLESS STEEL
BENRUS

Lord Allan . . . 17 jewels. Distinctive, simple lines distinguish its modern yellow top, stainless steel back. Unbreakable mainspring. Matching expansion band. A handsome, masculine watch that combines contemporary styling with real watch value. Smartly gift boxed

E08852-2300 Retail **$30.00**

Lord Bruce . *Same as above with genuine leather strap*

E08853-2000 . . . . . Retail **$25.00**

Lady Harriet . . . 17 jewels. Strikingly new with a charming 10K yellow rolled gold plate top and a stainless steel back. Unbreakable mainspring. Beautiful matching expansion bracelet of slim, sleek links to grace a lovely wrist. No finer gift for a woman who enjoys wearing fine fashion first. Gift boxed.

E08854-2300 Retail **$30.00**

Lady Janice . *Same as above with black nylon cord attachment*

E08855-2000 . . . . . . Retail **$25.00**

Lady Harriet "W" . . . 17 jewels. Youthful, exquisite styling at its finest. Attractive 10K white rolled gold plate top with stainless steel back. Unbreakable mainspring. Perfectly matched expansion bracelet. A gift of gleaming loveliness that will be appreciated for years to come. Beautifully gift boxed.

E08856-2300 Retail **$30.00**

Lady Janice "W" *Same as above with black nylon cord attachment*

E08857-2000 . . . Retail **$25.00**

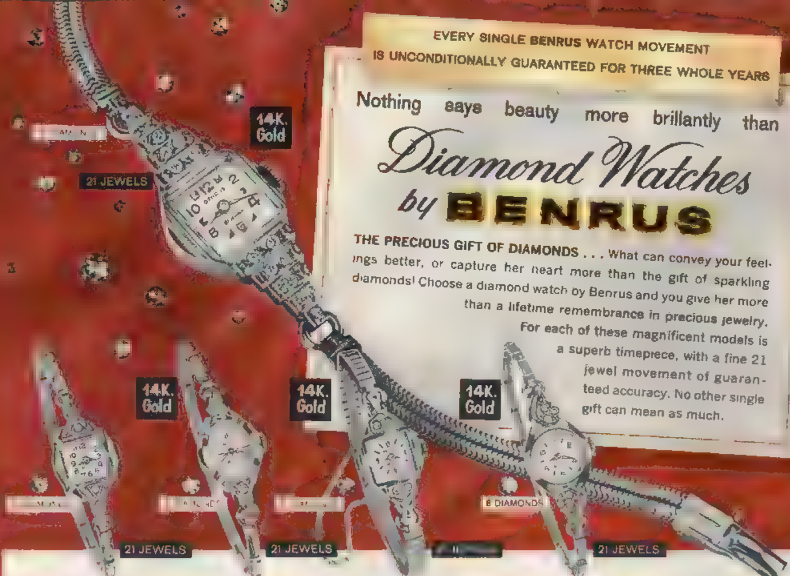
Water Master . . . 17 jewels. Guaranteed Waterproof*, luminous hands, stainless steel case. Unbreakable mainspring. Matching modern expansion band. A perfect gift, the rugged dependability of Water Master will meet the most exacting standards that can be set by an active sportsman. Gift boxed

E08858-2300 Retail **$30.00**

Sea Serpent *Same as above with genuine leather strap.*

E08859-2000 Retail **$25.00**

**Guaranteed Waterproof when case, crown and crystal remain intact, and still . . . unconditionally guaranteed for three whole years.*



EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Nothing says beauty more brillantly than

Diamond Watches by BENRUS

THE PRECIOUS GIFT OF DIAMONDS . . . What can convey your feelings better, or capture her heart more than the gift of sparkling diamonds! Choose a diamond watch by Benrus and you give her more than a lifetime remembrance in precious jewelry. For each of these magnificent models is a superb timepiece, with a fine 21 jewel movement of guaranteed accuracy. No other single gift can mean as much.

Diamond Stardust "21" . . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring. A lovely gift for [illegible]
E08955-4345 Retail **$75.00**
Diamond Stardust "Y" "21" . . . *As above in yellow.*
E08956-4345 Retail **$75.00**

Diamond Valerie "21" . . 21-jewel movement plus the breathtaking brilliance of two genuine diamonds. Stunning 14K white gold case. Unbreakable mainspring. Expansion bracelet. [illegible] tastefully simple design.
E08957-5245 Retail **$92.50**
Diamond Valerie "G" "21" *In 14K yellow gold*
E08958-5245 Retail **$92.50**

Diamond Regal "21" . . . 21 jewels, 4 genuine diamonds set in a splendid 14K white gold case. Unbreakable mainspring. Beautiful, unique flexible mesh bracelet with safety clasp sets off the charm of this model.
E08959-6190 Retail **$110.00**
Diamond Regal "G" "21" . . *In 14K yellow gold*
E08960-6190 Retail **$110.00**

Diamond Dawn "21" . 21 jewels, 6 genuine diamonds dance with fire in a quality case of 14K white gold. Faceted crystal, unbreakable mainspring. Matching expansion band enhances this sparkling beauty.
E08961-6600 Retail **$115.00**
Diamond Dawn "G" "21" . . . *As above in yellow.*
E08962-6600 Retail **$115.00**

Diamond Glamour "21" . . 21 jewels, 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring.
E08953-8555 Retail **$160.00**
Diamond Glamour "W" "21" *In 10K white rolled gold plate top, stainless steel back*
E08954-6190 Retail **$110.00**

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

21 Jewels
21 Jewels

© [illegible] Benrus Watch Company, Inc.

Embraceable Kit . . . 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate. A really charming gift to grace any woman's beauty.
E08963-3190 Retail **$57.50**
Embraceable Kit "W" . . . *As above in white*
E08964-3190 Retail **$57.50**

Embraceable Marsha "21" 21-jewel movement heightens the value of this entrancing bracelet-watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. A rounded feminine style that makes the most of a lovely wrist.
E08965-3885 Retail **$69.50**
Embraceable Marsha "W" "21" . *In white*
E08966-3885 Retail **$69.50**

Embraceable Vickie . 17 jewels. Circles the wrist with glamour in the most flattering way. A stunning bracelet and watch in one! Stylish 10K yellow gold filled case. Unbreakable mainspring to guarantee years of accuracy. Sleek grace gives this modern watch equal appeal for a woman of 15—or of 50.
E08967-4413 Retail **$82.50**
Embraceable Vickie "B" . *Same as above in white*
E08968-4413 Retail **$82.50**

Embraceable Jean "21" . . . 21 jewels. A glamorous and exciting bracelet/watch combination. Magnificent all yellow case contains the world-famous Benrus precision movement. Unbreakable mainspring. Complete with safety chain. This luxurious watch is beautifully packaged for gift giving.
E08969-4700 Retail **$87.50**
Embraceable Jean "B" "21" *Same as above in white*
E08970-4700 Retail **$87.50**

SMARTEST WAY TO A WOMAN'S HEART

BENRUS *Embraceable®*

- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined.

Ⓐ **LOVER'S KNOT** . . . Fashion flavor on a tailored note! Looks chic with all your outfits. Gold finish only. Trim adjustable necklace, matching bracelet and comfortable clip-ease earrings.

Necklace and Earrings . . .
04A-1109 V750 2 Pc. Set. **$15.00**
04A-1110 V450 Bracelet. . **9.00**

Ⓑ **ETUDE** . . . Delicate leaves bloom in a symmetrical band of gleaming beauty . . . lustrous gold finish. Adjustable necklace, matching bracelet, comfortable clip-ease earrings.

Necklace and Earrings . . .
04A-1111 V600 2 Pc. Set . **$12.00**
04A-1112 V300 Bracelet . **6.00**

Ⓒ **TREASURE** . . . There's a charm in your life . . . a fascinating treasure on your wrist! Perfection captured in this truly adorable bracelet . . . simulated rubies, simulated sapphires, imported rhinestones and pearls in a beautiful gold finish setting! Engrave back with your own special dates.
04A-1108 V900 Bracelet **$18.00**

Ⓓ **LAURY** . . For the little young princess of your heart! A special occasion gift she will cherish and always remember! Adjustable necklace and matching bracelet.
04A-1114 V250 2 Pc. Set **$5.00**

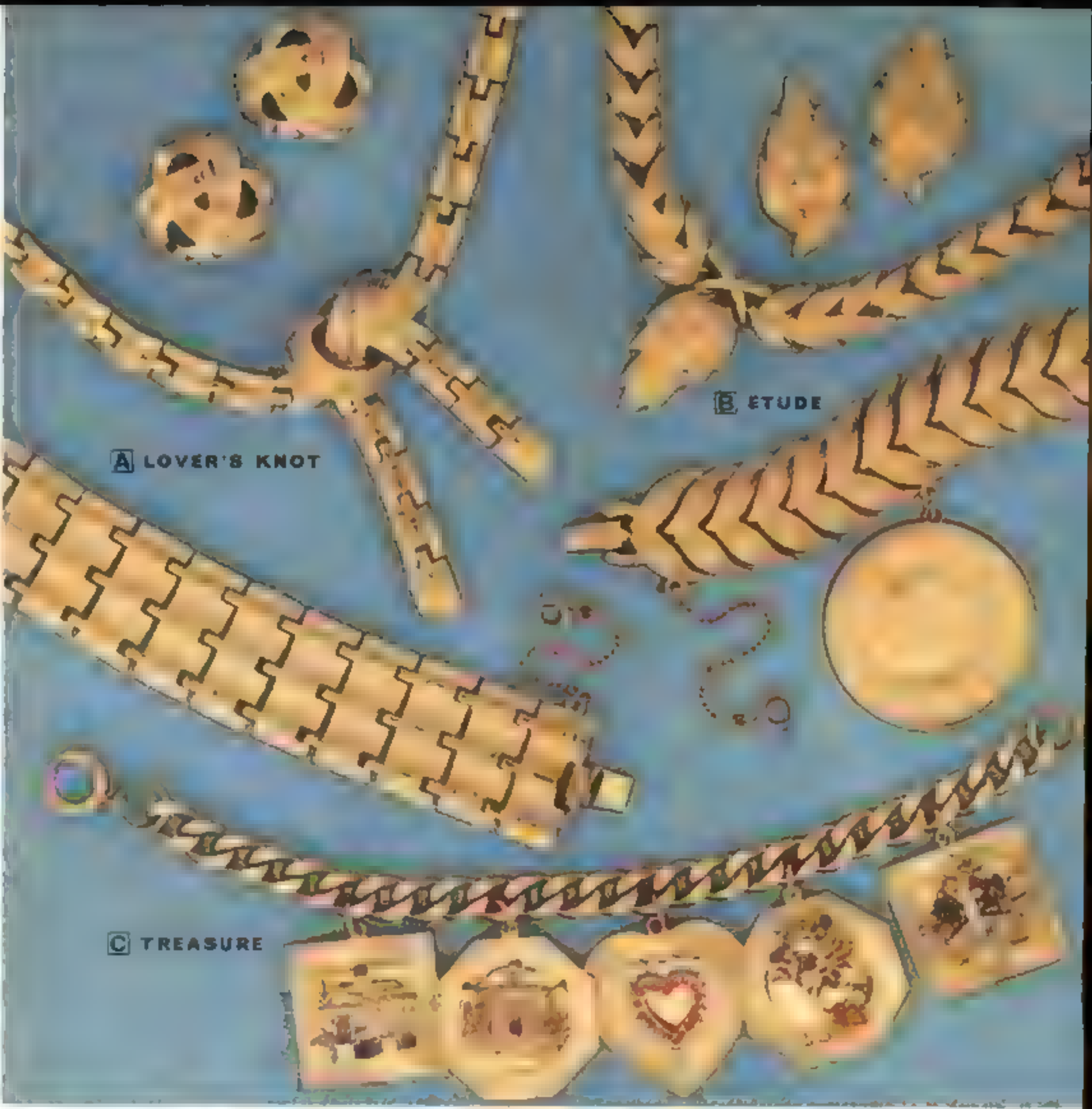
Ⓔ **DEBBIE** . . . Her young heart will dance with joy when she wears this adorable set . . . dainty ballet slippers combined with a simulated pearl! It's the magical, precious gift for your little sweetheart. She'll love this set! Adjustable necklace and matching bracelet.
04A-1116 V250 2 Pc Set **$5.00**

Ⓕ **SUSAN** . . . Please the "Little Miss" make her feel she is growing up with this lovely set! An adorable ladylike ensemble for the wonderful enchanted world of little girls! Necklace and matching bracelet.
04A-1115 V250 2 Pc. Set. **$5.00**

Ⓖ **MUSICALE** . . . She'll have music wherever she goes with this exciting creation! Gaily decorated . . . plays a merry tune at the touch of a button. Beautifully finished in polished gold
04A-972 V750 Bracelet . **$15.00**

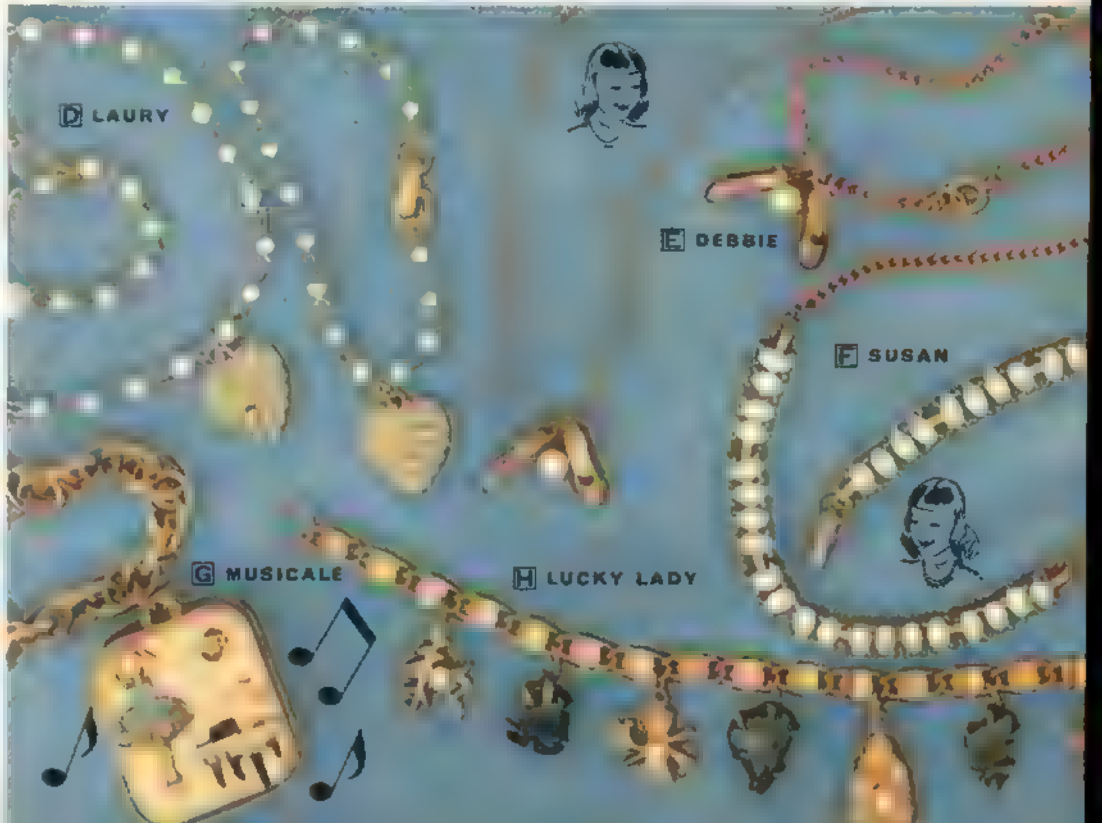
Ⓗ **LUCKY LADY** GENUINE JADE stone charms combined with **GENUINE CULTURED PEARLS!** The "plus" piece charmingly fashionable for her wrist
04A-1113 V525 Bracelet . **$10.50**

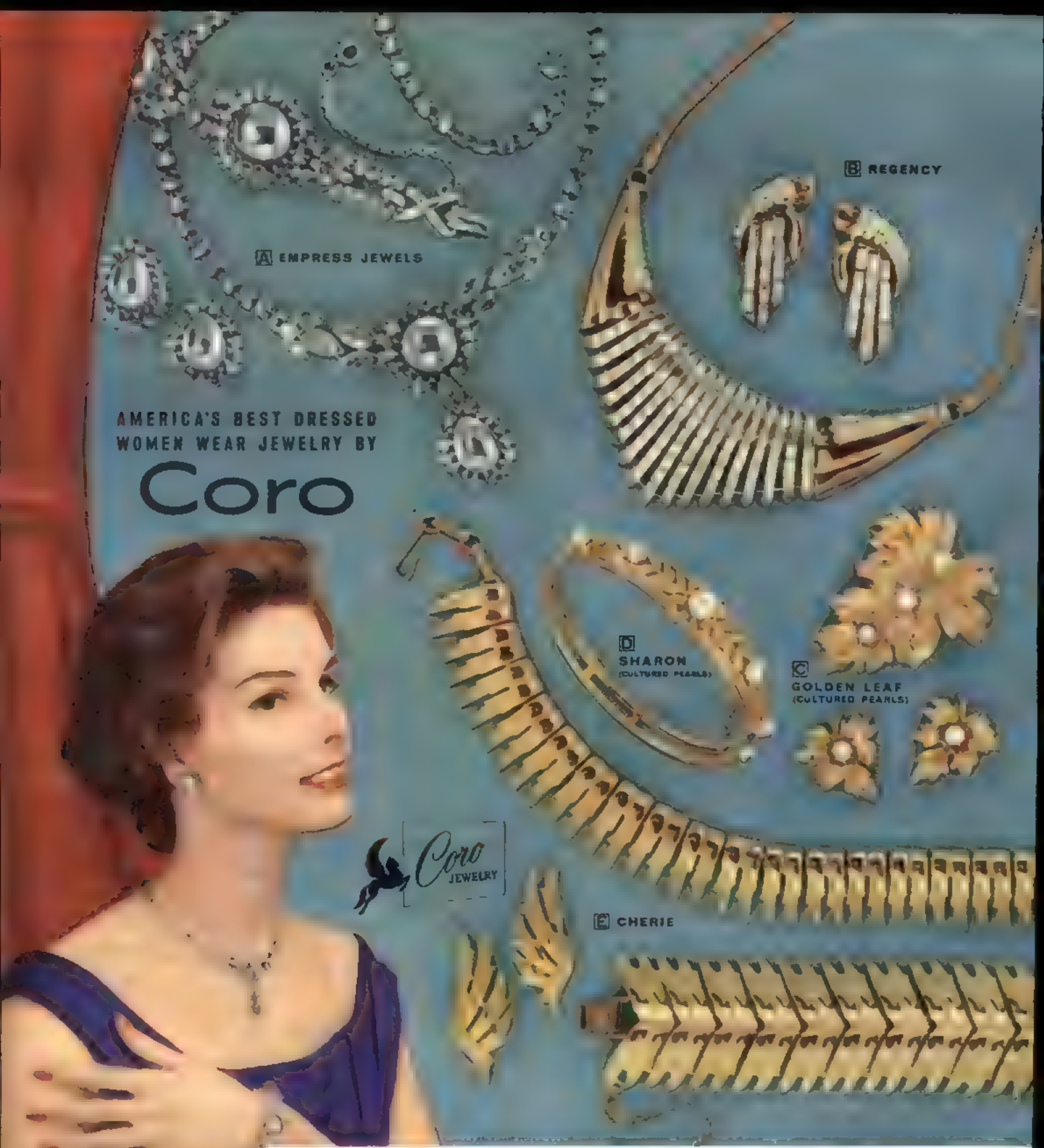
All necklaces adjust for faultless fit . earrings have gentle clip-ease mountings. Beautiful gift boxes for all jewelry. Illustrations are 2/3 actual size. Federal Excise Tax of 10% not included



Coro

DELIGHTFULLY FASHIONABLE . . . NATIONALLY ADVERTISED




AMERICA'S BEST DRESSED WOMEN WEAR JEWELRY BY
Coro
A EMPRESS JEWELS
B REGENCY
C GOLDEN LEAF (CULTURED PEARLS)
D SHARON (CULTURED PEARLS)
E CHERIE
Coro JEWELRY

A **EMPRESS JEWELS** Exciting elegance in Starlit Ice Blue Aurora Borealis [illegible] rich in heirloom beauty a magnificent touch [illegible] an incomparable treasure for any woman

Necklace and Earrings

04A-1089	**V1050**	2 Pc Set	**$21 00**
04A-1090	**V675**	Necklace	**13 50**
04A-1091	**V675**	Bracelet	**13.50**
04A-1092	**V375**	Earrings	**7.50**

B **REGENCY** . . . Aristocratic jewels Dignified splendor deftly defined in slender graduated strands of blazing baguettes [illegible] for the ultimate in neck earline flattery! For dazzling after dark glamour! Gold finish

Necklace and Earrings

[illegible]A-920	**V1800**	2 Pc Set	**$36.00**
04A-921	**V1350**	Necklace	**27.00**
04A-922	**V450**	Earrings	**9.00**

C **GOLDEN LEAF** . . . The soft glow of enchanting Satin Gold finish is accented with **GENUINE CULTURED PEARLS.**

04A-918	**V450**	Pin only	**$9.00**
04A-919	**V340**	Earrings only	**[illegible]**

D **SHARON** An exquisite design for a lovely wrist. Satin Gold finish combined with **GENUINE CULTURED PEARLS!**

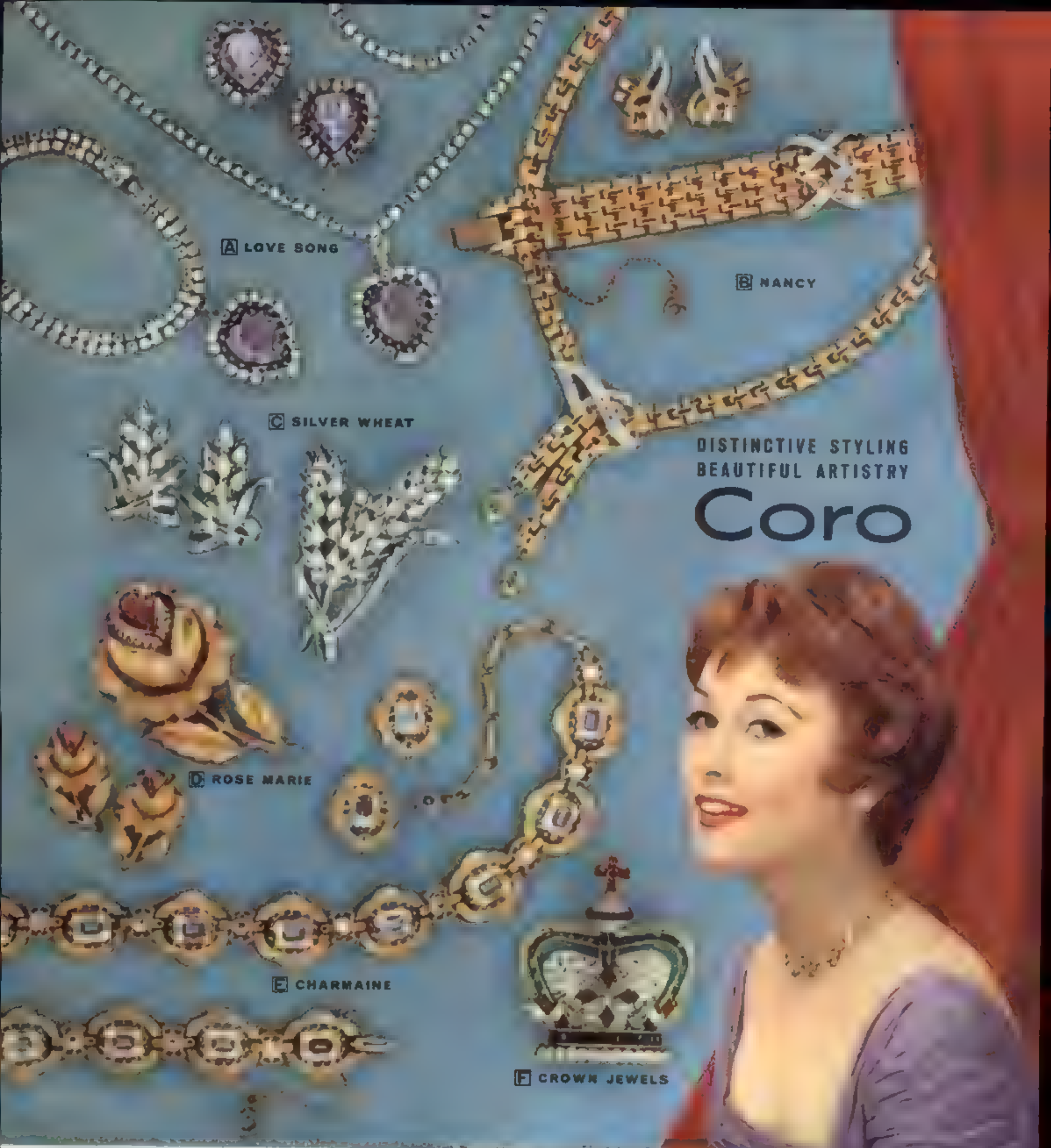
04A-1086	**V575**	Bracelet	**$11.50**

E **CHERIE** Chic and debonair—a trimly tailored set of unmatched beauty in Gold finish.

Necklace and Earrings

04A-1087	**V825**	2 Pc Set	**$16 50**
04A-1088	**V360**	Bracelet	**7.20**

Illustrations 2/3 actual size Federal Excise Tax of 10% not included



A LOVE SONG Her heart will sing with joy when you give this matched treasure of hand-set stones!

Necklace and Earrings . . .

04A-1104	V1165	2 Pc. Set	$22.95
04A-1105	V675	Necklace	13.50
04A-1106	V675	Bracelet	13 50
04A-1107	V490	Earrings. . .	9.45

C SILVER WHEAT Glittering, diamond-like rhinestones in a beautiful wheat design. A charming twosome!

04A-943	V675	Pin only. .	$13.50
04A-944	V600	Earrings	12.00

B NANCY Irresistibly lovely royally styled for the queen in your life Graceful mesh design

Necklace and Earrings

04A-1095	V825	2 Pc Set	$16 50
04A-1096	V525	Necklace	10.50
04A-1097	V525	Bracelet	10.50
04A-1098	V300	Earrings . .	6.00

D ROSE MARIE . . Exquisite Delicate . . . one of nature's loveliest flowers! Brushed gold finish

04A-1093	V750	Pin only. .	$15.00
04A-1094	V550	Earrings	11.00

E CHARMAINE Lustrous, luminous Aurora Borealis a jeweled captive! Graces prettiest costumes

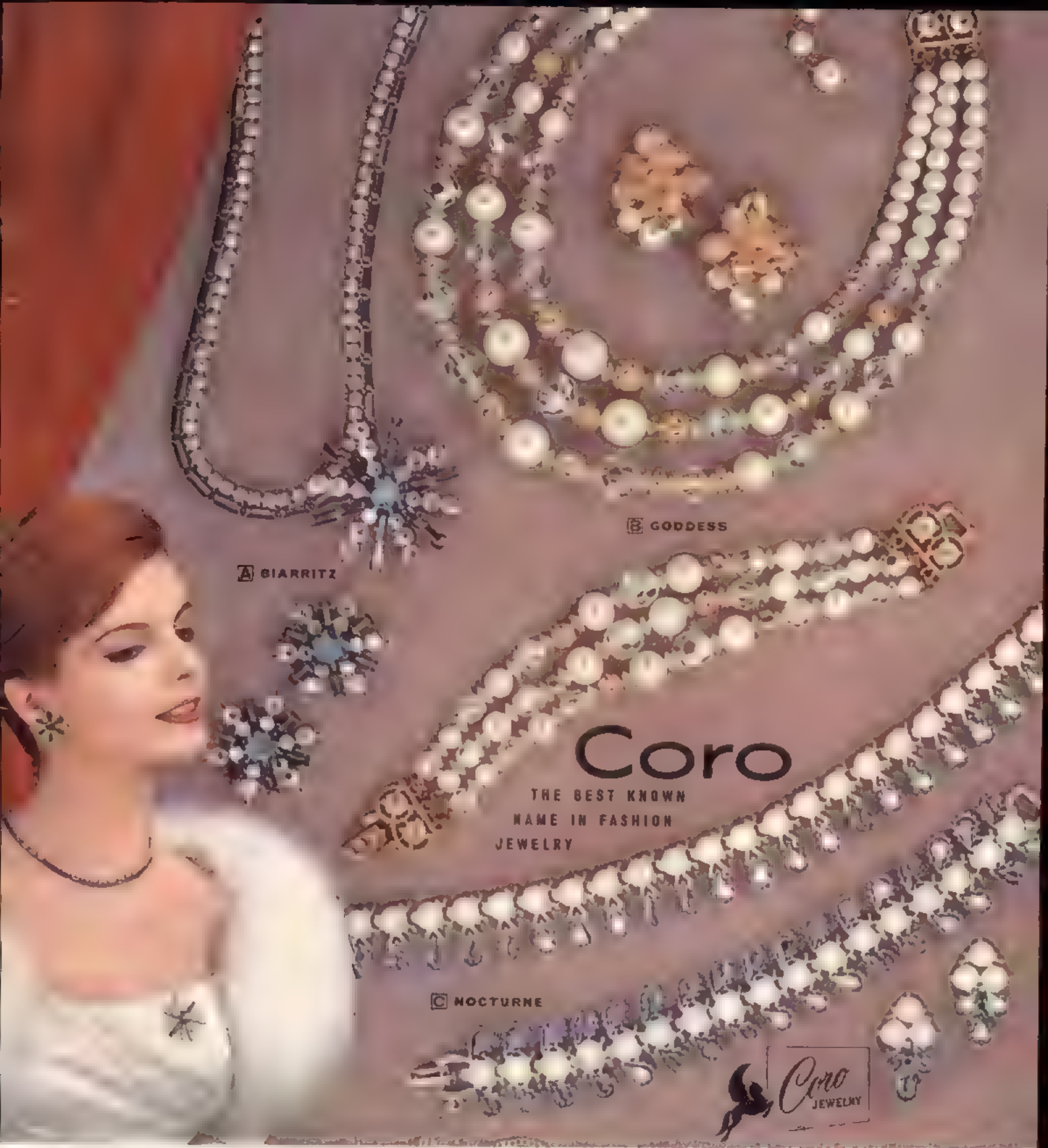
Necklace and Earrings . . .

04A-1099	V900	2 Pc Set	$18.00
04A-1100	V600	Necklace	12.00
04A-1101	V450	Bracelet	9.00
04A-1102	V300	Earrings	6.00

F CROWN JEWELS Breathtakingly beautiful, multi colored rhinestones, dramatize this magnificent crowning adornment

04A-1103	V900	Pin only	$18 00

All necklaces adjustable for a perfect fit . . . earrings have comfortable clip-ease mounting gift boxed Illustrations 2 3 actual size Federal Excise Tax of 10% not included



Ⓐ **BIARRITZ** . For the woman who appreciates the beauty of distinctive design . . . a truly exciting creation. Can be worn as a necklace and pin combination [illegible] or separately as an individual pin and earring set, or an individual necklace and earring set [illegible] necklace is adjustable.

Necklace, Pin and Earrings . . .

04A-1075	**V3000**	3 Pc Set	**$60.00**
04A-1076	**V2100**	Necklace/Pin comb. . . .	**42.00**
04A-1077	**V900**	Earrings only	**18.00**

Ⓑ **GODDESS** . . . To you, lovely lady . . . the freshness of Aurora Borealis Crystal beads and Fresh Water Pearls combine to make an enchanting ensemble to enliven your wardrobe. Adjustable necklace.

Necklace and Earrings . . .

04A-1078	**V1725**	2 Pc Set	**$34.50**
04A-1079	**V1125**	Necklace only	**22 50**
04A-1080	**V675**	Bracelet only	**13.50**
04A-1081	**V600**	Earrings only	**12.00**

Ⓒ **NOCTURNE** For that lovely dewy fresh look here's elegance in shimmering Ice Blue Aurora Borealis stones combined with teardrop Fresh Water Pearls. Adjustable necklace, matching bracelet and earrings. A wonderful gift!

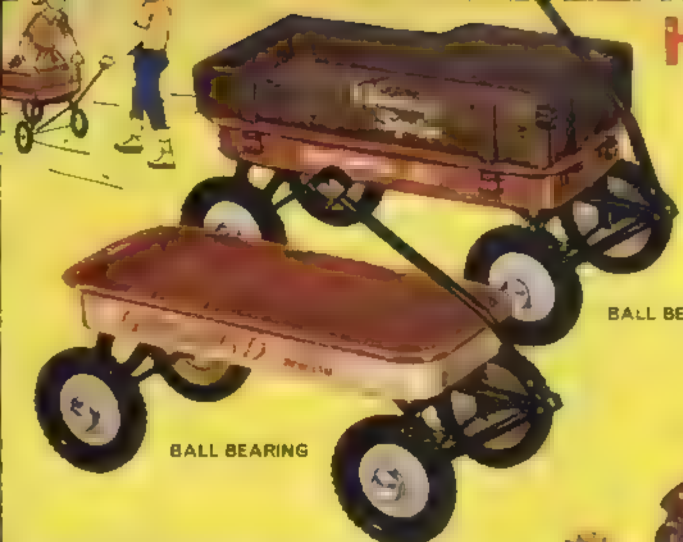
Necklace and Earrings . . .

04A-1082	**V1140**	2 Pc Set	**$22 80**
04A-1083	**V825**	Necklace only	**16.50**
04A-1084	**V825**	Bracelet only	**16 50**
04A-1085	**V315**	Earrings only	**6.30**

All necklaces are adjustable for perfect, easy fit . . . all earrings have comfortable clip-ease mountings . . . all pins have safety clasps . . . all jewelry beautifully gift boxed Illustrations 2/3 actual size Federal Excise Tax of 10% not included

Hamilton Wheels

for YOUNGSTERS



COUNTRY SQUIRE. Great for chores or hauling. Red baked-on enamel, stake sides are 5/16" hardwood with natural finish Double ball bearings. 10" wheels with 1¾" tractor-type tires 35" x 16¼" body is 9½" deep with stakes. Wt. 39 lbs.

79A1286 P1195 ....Retail $17 95

GREYHOUND WAGONS. Deluxe tutone styling, sturdy construction. Bright red and white baked-on enamel Smooth riding on ball bearings, 1¾" tractor type tires. 10" wheels. 35" x 16½" x 4½" body. Wt. 33 lbs.

79A1288 P530 ....Retail 7.95

30" wagon with "Lifetime Bearings," 7" wheels Wt. 18 lbs. Not shown.

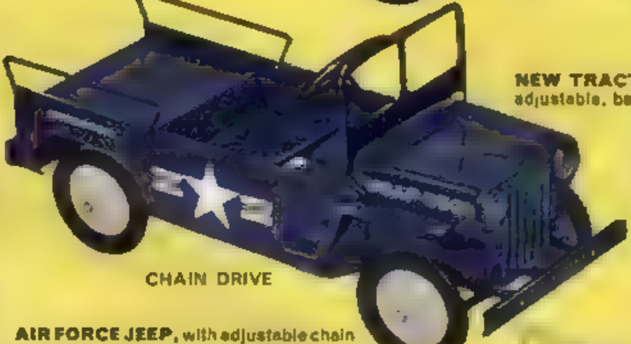
79A1287 P995 ....Retail 14 95

CHAIN DRIVE

NEW KIDDYBIRD. A youngsters dream. Unbreakable plastic body on rugged all steel frame Chain drive, easy steering. 8" wheels, 1¼" auto-type tires. 50" x 21". Wt. 43 lbs.

79A1289 P2530 ....Retail 37.95

CHAIN DRIVE



AIR FORCE JEEP, with adjustable chain drive, plus 2 level seat, room in back for a buddy. Official Air Force insignia. 8" wheels with 1½" tires. 43" x 20" x 16½". Wt 37 lbs.

79A1285 P1730 .Retail $25 95

NEW TRACTOR, with step plate for passenger and adjustable, ball bearing chain drive, sturdy steel construction, rubber spark plugs, strong hitch for pulling other toys. Many other features. 38" long, 24½" high, 22" wide. 28 lbs.

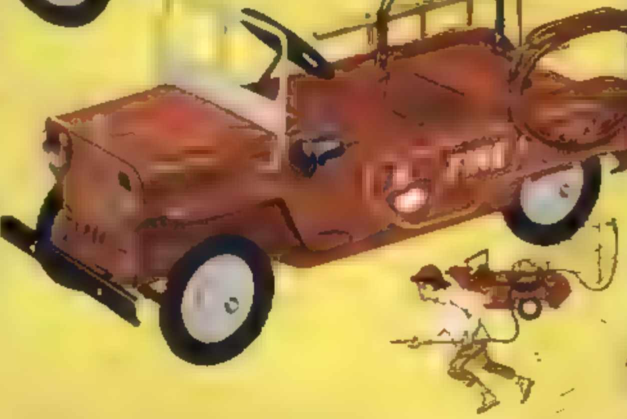
79A1293 P1465 ....Retail $21.95

TRAILER. Perfect companion for tractor (above). All steel, extremely useful. Loads of fun!

79A1294 P400 ....Retail 5.95

WHEELBARROW. Combination helps little gardeners care for lawn and garden. Barrow has steel body and handles, with hand grips. 7" wheel with 1¾" tires. Rake, hoe, shovel 26" long. Wt. 10 lbs.

79A1291 P265.........Retail $3.95



FIRE PATROL. Complete with 8' plastic hose hardwood ladder siren Fire Red and White baked-on enamel, steel construction. Adjustable Pedal, ball bearing drive, 8" wheels with 1¼" tires. Folding windshield 43" x 20½" x 16½". Wt. 40 lbs.

79A1290 P1765......... Retail 26.95

DELUXE SCOOTER. For rugged use, with brake, stand and bell 10" ball bearing wheels, 1¾" tires, 41 x 32". Wt. 18 lbs.

79A1292 P635
Retail 9.50

VELOCIPEDES BY EVANS

DELUXE MOTO-TRIKE

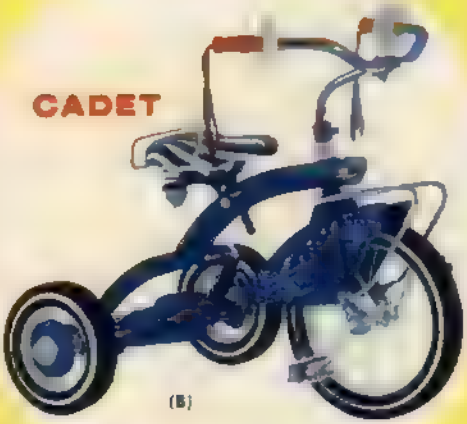
(A) DELUXE MOTO-TRIKE. Junior policeman can carry machine guns or even his lunch in large rear carry-all compartment. Features: special blue frame, car-style fenders, chrome hub caps, ball bearing 12" front wheel, black and white vinyl saddle seat, windshield, chrome truss rods, headlight, ¾" chrome handlebars, red hand grips, white gauntlets, aerial, twin rear reflectors, white bow-type pedals. Wgt. 36 lbs

Retail

79A-043 P2247... **$29.95**

(A)

CADET



(B)

(B) CADET. Raciest tricycle on the block. Many top quality features include: Super-deluxe wishbone frame, semi-pneumatic white sidewall tires, 15¼" step plate, ball bearing wheels front and rear, black and white vinyl saddle seat, chrome double adjustment handle bars, red hand grips, white gauntlets, flam blue color with white trim.

79A-045 P1295	10", ship. wgt. 23 lbs.	Retail **$18.95**
79A-046 P1414	12", ship. wgt. 26 lbs.	Retail **20.50**
79A-047 P1558	16", ship. wgt. 32 lbs.	Retail **22.50**
79A-844 P1694	20", ship. wgt. 34 lbs.	Retail **24.50**

SCOUT SKY CYCLE

(C) SKY CYCLE WITH COASTER BRAKE. Deluxe model in flam blue with white trim and red outline. Removable "tank" crossbar converts it to girl's model when desired. Features: ¾" chrome handlebars w/red handlebar grips, bicycle-type frame, car-style fenders, semi-pneumatic tires, ball bearings in 16" front and rear wheels, flam blue metal saddle seat w/white trim, coaster brake. 34 lbs

Retail

79A-852 P2100 ...**$29.95**

(C)

CONSTELLATION

(D)

(D) CONSTELLATION. Top quality Evans tricycle: super-deluxe wishbone frame, 2½" oval backbone, ¾" chrome handlebars, semi-pneumatic white sidewall tires, ball bearings in front wheel, black and white vinyl top saddle seat with coil springs, red handlebar grips, white sabre gauntlets, flam red color with white trim, 15¼" step plate

79A-845 P1047	10" wheels, 23 lbs.	Retail **$14.95**
79A-846 P1133	12" wheels, 26 lbs.	Retail **16.50**
79A-847 P1350	16" wheels, 32 lbs.	Retail **19.50**
79A-848 P1494	20" wheels, 34 lbs.	Retail **21.50**

DEFENDER SKY CYCLE

(E) DEFENDER SKY CYCLE. Bicycle-type frame, flam red with white trim, black outline. Features: semi-pneumatic tires, ball bearings in front and rear wheels, flam red metal saddle seat with white trim, hockey-stick chain guard, red handlebar grips, trainer wheels, white plastic pedals "Tank" crossbar is removable converting it to girl's model if desired. Has 16" wheels. Weight 34 lbs.

Retail

79A-044 P1657 .. **$24.95**

(E)

DEFENDER

(F)

(F) DEFENDER. A top quality Evans tricycle at a price anyone can afford. Features. Flam blue wishbone frame and fork with flam red fender w/white trim, semi-pneumatic tires, ball bearings in front wheel, red flam metal saddle seat, red handlebar grips, tear drop pedals, 15¼" wide step plate, deluxe (Deep Draw) fender, machine spokes, plated hub caps, ¾" painted handlebars, 1¾" backbone, 1¾" head tube. 3 sizes.

79A-849 P770	10" wheels, 17 lbs.	Retail **$10.95**
79A-850 P850	12" wheels, 19 lbs.	Retail **12.50**
79A-851 P960	16" wheels, 23 lbs.	Retail **13.95**

EVANS BICYCLES

(A) INTERCEPTOR 600. Car-Flite chrome w/deluxe fender braces. White sidewalls, coaster brake, saddle has black and white top with coil springs.

79A-1341 W5197	Boy's, 26", 56 lbs.	Retail	**$77.50**
79A-1342 W5197	Girl's, 26", 54 lbs.	Retail	**77.50**

(B) MATADOR. A two-speed Bendix rear axle with a coaster brake makes the deluxe "Matador" one of the easiest riding bicycles on wheels. Boy's model – black with red, black and white trim. Girl's – white with blue, red and white trim. 26" wheels.

79A-861 W5387	Boy's, 55 lbs	Retail	**$79.95**
79A-862 W5387	Girl's, 53 lbs	Retail	**79.95**
79A-051 P225	Training Wheels	Retail	**2.95**

(C) AIR SCOUT. Includes a tank, headlight, luggage carrier, white handlebar grips, white pedals, swing-down kickstand. Boy's model in red with white trim, black outline. Girl's in turquoise with white trim, red outline. Saddle is white, with cup springs. Rear hub has coaster brake.

79A-857 W3965	Boys, 26", 56 lbs.	Retail	**$59.95**
79A-858 W3965	Girl's, 26", 54 lbs.	Retail	**59.95**
79A-859 W3897	Boys, 24", 50 lbs.	Retail	**57.50**
79A-860 W3897	Girl's, 24", 48 lbs.	Retail	**57.50**

(D) EVANS STRATOFLITE. Streamlined designing is evident in the sleek lines of this Evans special . . . goes as fleet as the wind. Includes car-style fender, Fliteline chain guard, white handlebar grips, with red gauntlets. White saddle

79A-853 W3445	Boy's, 26", 54 lbs.	Retail	**$49.95**
79A-854 W3445	Girl's, 26", 52 lbs.	Retail	**49.95**
79A-855 W3380	Boy's, 24", 48 lbs.	Retail	**47.50**
79A-856 W3380	Girl's, 24", 46 lbs.	Retail	**47.50**

(E) CONVERTIBLE. This versatile boy's or girl's bike has 20" pneumatic tires, car-style painted fenders. It comes in a gleaming metallic gold with flashing red and white trim. Coaster brake in rear hub. One bolt locks the convertible bar in place for boys. Sturdy, safe-riding Steady-Balance trainer wheels for firm support. Adjustable handlebars

79A-038 W3315	Ship. wgt. 42 lbs.	Retail	**$47.50**

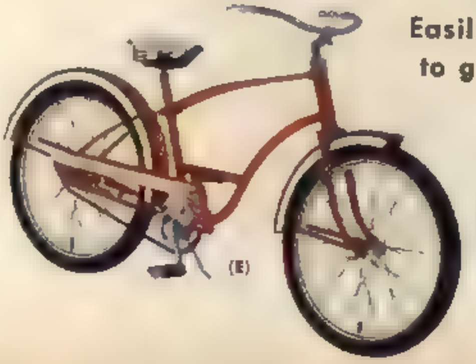
HERCULES BICYCLES

(F) SUPER DELUXE MODELS. Triple cantilever flo-line frame, 3-speed hub with trigger handlebar control, hand-operated front and rear caliper brakes. Headlight with two bulbs and tail light. Chrome fenders and chainguard Comes with two-tone mattress saddle and touring bag. Boy's in Flamboyant Ruby; girl's in Sky Blue . . both with white trim 26".

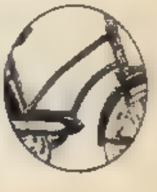
79A-1267 W4920	Boy's	Ret.	**$69.50**
79A-1268 W4920	Girl's	Ret.	**69.50**

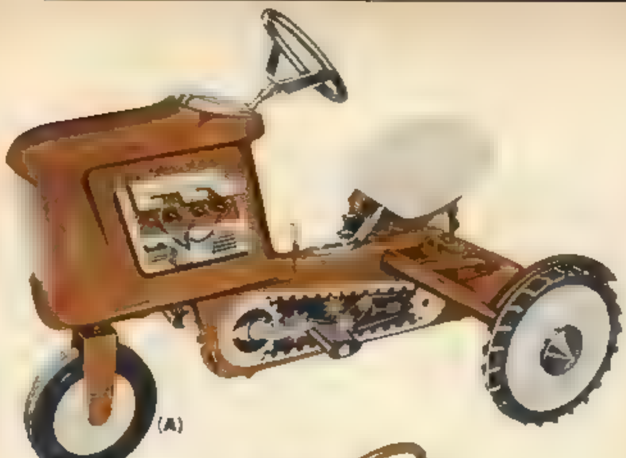
HERCULES LIGHTWEIGHT. Extra strong diamond frame, lightweight 3-speed hub with easy shift handlebar control. Boy's red w/white; girl's blue w/white.

79A-1265 W4157	Boy's, 26" (Not pictured.)	Retail	**$59.95**
79A-1266 W4157	Girl's, 26" (Not pictured.)	Retail	**59.95**

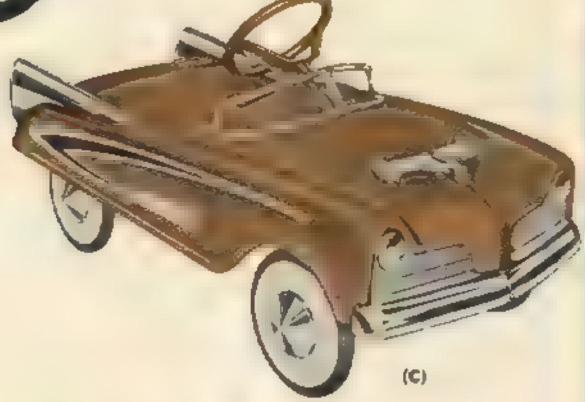


Easily converted to girl's model.




(A)

(B)


(C)

(D)

(E)

(F)

(A) **THE MIDWESTER DELUXE TRACTOR**

America's largest selling tractor. This design has proved to be the consumers' No. 1 choice. Featuring fully enclosed chain drive mechanism with ball bearing construction and outside chain adjuster. Sturdy all-steel construction with 1¼" heavy steel tubing. Heavy steel hood with simulated engine and realistic removable rubber spark plugs. All steel, spring mounted, adjustable white baked enamel seat. Gear shift has simulated motor noise. Tractor hitch for all hauling jobs. Teardrop, black rubber pedals. Tires are heavy-duty tractor type: Front 8" x 1¾", Rear 10" x 1½". Attractive fenders over rear wheels. Plated, recessed instrument panel. Orange baked enamel finish with white and black enamel trim. Dimensions: 38" long; 21" wide; 27" high.

79A-1338 W1550 Wgt. 35 lbs. .... Retail **$22.95**

(B) **JET HAWK CONVERTIBLE 20" BICYCLE**

For either a boy or girl! To convert into a girl's tank model, remove one bolt, the tank drops down. Featuring all-welded frame with 1¼" heavy steel tubing; new modern style tank; triple crown front fork; full bicycle type front and rear fenders; two-piece type pedals; removable cranks, full ball bearing hanger; ⅞" chromium plated handle bar—adjustable; plastic grips with streamers; adjustable, white padded vinyl saddle with chromium plated springs; 20" ball bearing wheels with tangent spokes and 1⅜" semi-pneumatic tires; Red and White striped heavy steel rims; genuine Perry coaster brake; 6" safety wheels with ¾" tires and extra heavy adjustable bracket; latest automotive luggage carrier; streamlined design chain guard. Attractive flamboyant Green with White and Gold trim

79A-1340 W2597 Wgt. 42 lbs. .... Retail **$38.95**

(C) **JET HAWK CAR**

America's Number One deluxe sports car! Modern one-piece heavy-gauge steel auto body with advanced design. Fins—combination fin and taillight reflector chromium plated; Bumper and Grille—bright chromium plate; Pedal Drive—adjustable ball bearing steel pull straps; Pedals and Tires—⅝" solid rubber; Wheels—8" double disc in white baked enamel; Hub Caps—bright chromium plate; Trim—bright chromium plated windshield and hood ornament. Length 38", width: 17½". Bright two-coat metallic gold

79A-1335 W1597 Wgt. 28 lbs. .... Retail **$23.95**

(D) **STRATO-JET CAR**

Will delight any boy or girl with its sleek performance! Same general description as **79A-1335,** except body finished in jewel lustered green flamboyant. Fins are white enamel. Hub caps finished in bright red enamel. Bumper, grille, hood ornament, windshield and steering wheel are finished in white baked enamel. Length: 38", width: 17½"

79A-1336 W1437 Wgt. 28 lbs. .... Retail **$21.95**

(E) **THE SPORTSTER CAR**

A charming little model that is sure to please the young set. One-piece heavy-gauge steel body. Pedal drive mechanism with adjustable ball bearing steel pull straps. 8" double disc wheels in white baked enamel with red hub caps. ⅝" solid rubber tires and pedals. White baked enamel bumper, grille and steering wheel. Handsome blue metallic finish with decorations on sides and hood. Tail light decals. Dimensions: Length 38", width 17½".

79A-1337 W1017 Wgt. 26 lbs. .... Retail **$15.50**

(F) **THE JET RACER**

A superbly styled racer that exercises the back and shoulder muscles for well balanced body development. Heavy-gauge steel body with safty-turned edges. Rugged, two-piece, steel tube frame. Perforated steel seat with safety bucket-type styling—adjustable forward and backward. "Speed Stick" has oil-impregnated bronze bearing. 10" disc wheels have 1½" semi-pneumatic tires. White vinyl grips. Bright red and white baked enamel finish

79A-1339 W998 Wgt. 25 lbs. .... Retail **$14.95**

Amazing
"STEREO-DORS"
Make Music
Live

NEW WIDE-ANGLE STEREO REPRODUCER

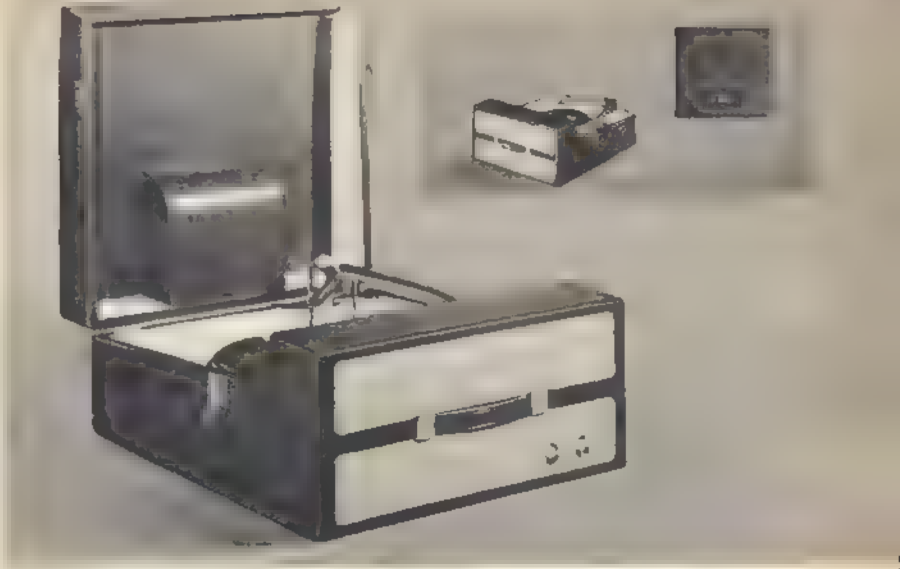
PHILCO 1410. Compact and power-packed perfection in stereo portability. Two sound systems with 5¼" speakers plus exclusive "Stereo-Dors" that perform as acoustic mirrors to reflect two channel stereo music into all the room. Custom tone, balance and loudness controls. Automatic 4-speed changer plays regular as well as new stereo records. Entire scuff-resistant luggage-type unit weighs only 23 pounds.

34A-659 P6950 Terra Cotta . . . . Retail **$89.95**

PLAYS STEREO WITH LID CLOSED

PHILCO 1418. Luxurious cabinet with separate removable speaker unit. Dual Sapphire Styli and 4-speed automatic changer. Stereo amplifier with 12 watts peak output. Separate Bass, Treble, Balance and Loudness controls. Built-in provision for inclusion of Philco Transistor Portable Radio for use as AM Radio Tuner. 4 speakers. Deluxe 45 RPM Spindle. Scuff-resistant Leatherette finish. Entire unit 34 lbs

34A-660 P11000 Yellow & White **$139.95**



WORLD'S MOST COMPACT AUTOMATIC STEREO PHONOGRAPH

PHILCO 1413. Beautiful and practical . . . new, completely portable stereo reproducer with all the most wanted features . . . 4-speed automatic changer with dual sapphire styli. Philco powerful new Stereo amplifier with 4 watts peak output. Loudness controls for each channel. Two wide frequency range speakers, one in base cabinet, one in removable lid. Leather-like scuff-resistant finish. Entire unit weighs only 21¾ pounds.

34A-393 P5855 Tan Retail **$75.00**
34A-394 P5855 White . . Retail **75.00**

PHILCO
STEREO
Portable Phonographs

In beautiful new travel light and travel right luggage styled cabinets.

Now you can enjoy brilliant stereophonic sound from a de[illegible] portable instrument you can take anywhere. Philco stereo portables will make your old records sound better too!

OUTSTANDING STEREO VALUE

PHILCO 1385. Famous Philco 4-speed player with lightweight tone arm and Dual Sapphire styli. Built-in 45 RPM adapter. Stereo amplifier with 4 watts peak output. Two 4" speakers, one in main cabinet, one in removable 2nd enclosure. Separate Loudness controls on each channel. Attractive Two Tone case weighs only 10 pounds Tan, beige.

34A-391 P3410. Retail **$42 50**

Stereo Speaker unit detaches from main cabinet

FEATURE PACKED VALUE LEADER!

PHILCO 1383. Gay, colorful, tuneful . . . especially designed for the younger set. Separate tone and loudness controls. Turntable has built-in 45 RPM adapter and provision for 7" small hole children's records. Dual Sapphire styli. Built-in handle and scuff-resistant finish. Entire unit weighs only 8¾ pounds. *Retail*

34A-389 P2350 Black, red, wht. **$29.95**
34A-390 P2350 Wht., gold, wht.. **29.95**

PHILCO

AUTOMATIC CLOCK RADIOS

Fully automatic, dramatically styled and engineered for years of trouble-free operation by America's foremost manufacturer of fine radios

SET IT...THEN FORGET IT!

PHILCO 764. Finest automatic clock radio built. Top-of-case Push-Button control center puts all automatic services at your fingertip Modern styling with latest Philco "Perma-Circuit" chassis. Dramatic ebony clock face with gold numerals. Luminous hands. Push-buttons control "Radio Alarm", "Radio", "Sleep", "Off" (with special Find-it-in-the-dark feature) and "On". Lullaway circuit automatically fades music off at night. Choose Aqua or Lustre Ivory Case when ordering. Weight 6 lbs.

34A-380	**B2980**	Aqua	Retail	**$39.95**
34A-381	**B2980**	Ivory	Retail	**39.95**

WORLD'S FIRST SWIVEL CLOCK AUTOMATIC RADIO

PHILCO 765. Exciting new concept in automatic Clock Radios... the push-button Clock swivels for easy-reading from any part of the room! Big 10" oval speaker with rich tone and exclusive Philco "Perma-Circuit" chassis. Push-buttons control "On", "Off", "Radio Alarm", "Sleep-Snooz-Alarm*". Sleep control turns radio off 10, 30, 45 or 60 minutes later. Push the "Snooz-Alarm" button in the morning and it gives you 10, 30, 45 or 60 extra minutes to nap. Easy-to-read dial with luminous hands. Tuning Dial Light. Lullaway Circuit automatically fades music off at night. Specify Ebony or Lustre Ivory cabinet when ordering. Weight 6½ lbs.

34A-713	**B3625**	Ebony	Retail	**$49.95**
34A-714	**B3625**	Ivory	Retail	**49.95**

ALL AUTOMATIC CONVENIENCES

PHILCO 762. Beautiful slant-back cabinet with newly-styled clock face. Easy-to-see luminous hands. Powerful Philco Perma-Circuit chassis and built-in loop antenna. Controls all automatic sleep services: "Radio Alarm", "Buzzer Alarm", "Sleep" and "Lullaway" circuit that automatically fades out music as you go to sleep. Weight 5½ lbs.

			Retail
34A-374	**B2445**	Pink	**$29.95**
34A-375	**B2445**	Ivory	**29.95**
34A-376	**B2445**	Green	**29.95**

GET AN EXTRA NAP WHILE THE COFFEE PERKS

PHILCO 763. Big, easy-reading automatic clock with timed appliance outlet and new "Snooz-Alarm"* push-button that resets the alarm for 7 minutes of extra sleep. Powerful 4-tube plus rectifier "Perma-Circuit" chassis with built-in loop antenna and 4" rich-toned speaker Weight 5½ lbs.

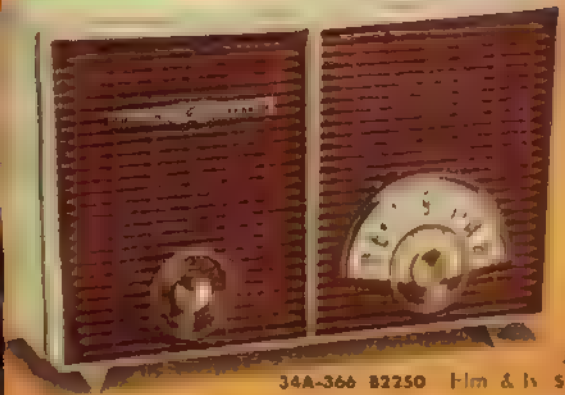
34A-710	**B2875**	Ebony	Retail	**$37.50**
34A-711	**B2875**	Ivory	Retail	**37.50**
34A-712	**B2875**	Mocha	Retail	**37.50**

WORLD'S FINEST CORDLESS AUTOMATIC CLOCK RADIO

PHILCO T-1000. Tomorrow-new in styling and function with beautiful brass plate suitable for engraved name or message. Powerful Philco 6-Transistor chassis and 2 four-inch matched speakers! Easy-to-read full-sized clock with luminous hands runs up to one year on one type "D" flashlight battery. Radio operates on two D-cell batteries, clock service operates on one D-cell battery.

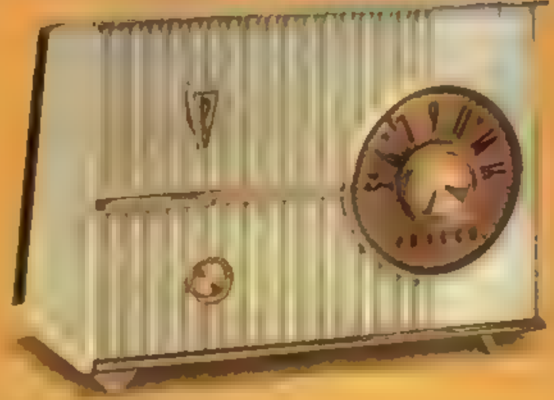
34A-715	**B5650**	Ebony	Retail	**$75.00**
34A-716	**B5650**	Ivory	Retail	**75.00**

Exciting New PHILCO TABLE RADIOS



TWO-TONE—TWIN SPEAKERS

PHILCO 836. New two-tone Slender-Set styling with two matched 4-inch dynamic speakers for beautiful tone and superior performance. Illuminated tuning dial, built-in long range loop antenna, 4-tube plus rectifier "Perma-Circuit" chassis. Push-pull on-off and 2-position tone control. Wt. 6 lbs.



			Retail
34A-366	**B2250**	Elm & Iv.	**$29.95**
34A-367	**B2250**	Iv. & Aq.	**29.95**
34A-368	**B2250**	Chr. & Iv.	**29.95**

HIGH FASHION VALUE LEADER AM RADIO

PHILCO 834. Glamorous "Slender-Set" cabinetry finished front and back for admiring looks from any angle. Philco 4-tube plus rectifier "Perma-Circuit" chassis and built-in loop antenna. New push-pull on-off and 4" wide frequency range speaker. Wt. 5 lbs.

			Retail				Retail
34A-364	**B1975**	Pink & Blk.	**$24.95**	**34A-365**	**B1975**	[illegible]	**$24.95**

TRANSISTOR
PHILCO

PHILCO

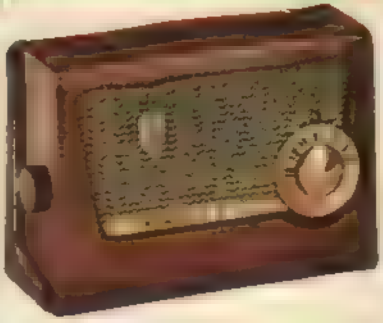
ALL-TRANSISTOR PORTABLE RADIOS

America's first choice in portables for dependability, performance and value.

LUXURIOUS LEATHER PORTABLE

PHILCO T-75. Now enjoy hundreds of hours of radio-listening pleasure on just two "D" type flashlight batteries. Delightful styling in top-grain cowhide with new tapered back tone chamber. Seven Philco transistors. Highly-sensitive performance with built-in Magnecor antenna and 2 [illegible] speaker. "Private Listening" jack. Weight 2 lbs. Uses 2 Philco P920 batteries.

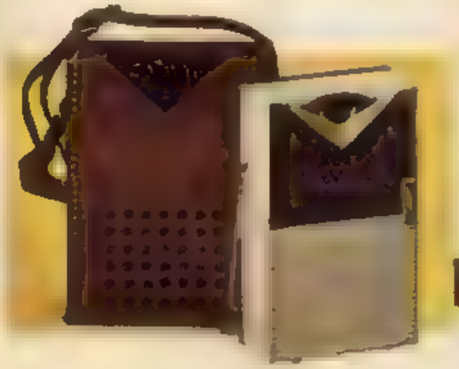
34A-657	**V3850**	Tan	Retail **$49.95**

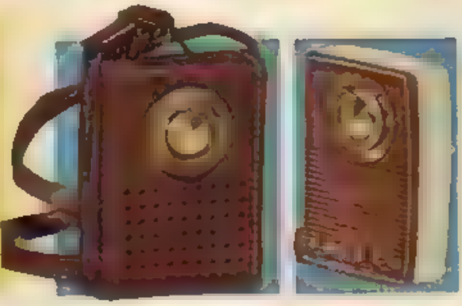


TAN, TOUGH, TERRIFIC!

PHILCO T-700. High powered performer with seven Philco transistors. Scuff-resistant beautiful Sur-V-Lon case with rich suntan finish. Heavy duty 4" speaker for rich tone and listening pleasure. Easy-to-read tuning dial and sensitive Magnecor antenna for weak signal areas. Plays hundreds of hours on 4 regular flashlight batteries. Weight 4 lbs. Uses 4 Philco P920 batteries.

34A-658	**V3850**	Tan	.....Retail **$49.95**





FITS THE PALM OR THE POCKET

PHILCO T-50. A handful of listening pleasure styled for tomorrow! Sensational tone in a compact case. Built-in 2¼" wide frequency speaker plus "Private Listening" jack. Operates on just 4 tiny mercury batteries and 5 famous Philco transistors. Only 4¾" high, 3½" wide and 1⁵⁄₁₆" deep. Weight 12 oz. Uses 4 Philco P640 batteries.

			Retail
34A-663	**V2720**	Ivory & Aqua ..	**$34.95**
34A-664	**V2720**	Iv. & Terra Cotta	**34.95**

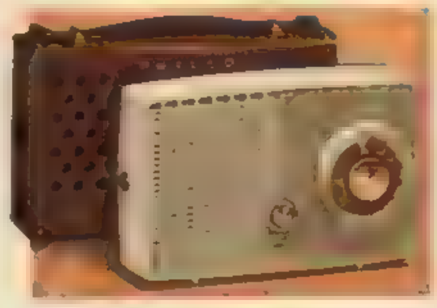
Incl. leather carry case

BEAUTY, POWER, VALUE

PHILCO T-60. Latest in style with finest-performing Philco 6-transistor circuit. Rich-sounding 2¾" speaker. Polished brass finish handle doubles as a stand. Operates on just 2 "AA" penlight batteries. 5[illegible]" high, 3[illegible]" wide, 1⅝" deep. Specify color. Weight 14 oz. Uses 2 Philco P15 or P9 batteries.

			Retail
34A-666	**V2960**	Ebony & Gold	**$34.95**
34A-667	**V2960**	Charcoal & Ivory	**34.95**
34A-668	**V272**	Leather carry case	**3.50**

All Philco Clock, Table and Transistor Radios are covered by a 90 day warranty on all parts [illegible]



OUTSTANDING ALL-TRANSISTOR VALUE

PHILCO T-45. Finest performing 4-transistor plus diode pocket radio ever built. Operates on just 4 regular "AA" flashlight batteries and out-performs most 5-transistor sets. Outstanding tone from 2[illegible]" speaker. "Private Listening" jack. Measures [illegible] high, 5[illegible]" wide, 1[illegible]" deep. Weighs only 15 oz. Uses 4 Philco P15 or P9 batteries.

			Retail
34A-669	**V2540**	Iv. & Terra Cotta	**$29.95**
34A-670	**V2540**	Aqua & Ivory	**29.95**
34A-671	**V240**	Leather carry case	**3.00**

CUSTOM STEREOPHONIC HIGH FIDELITY CONSOLETTE

PHILCO 1618. Superbly styled wood consolette with Philco high fidelity stereo amplifier with 12 watts peak output. Two sound systems, including two 4" and two 8" speakers in dual sound chambers with "Stereo-Dors" that adjust to fill the room with full stereophonic sound. 4-speed automatic changer with dual styli pick up. Deluxe control center with bass, treble, loudness and stereo balance controls. Foam padded record storage space that can be converted for AM-FM Stereophonic Radio tuner. Specify Mahogany, Walnut or Blonde Oak wood cabinet. Weight 58 lbs.

34A-702 P15250	Walnut	Retail	**$199.95**
34A-703 P17400	Blond Oak	Retail	**229.95**
34A-704 P16625	Mahogany	Retail	**219.95**

DELUXE CONSOLETTE WITH REMOVABLE LEGS

PHILCO 1616. Lovely wood consolette that converts easily to table use. Stereophonic reproducer with 12 watts peak dual-channel amplifier, 4-speed automatic changer. Bass, treble, loudness and balance controls. 4 speakers: 6" woofer and 4" tweeter in dual sound chambers with adjustable "Stereo-Dors" that reflect each sound channel into the room. Tuner input jack. Specify Mahogany or Walnut wood cabinet when ordering. Weight 41 lbs.

34A-700 P13750	Mahogany	Retail	**$179.95**
34A-701 P13750	Walnut	Retail	**179.95**

PHILCO

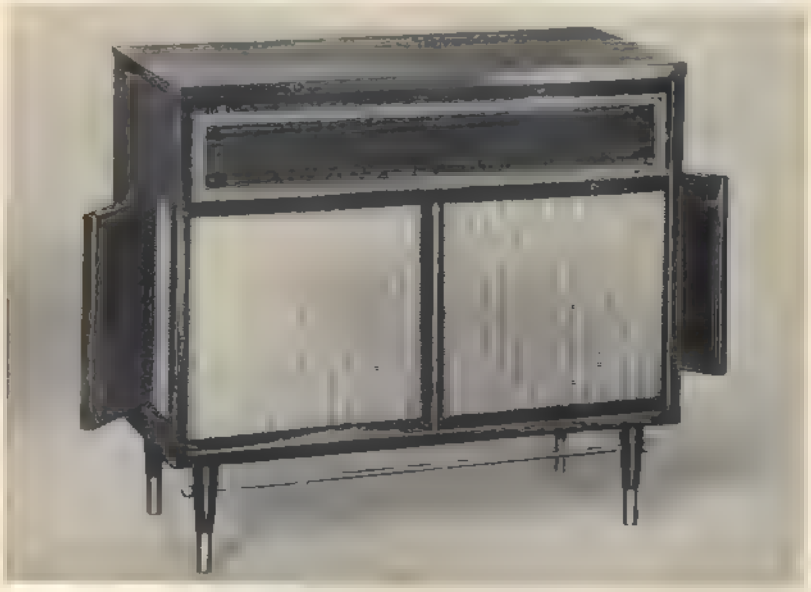
STEREOPHONIC HIGH FIDELITY

In Single Space Saver Cabinets hand crafted of the finest veneers and hardwoods

DELUXE NEW AM-FM RADIO

PHILCO 984. Enjoy the ultimate in broadcast listening pleasure from this all new AM-FM table radio. Separate AM and FM tuning dials enable you to set each tuner to your favorite station. Convenient selection control for AM or FM. Powerful 8-tube plus rectifier chassis with built-in antenna. Rich-toned 4" x 6" oval speaker for drift-free static-free FM or popular AM broadcast enjoyment. Weight only 6 lbs.

34A-708 B4750	Ebony	Retail	**$59.95**
34A-709 B4750	Aqua	Retail	**59.95**



CONTEMPORARY STEREOPHONIC CONSOLE INSTRUMENT

PHILCO 1714. Fine craftsmanship and beautiful woods housing Philco High Fidelity stereophonic reproducer. Deluxe 4-speed automatic changer. Philco dual-channel stereo amplifier with 22 watts peak output and full complement of speakers including 12" bass woofer plus two 4" mid-range and two exclusive Philco 16 channel electrostatic speakers acoustically balanced with "Stereo-Dors" Separate controls for Loudness, Bass, Treble and Stereo balance. Provision for AM-FM Stereophonic tuner. Tape recorder input jacks plus external speaker jacks. Specify Mahogany or Blonde cabinet. Weight 71 lbs.

34A-705 P21250	Mahogany	Retail	**$279.95**
34A-706 P22000	Blond	Retail	**289.95**

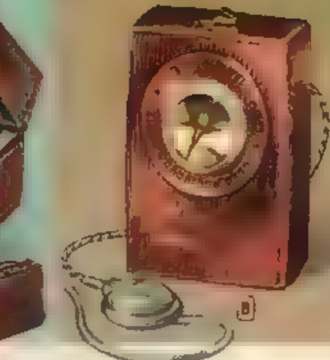
CUSTOM STEREOPHONIC AM-FM PLUG-IN TUNER

PHILCO RT-400. Receive Stereophonic or Standard AM and FM broadcasts on Philco 1618 or 1714 instruments listed on this page. Features the finest AM and FM reception, precision electronic eye tuning, complete control flexibility. Tuner can easily be installed to convert your stereophonic high fidelity instrument into a complete home entertainment center. Weight 14 lbs.

		Retail
34A-707 P7600	Tuner for stereo	**$100.00**

Regency®

- FIRST IN AMERICAN MADE TRANSISTOR RADIOS
- NEVER BEFORE AVAILABLE AT SUCH LOW PRICES



A ALL SPEED RADIO-PHONOGRAPH [illegible] phonograph in a compact luggage styled case made like a fine personal [illegible] Plays anywhere without [illegible] operates for over 80 hours [illegible] RPM [illegible] Size [illegible] Weighs [illegible]

34A7 7B3795		Retail $49.95
79A163813	Battery, uses 4	Retail $ 20

B MIDGET TRANSISTOR RADIO A fantastic radio, smaller than a pack of cigarettes. For private listening through feather weight earphone included. Weighs only 4 ounces. Measures a tiny 1 [illegible] x2[illegible] x3". Two transistors in powerful reflex circuit. No ground or aerial required to [illegible] this radio anywhere [illegible] with you everywhere [illegible] at this low low price for a real radio. [illegible] red plastic case. Operates off [illegible] regular penlite batteries (not supplied) for hundreds of hours.

34A220V997		Retail $14.95
79A1295808	Battery, uses 2	Retail $ .15

C NEVER BEFORE PRICED SO LOW A miniature to carry in pocket or purse [illegible] Private speaker [illegible] performance [illegible] Plastic case [illegible] Accessory [illegible] carrying case with [illegible]

34A058V1875	Red	Retail $24.95
34A059V1875	White	Retail $24.95
34A060V1875	Ebony	Retail $24.95
34A063V185	Carrying Case	$ 2.95

SUPER CIRCUIT

D REGENCY 99 WORLD WIDE provides [illegible] batteries [illegible] Weighs [illegible]

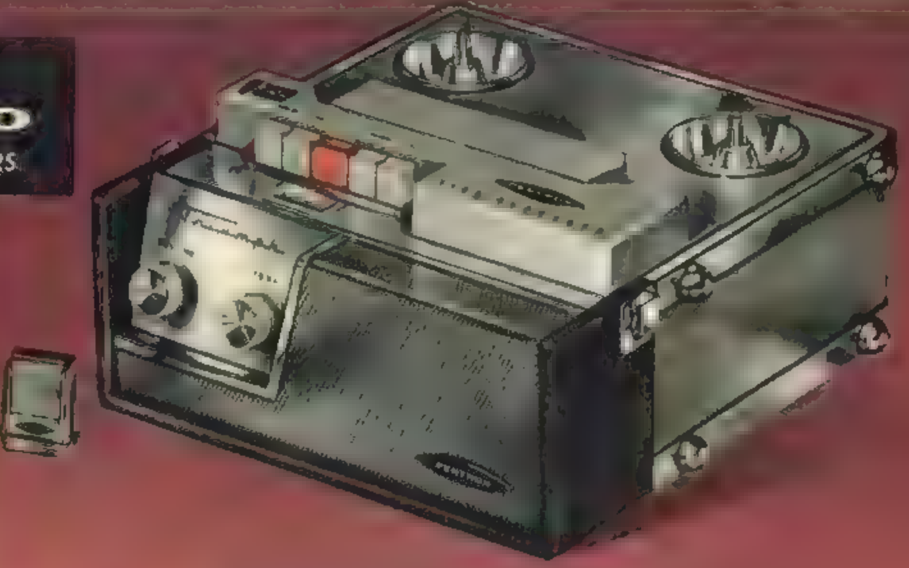
34A228V3375	Ebony and Gold	$55.00
34A229V3375	White and Gold	$55.00
34A411V297	Leather Case...	.$ 4.95

Private listening earphone, optional for Radios listed above (C and D) plugs [illegible]

34A067V297	Private listening earphone	Retail $4.95
79A1296808	Battery, each of above radios uses 3,	Retail $ .15

Pentron Stereo

HIGH FIDELITY TAPE RECORDERS



CONCERTO HI-FI TAPE RECORDER

[illegible] features [illegible] Double [illegible] price class [illegible] Professional quality [illegible] Stereo [illegible] 2 track recorded stereo tape. *Speed* [illegible] *Signal to Noise Ratio* 45db. *2 Input, 2 Output Jacks* [illegible] Shpg. wt. [illegible] lbs.

34A051P10995	**Monophonic**	Retail $159.95
34A052P13995	**Stereophonic**	Retail $199.95

CONCERTO COMPANION

Matching Amplifier Speaker [illegible] portable [illegible] for Stereo Systems. Shipping wt. 12 lbs.

34A7 8P4450	Retail $59.95

Companion portable Amplifier-Speaker for stereo model Perfectly matches the TRIUMPH tape recorder in size and performance. Completes outstanding stereo system. Shpg. wt. 9 lbs.

34A721P4450	Ret. $59.95

TRIUMPH the newest and most exciting advance in Tape Recorders.
SLIM SILHOUETTE STYLING COMPLETELY NEW and NOW includes features that other tape recorders will eventually incorporate
PUSH BUTTON FEATHER-LITE COMPACT the ideal student companion [illegible] perfect traveling mate for business men [illegible] natural at home [illegible] simple to operate [illegible] foolproof [illegible] blends modern design and functional ease.
Straight AC amplifier and three speaker performance, 2 speed [illegible] and 3¾ [illegible] hours recording capacity, Disappearing carrying handle. Instant "Sure-Lok" brakes. Automatic shut off. Electron beam record level indicator, Digital counter for easy location of recorded material, Two input two output jacks. Can be used as a public address system. One year warranty, 40-15,000 cps. Custom designed microphone and reel of tape. Sizes 12[illegible]"x12"x 6¼". For 105 to 120 volt AC only. U L. Approved. Shpg. wt. 21 lbs.

34A719P17450	**High fidelity Monophonic Model**	[illegible] $219.95

[illegible] TRIUMPH [illegible] stereo head [illegible] through companion shown at left, radio, TV, phono or other amplifier.

34A720P19995	**Stereophonic Hi-Fidelity Model**	Retail $249.95

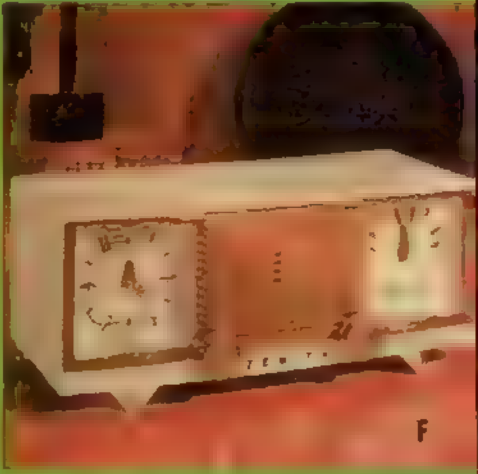
A

B

C

D

E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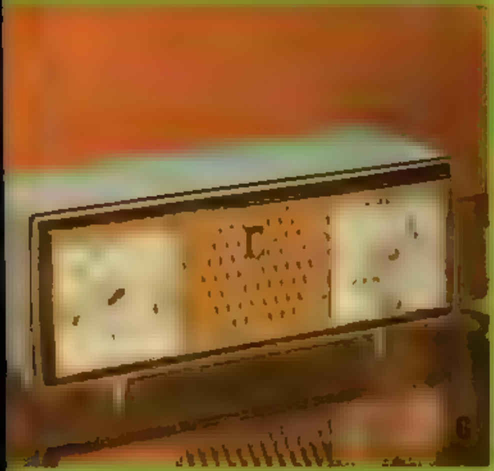
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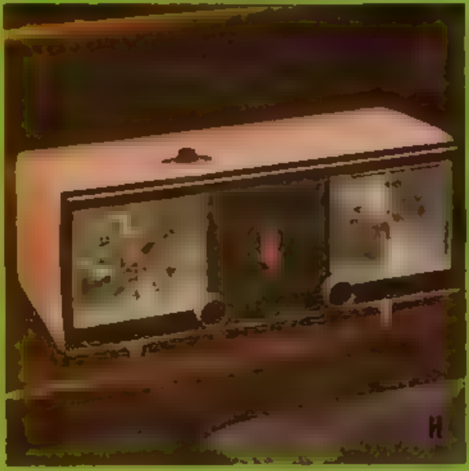
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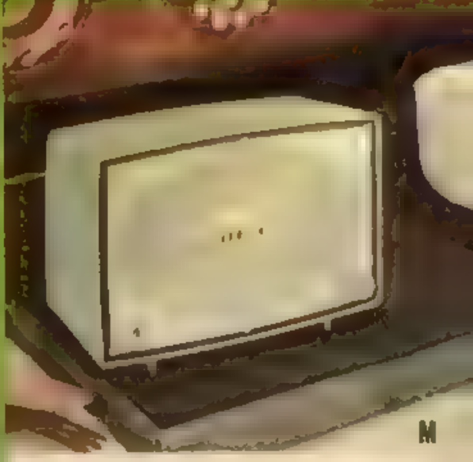

M

table and clock *Radios*

(A) G.E. CLOCK RADIO WITH SLUMBER SWITCH. Wake up to music or buzzer alarm. Slumber Switch lets you go to sleep gently . . . turns itself off after you dream Fully enclosed polystyrene cabinet Handsome appearance from any angle. G E. clock with luminous hands; 4" G.E. speaker, Built-in antenna; 4 tubes, plus rectifier; 105 volts, AC. Tuning range 540-1600 kilocycles. 11" x 4⅞" x 6½" H. Wgt. 8 lbs.

Retail
34A-566 B2490 Grey w/White $29.95
34A-825 B2490 Rose Beige w/White. ... 29.95

(B) G.E. CLOCK-RADIO WITH AUTOMATIC WAKE-UP. With muted slumber switch that quietly turns radio off within a 60-min. period. Wakes to music and/or buzzer alarm. Fully molded back and front cabinet. Vernier tuning; Dial Beam follows station pointer; G E. clock w/luminous hands; 4" G E speaker; Built-in antenna; Lever control knobs, Printed circuit chassis, 4 tubes, plus rectifier, 105-120 volts; AC. Tuning range 540-1600 kilocycles. 13" x 6⅛" x 6½" H. Wgt 8 lbs.

34A-827 B2697 Pink ....Retail $34.95
34A-826 B2697 White ... .Retail 34.95

(C) G.E. PUSH-BUTTON CLOCK-RADIO WITH SNOOZ-ALARM. Handsome design. Pre-set automatic on-off timing. Snooz-Alarm Touch Bar turns buzzer off; in set intervals, buzzer sounds again' Muted Slumber Switch; Appliance Outlet; Dial Beam; Vernier Tuning; Printed Circuit Chassis; 4" G E. Speaker, Built-in antenna; 4 tubes plus rectifier; 105-120 volts, AC. Tuning range 540-1600 kilocycles. Molded back and front. Lustrous polystyrene cabinet. 12¾" x 6¼" x 6½" H. Wgt. 9 lbs

Retail
34A-829 B2997 Turquoise w/White .. .$39.95
34A-828 B2997 Antique White 39.95
34A-830 B2997 Grey w/White 39.95

(D) G.E. ALL-TRANSISTOR CORDLESS CLOCK-RADIO. Plays anywhere! 6 transistors plus a crystal diode provide excellent, long-range reception. Automatic wake-up to music or tone alarm; Muted Slumber Switch, Earphone Jack; 2¾" high output speaker, Printed Circuit Chassis, Built-in antenna, dependable electric clock w/luminous hands, Tuning range 540-1600 kilocycles. Battery complement: 3 "AA" size penlight cells. Unbreakable high-impact plastic cabinet. 9⅝" x 2¾" x 4½" high. Wgt. 39 ozs.

Retail
34A-831 B4497 Ebony w/White & Gold...$59.95

(E) ZENITH MULTI-PURPOSE CLOCK RADIO. Wakes you to the finest tone in clock radios. 10 minutes later the alarm makes sure. Radio shuts off 60 minutes after you are lulled to sleep. Minimum of controls, all easy to grasp. Accurate electric clock. Long distance reception. Wavemagnet antenna. Powerful rectifier plus 4 tubes. Streamlined polystyrene cabinet. AC only. 11" x 6" x 5" high. Ship. wgt 8½ lbs.

34A-593 B2997 Two-tone Blue ....Retail $36.95

(F) ZENITH MULTI-PURPOSE AC CLOCK RADIO. Wakes you to music . . . lulls you to sleep with music! Provides famous long distance AM reception Powerful built-in Wavemagnet antenna; Precision Vernier tuning; 4" quality speaker; Automatic volume control; Radio alarm, Time Set and Buzzer control; Sleep switch, Radio control switch; Telechron Electric Clock, Provision for Headphone and Earphone adaptor; 117 volts, 60 cycle AC. New, futuristic styling smartly accented with Roman Gold trim. 5¾" high, 12⅞" wide, 12⅛" deep. Wgt. 10 lbs.

34A-840 B3259 French Beige ..... Retail $47.95
34A-839 B3259 White ....Retail 41.95

(G) ZENITH "SAXONY" AC CLOCK RADIO. Distinctive contoured styling. Automatic sleep switch lets radio lull you to sleep. Telechron Electric Clock w/luminous hands lets you see time in dark. Powerful Superheterodyne Circuit; 4½" quality speaker; Wavemagnet antenna, Automatic volume control, Single control clock-radio switch; 110 volt Appliance outlet, Radio Alarm and Time Set control, Civil Defense frequencies clearly marked Operates on 110 volt, 60 cycle alternating current (AC) only. Roman Gold trim. 5¾" H. x 13 7/16" W. x 6 1/16" D. Wgt 11 lbs.

34A-841 B3497 Terra Cotta ....Retail $44.95
34A-842 B3497 White ....Retail 44.95

(H) ZENITH "EMPRESS" AC CLOCK RADIO. A beautiful, modern clock radio with new Snooz-Alarm Timer. "Remembers" to call you even after you've shut it off. Famous AM reception; "Big Set component 3-gang condenser; Automatic volume control; Telechron Electric Clock w/luminous hands; 4" Quality Speaker; Wavemagnet Antenna; new Single Control Clock-Radio switch; Radio Alarm and Timer Set Control; Appliance Outlet; Civil Defense Frequencies clearly marked. Operates on 117 volt, 60 cycle AC. Charcoal colored grille. 5¾" H. x 13 7/16" W. x 6 1/16" D. Wgt. 14 lbs

34A-843 B3997 Pink ..... Retail $51.95
34A-844 B3997 White .... Retail 51.95

(J) G.E. DUAL SPEAKER TABLE MODEL RADIO. For any room . . . dainty and modern. Lustrous polystyrene cabinet is color molded, temperature resistant. Two 4" G.E. Dynapower speakers, Automatic Bass Boost, Pull-Push, On-Off Loudness Control; Printed circuit chassis; Built-in antenna; 4 tubes plus rectifier. Tuning Range; 540-1600 kilocycles, AC-DC; 105-120 volts. 12" W. x 6⅛" H. x 5⅝" D Golden trim. Wgt. 8 lbs.

34A-832 B1997 Sage Green .... Retail $24.95
34A-833 B1997 Rose Beige . Retail 24.95

(K) G.E. DELUXE "MUSAPHONIC" RADIO. Exceptional tone quality with special acoustically engineered speaker mounts and grille plus high quality circuit components. Tuned RF amplifier stage; Vertical Control Panel; 6½" G.E Dynapower speaker; Built-in Antenna; Two-position Voice-Music switch, Vernier Tuning; Pull-Push, On-Off Volume Control; Printed Circuit Chassis; Dial Light. Lustrous polystyrene cabinet, color molded, temperature resistant Tuning Range 540-1600 kilocycles, AC-DC, 105-120 volts.

34A-834 B2987 Cocoa and Beige...Retail $39.95

(L) ZENITH "TRUMPETEER" AC-DC TABLE MODEL RADIO. America's pioneer in fine home radios. Extremely sensitive Zenith engineered circuit; Wavemagnet antenna — built-in; Large 4" quality speaker; 4 tubes and power rectifier; Automatic volume control; "Easy-Grip" tuning control; Civil Defense Frequencies clearly marked. Strikingly designed polystyrene cabinet, scientifically constructed to help prevent energy leakage. 5 5/16" H. x 11 7/16" W. x 6" D. Wgt. 8 lbs

Retail
34A-852 B2349 Yellow and White....... $28.95
34A-851 B2349 Turquoise and Blue....... 28.95

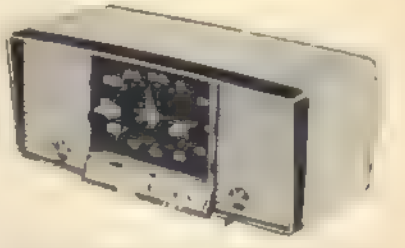
(M) ZENITH "COTILLION" AC-DC TABLE MODEL RADIO. A charming radio that provides complete Standard Broadcast coverage from 540 Kcs through 1600 Kcs; Superheterodyne Circuit; Super-Sharp Selectivity; Precision Vernier Tuning; Built-in Wavemagnet Antenna; Automatic Volume Control, Large 6" x 9" quality speaker; "Easy Grip" Tuning Control; 5 tubes with power rectifier, Civil Defense Frequencies marked. Beautifully designed long-wearing polystyrene cabinet in highly polished color. 7 7/16" H x 10⅝" W. x 5¾" D. Wgt. 9 lbs.

Retail
34A-599 B3350 Two-tone Green $41.95
34A-601 B3350 Gray and Brown.......... 41.95

ZEPHYR TABLE RADIO

Classic styling and outstanding performance make this small 5-tube radio a popular model. Powerful built-in antenna; Automatic safety interlock; Hi-impact case; only 3¼" x 6¾" x 4". Yellow, Pink, Aqua, or Navy colors. Specify Wgt. 2 lbs.

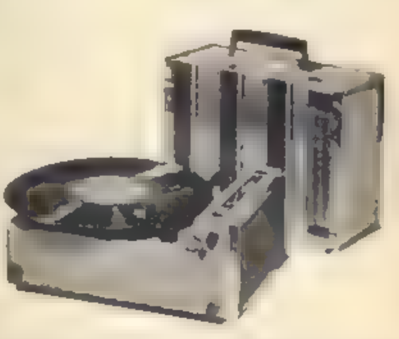
34A-894 B1297......................Retail $18.95



TWIN SPEAKER CLOCK RADIO BY ROLAND

Superlative performance with two matching balanced speakers. "Sleep" and "Wake-up" to music switch, buzzer alarm; Servant outlet; Earphone jack, Modernistic luminous clock face. Smartly styled high impact polystyrene cabinet. Built-in antenna. 5 tubes including rectifier. 105-125 volt, AC. Wgt. 8½ lbs

Retail
34A-448 B3097 Charcoal and White.......$44.95
34A-449 B3097 Pink and White........... 44.95



TRANSISTOR RADIO PHONOGRAPH PORTABLE

New precision model. Runs on 6 flashlight batteries, plays 33⅓-45-78 Runs 100 hours. 7 transistors and 2 diodes make this a super-powered set. Full fidelity sound system Dual flip-over Sapphire needles. Ideal for patio, boat, trailer, beach, camping. 4" x 6" permanent magnet speaker Rust Plaid or Blue-Grey Plaid (specify). Wgt. 8 lbs

34A-893 B5797 . .Retail $89.95

TRAVELER HI-FI PORTABLE PHONO

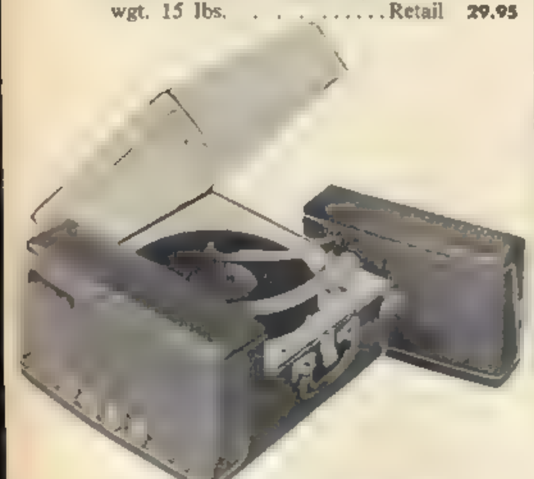
Compact, fully automatic, portable phonograph Plays any size of records intermixed and also all 4 speeds. High treble to low bass note produced by three speakers and reflected in sound chamber for a mellow tone. 2 Sapphire needles. Rigidly constructed case covered with simulated leather and trimmed in gold. Wgt. 25 lbs.

34A-149 P5646 . . Retail $79.95

RCA 4-SPEED SINGLE PLAY PORTABLE PHONOGRAPH

Finger-tip speed control. Twin stylus. Second speaker system for full-range stereo sound. Tough vinyl-on-steel case. In Brown or White Alligator. 5½" H, 12½" W, 10¾" D.

34A-895 P2498 Brown. Ship. wgt. 15 lbs. .... Retail **$29.95**
34A-856 P2498 White. Ship. wgt. 15 lbs. .... Retail **29.95**



SONIC DELUXE STEREO HI-FI 4-SPEED PORTABLE

4-speed changer w/dual sapphire cartridge and stereo amplifier . . . 50-12,000 cycles. 4 speaker system two 6" co-axials in acoustically treated speaker baffles. Separate volume and tone controls for each channel. 21½" x 15½" x 9". Pyroxylin covered case. Wgt. 32 lbs.

Retail
34A-824 P7650 Brown and White . . **$99.95**

DELUXE TV-HI CART

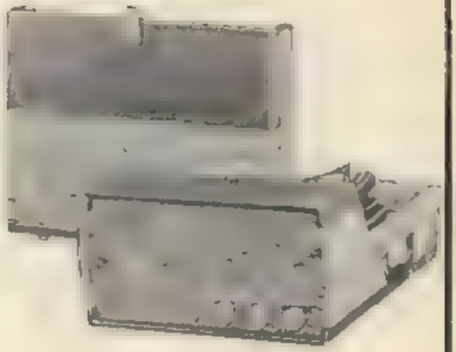
A compact, easy to move entertainment unit . . . handsome accent to your home. Large 3" wheels, rigid construction. ¾" steel tubing. Wgt. 16 lbs.

Retail
34A-431 P1195 Brass Finish . . **$18.95**
34A-432 P795 Black Wrought Iron **14.95**

SONIC STEREO HI-FI 3-SPEED PORTABLE

Detachable speaker, dual stereo amplifier, 80-10,000 cycles, dual Alnico V speaker system, separate volume control for each channel, turnover hi-fi stereo dual sapphire cartridge, modern carrying case in silver and charcoal. 19¼" x 12¾" x 6¾. Wgt. 18½ lbs.

34A-823 P3190 .... Retail **$39.95**



ZENITH PORTABLE STEREOPHONIC AC PHONOGRAPH

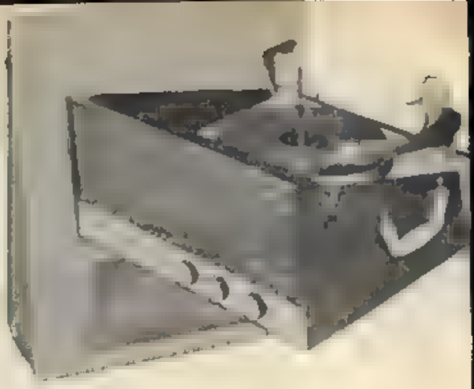
Plays both your present monaural and new Stereophonic records. Complete with removable-cover remote speaker system. Automatic changer shut-off and record intermix. Dual needle stereo, cartridge and amplifier. 4 speakers. 4 stereo, sound controls. 9" x 18¼" x 19". Wgt. 39 lbs.

34A-859 P10436 Charcoal and White .... Retail **$129.95**

TV STAND WITH SHELF

TV or phonograph stand priced for your budget. Adjustable side brackets. Second shelf serves as brace. 2" casters. Sturdy ¾ inch steel tube construction. Wgt. 8 lbs.

Retail
34A-433 P510 Brass Finish **$8.50**
34A-434 P357 Black Wrought Iron . . **5.95**



TRAVELER DELUXE STEREO HI-FI PORTABLE

Powerful 2-channel stereo amplifier with individual stereo channel volume controls. Control adjusts tone range for both channels simultaneously. 2-5" speakers—in cabinet and lid. 4-speed. With adapter. 8¾" x 14½" x 17". Wgt. 25 lbs.

Retail
34A-876 P5179 2-Tone Grey **$69.95**
34A-877 P5179 2-Tone Blue **69.95**

ZENITH PORTABLE STEREOPHONIC AC PHONOGRAPH

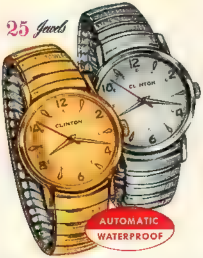
Complete with companion remote stereo. speaker system. Plays monaural and new stereo. records. Separate power amplifiers, 4 speakers, 4 sound controls, automatic record intermix and changer shut-off. 17 3/16" x 9¼" x 13". Wgt. 37 lbs.

34A-860 P12277 Charcoal and White .... Retail **$149.95**
34A-861 P12277 Brown . . . Retail **149.95**

MULTI-USE CADDY

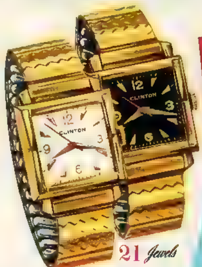
Smart new design . . . versatile . . . use for TV, phonograph, bedside table or serving cart. Tilts back with perfect balance for moving. Adjustable heights add to its usefulness. Bronze finish. Wgt. 15 lbs.

34A-582 P1097 .... Retail **$22.50**



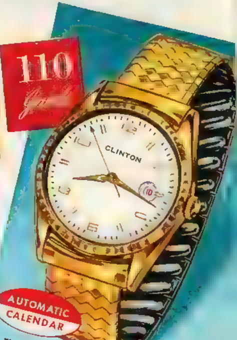
OCEAN PRINCE. Self-winding AUTOMATIC and WATERPROOF**. Sturdy thin case holds 25-jewel shock-resistant movement GUARANTEED FOR LIFE*. New Florentine finish luminous dial, sweep second hand, stainless steel back. Gold filled expansion band with matching Florentine design. You never have to wind it!

YELLOW CASE. 10 micron gold plated case.	
10-7292 V 3570...........	Retail **$100.00**
ALL STEEL CASE and Band.	
10-7300 V 3570. .	Retail **$100.00**



TROJAN. An impressively designed 21-jewel watch with the executive look. This masterpiece is encased in a 10K yellow rolled gold plate case with stainless steel back. Raised gilt figures and markers gives an added touch of distinction. Gold filled expansion band is unusually handsome. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE * Has sweep second hand for added utility

	Retail
10-7326 V 3295 White dial.	**$92.00**
10-7367 V 3295 Black dial .	**$92.00**



THE ONE TEN. Clinton's finest! A superb instrument. All you have to do is wear it! Winds itself from the natural movement of your wrist. Has 110 RUBY JEWELS in its precision shock-resistant movement that's GUARANTEED FOR LIFE.* And it's WATERPROOF**, too! Accurate Calendar—gives you each day's date—automatically. Luminous dial, sweep second hand. Gold filled expansion bracelet in Florentine finish.

10-7383 V 6500	Retail **$195.00**

*The movement parts of every Clinton watch on these pages are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!

****WATERPROOF:** Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact. Gold Filled watch bands are 1/20 10K. Retail prices include Federal Excise Tax dealer prices do not.

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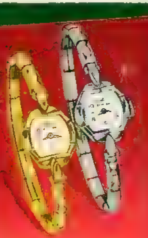
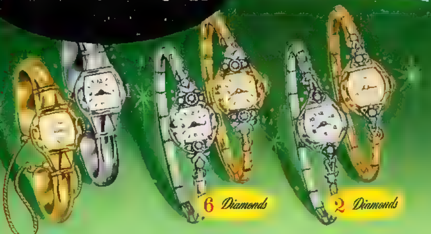




21-jewel beauties for years of time!

LOVELY LADY. Destined to be a favorite with fashion-conscious women The tonneau-shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible figures and markers under the domed crystal. Slender gold filled expansion bracelet 21 jewel movement is shock-resistant GUARANTEED FOR LIFE*, is dust-protected, gives you perfect timekeeping for years. Choice of two colors.

10-7409 V 2255 Yellow. ...	**$65.00**
10-7417 V 2255 White	**$65.00**

21-jewel shock-resistant watches . . . for perfect timekeeping

PRINCESS. An irresistible bracelet watch with a royally styled Yellow case that has been brushed and polished to perfection. Case has a stainless steel back, high domed unbreakable crystal. Bracelet encircles the wrist for up-to-the-minute glamor, is gold filled. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE*.

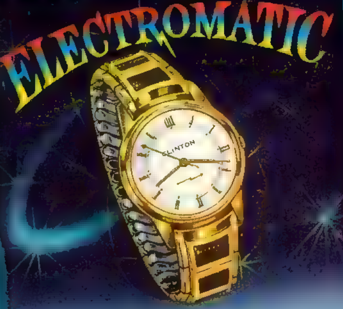
	Retail
10-7474 V 2980 Yellow	**$89.50**
10-7482 V 2980 White	**$89.50**

DIAMOND GIRL. Six superb diamonds blaze on a case of 10K rolled gold plate. Gold filled diamond-cut expansion link bracelet carries out this high-fashion theme. Raised figure dial and crystal is domed for easy reading. 21-jewel shock resistant movement. GUARANTEED FOR LIFE*.

	Retail
10-7508 V 3990 Wh.	**$110.00**
10-7516 V 3990 Yel.	**$110.00**

DIAMOND TWIN. Two starry diamonds light up all the delicate beauty of this 21-jewel timepiece. Faceted tonneau shape case of 10K rolled gold plate, backed with stainless steel. Easily legible figures on dial Slender gold filled expansion band. Movement is shock-resistant, GUARANTEED FOR LIFE*

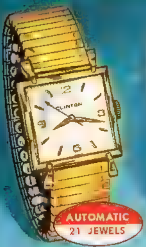
	Retail
10-7524 V 2995 Wh.	**$89.50**
10-7540 V 2995 Yel.	**$89.50**



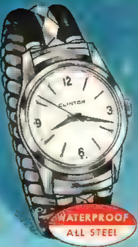
ELECTRIC WATCH

ELECTROMATIC. The electric watch . . . the watch of the future. No winding ever! No twist of the wrist ever to keep this watch going! Tiny power cell provides power for over a year. Water-resistant case is 20-micron gold plate with steel back, has luminous dial. Sweep second hand unbreakable crystal Gold filled expansion band, with insets
10-7557 V 5995 Retail $175.00

This watch is covered by our Special Electric Watch Guarantee.



TOP MAN. Split-second accuracy and you never have to wind it! Case of yellow 10K rolled gold plate with stainless steel back Raised markers, sweep second hand. 21-jewel shock-resistant movement GUARANTEED FOR LIFE*. Florentine gold filled expansion band matches watch perfectly. Retail
10-7565 V 3995. **$110.00**



SEA COMMANDER. WATERPROOF**. A wonder watch for the outdoor man. Made to take abuse. Stainless steel case with expansion bracelet and insets. Luminous detailed dial with markers and sweep second hand Unbreakable crystal. 17-jewel movement GUARANTEED FOR LIFE*. Retail
10-7656 V 2295 **$67.50**

CLINTON

All Movement Parts

GUARANTEED for LIFE

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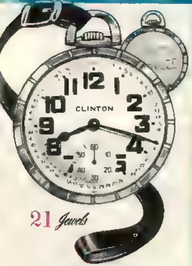
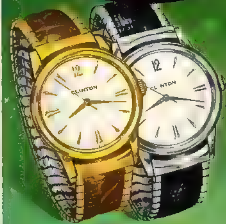


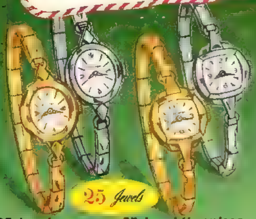
SANTA FE TRANSPORTATION WATCH. A favorite respected for its accuracy Heavy duty chrome plated timepiece with heavy black numerals minute divisions, unbreakable crystal Leather fob. 21 JEWEL PRECISION MOVEMENT GUARANTEED FOR LIFE*. Retail
10-7789 V 2495. .... **$71.50**

With every watch you get a handsome satin lined gift box



21-jewel thin-waterproof!

SEA KING. A triumph of modern watchmaking skill! "Silver dollar" thin WATERPROOF**, LUMINOUS dial with sweep second hand, flexible leather inset Gold filled expansion band. 21-jewel shock resistant movement GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Steel back. Retail
10-7797 V 2795 .... **$85.00**
STAINLESS STEEL CASE and band
10-7953 V 2795....... .. **$85.00**



25-jewel fashion beauty!

MARY. A new-fashion look in a 25-jewel movement watch made by Craftsman and GUARANTEED FOR LIFE*. Artfully curved OVAL Dust-resistant case in 10K gold rolled plate with stainless steel back Gold filled expansion bracelet. Raised crystal and modern dial. Choice of two colors. A watch that will maintain its beauty for years. Retail
10-8167 V 2795 Yellow. **$85.00**
10-8175 V 2795 White **$85.00**

25-jewel timepiece Regal 14k solid gold!

JANE. Designed in a 14K solid gold . . . this regal timepiece has a 25-jewel shock-resistant movement that's GUARANTEED FOR LIFE* So beautifully designed that it will be in fashion for years to come. Raised numerals and markers, dome crystal Gold filled expansion bracelet. Retail
10-8183 V 2995 Yel. **$89.50**
10-8191 V 2995 Wh. **$89.50**

****WATERPROOF:** Guaranteed waterproof as long as case, crown and crystal are intact Gold Filled Watch Bands are 1/20-10K. Retail prices include Federal Excise Tax, dealer prices do not.

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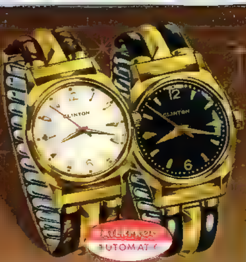


SEA POWER AUTOMATIC. Winds itself with the normal movement of your wrist won't over-wind' A masterpiece of precision accuracy A WATERPROOF** wonder watch' 10 micron yellow gold plated case has red sweep second hand, and luminous dial Stainless steel back Gold-filled inset expansion band 17-jewel precision shock-resistant movement GUARANTEED FOR LIFE*

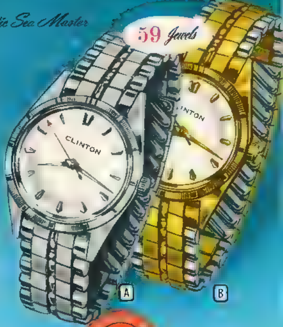
10-6955 V 2995	White dial	Retail $85.00
10-6963 V 2995	Black dial	Retail $85.00

59 Jewel Automatic Sea Master
Its got everything

AUTOMATIC "SEA MASTER." Massive handsomely designed watch has everything it's **AUTOMATIC**, never needs winding as long as you have it . it's WATERPROOF** all stainless steel case sweep second hand luminous dial wonderful 59 jewel movement that's shock-resistant unbreakable crystal, superbly designed hour markers.

A ALL STEEL CASE and Band. Retail
10-6971 V 4995 $150.00

B YELLOW 10 Micron Gold-plated CASE, 2-tone gold-filled, steel band
10-6989 V 5600 $165.00



CLINTON

All Movement Parts

GUARANTEED for LIFE

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Retail prices include Federal Excise Tax dealer prices do not Gold Filled bands are 1/20 12K Prices subject to change without notice

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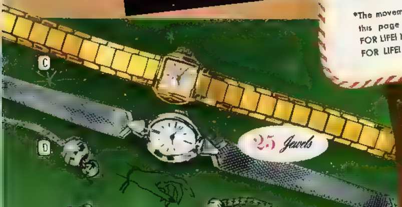
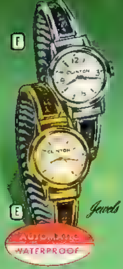




C NANCY. Petite 25-jewel shock-resistant movement in 10K Yellow rolled gold plate case, steel back Gold filled band designed to look like part of case Safety chain
10-6997 V 3995 Retail **$115.00**

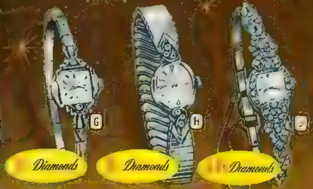
D LAURA. Shock resistant 25-jewel movement. 10K White rolled gold case, steel back. Gold filled mesh Band Safety chain
10-7003 V 3995 Retail **$115.00**

E AQUA-MAID. 25-jewel shock-resistant movement, Smallest ladies' AUTOMATIC 10 micron yellow gold plated top, stainless steel back self-winding WATERPROOF** Luminous dial, sweep second hand GUARANTEED FOR LIFE *
10-7052 V 3990 Retail **$110.00**

F CHROMEPLATED TOP CASE.
10-7045 V 3850 . Retail **$105.00**

****WATERPROOF!** Watch is guaranteed waterproof as long as case, crown and crystal are intact.

25 JEWEL DIAMOND WATCHES



25 JEWEL DIAMOND WATCHES SMALL PETITE

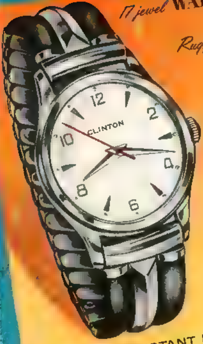
G DIAMOND PRINCESS. Like twinkling stars two brilliant diamonds sparkle with fiery radiance to stress Florentine motif 14K white solid gold case matching gold filled expansion band 25 jewel shock-resistant movement GUARANTEED FOR LIFE*
10-7011 V 4500 Retail **$125.00**

H DIAMOND CHARM. Richly styled case of 14K white solid gold magnificently set with six brilliant diamonds. Daintily designed oval case with raised figure dial, clear crystal Matching gold-filled Paris-proud fashioned wide type expansion bracelet Shock-resistant 25 jewel movement GUARANTEED FOR LIFE*
10-7029 V 6950 Retail **$200.00**

J DIAMOND QUEEN. The choice of queens' 40 dazzling diamonds encircle and surround demure 14K white solid gold case with dainty raised figured dial, domed crystal Gold filled snake bracelet with safety chain Shock-resistant 25 jewel movement is GUARANTEED FOR LIFE*
10-7037 V 15000 Retail **$475.00**

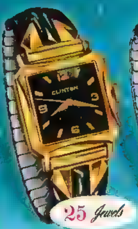
17 jewel WATERPROOF**

Rugged... handsome.. styled for men!

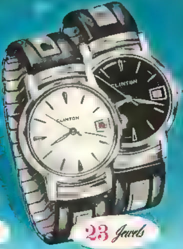


SEA SHARK. Watch-favorite of rugged men everywhere! WATERPROOF** case has chrome plated top stainless steel back for everyday rugged wear. Luminous dial, stick markers, sweep second hand, unbreakable crystal. Stainless steel expansion bracelet with insets 17 jewel, shock-resistant movement guaranteed for LIFE*.
10-7060 V 1595 $52.50

SHOCK-RESISTANT MOVEMENT GUARANTEED FOR LIFE*



BLACK BEAUTY. 25-jewel self winding AUTOMATIC in sophisticated 10K rolled gold plated top case, stainless steel back. Raised gilt markers, sweep second hand. Matching gold filled expansion band.
10-7078 V 3995 Ret. **$110.00**



CALENDAR "DIRECTOR." 23-jewel WATERPROOF** Magnifying dome crystal shows date. Chrome plated top case, sweep second hand. Stainless steel back. **Retail**
10-7086 V 2495 White. **$75.00**
10-7094 V 2495 Black. **$75.00**

CLINTON

ALL MOVEMENT PARTS LIFETIME GUARANTEED NEVER TO BREAK

All Movement Parts

GUARANTEED for LIFE

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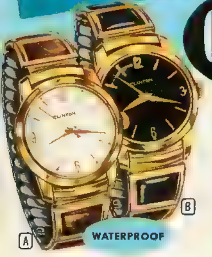

SEA HORSE. Smart, handsome . . . a man's watch of impressive dignity . . . WATERPROOF** with accurate 17-jewel shock resistant movement GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Stainless steel back, dial with raised markers and numerals, unbreakable crystal, sweep second hand. Matching gold filled expansion band with insets. Luminous night-time dial.

Ⓐ **WHITE DIAL**	
10-7102 V 2250	Retail **$67.50**
Ⓑ **BLACK DIAL.**	
10-7110 V 2250	Retail **$67.50**

With each Superb watch, you get a gift-proud stunning presentation box.

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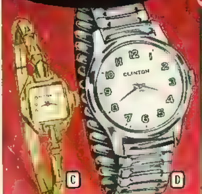
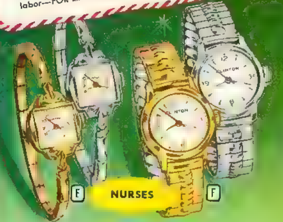


Ⓒ **SANDRA.** For school, work or dress-up. 10K rolled gold plate case, steel back. 7-jewel shock-resistant movement. LIFETIME GUARANTEE*, gold filled band, raised figure dial

		Retail
10-7128 V 1550	Yellow case.	**$37.50**
10-7136 V 1550	White case	**$37.50**

Ⓓ **SEA CAPTAIN.** Handsome watch for young Mr. America! 7-jewel shock-resistant movement GUARANTEED FOR LIFE* Water-resistant**, luminous dial, sweep second hand
10-7144 V 1295 Retail **$33.50**

****WATERPROOF:** Guaranteed waterproof or water resistant as long as case crown and crystal are intact. Retail prices include Federal Excise Tax dealer prices do not. Gold filled watch bands are 1/20 10K.



Nurses Sports watches—ideal for career women

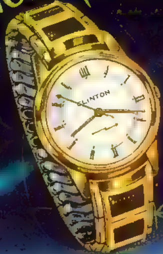
Ⓔ **JOYCE.** NURSES' watch for duty and dress wear. 10K rolled gold plated case with stainless steel back is exceptionally dainty, rugged enough for long wear. Raised figure dial with red sweep second hand. Fashionable dome crystal. Gold filled expansion bracelet. Shock-resistant 17-jewel movement GUARANTEED FOR LIFE*.

10-7151 V 2450	Yellow	Retail **$79.00**
10-7169 V 2450	White	Retail **$79.00**

Ⓕ **JUDY.** This Water-resistant** timepiece never fails when minutes count. Full view classic case with stainless steel back, luminous dial with figures and markers, and . . . the all-important sweep second hand. 17-jewel shock-resistant movement GUARANTEED FOR LIFE*.

10-7227 V 2195	Yellow	Retail **$67.50**
10-7177 V 2050	White	Retail **$59.50**

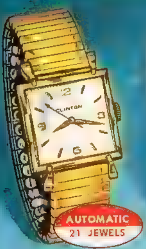
ELECTROMATIC



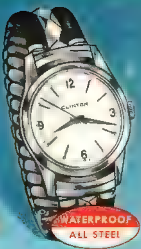
ELECTRIC WATCH

ELECTROMATIC. The electric watch . . . the watch of the future. No winding ever! No twist of the wrist ever to keep this watch going! Tiny power cell provides power for over a year. Water-resistant case is 20-micron gold plate with steel back, has luminous dial. Sweep second hand unbreakable crystal Gold filled expansion band, with insets
10-7557 V 5995 Retail **$175.00**

This watch is covered by our Special Electric Watch Guarantee.



TOP MAN. Split-second accuracy and you never have to wind it! Case of yellow 10K rolled gold plate with stainless steel back Raised markers, sweep second hand. 21-jewel shock-resistant movement GUARANTEED FOR LIFE*. Florentine gold filled expansion band matches watch perfectly. Retail
10-7565 V 3995. $110.00



SEA COMMANDER. WATERPROOF**. A wonder watch for the outdoor man. Made to take abuse. Stainless steel case with expansion bracelet and insets. Luminous detailed dial with markers and sweep second hand Unbreakable crystal. 17-jewel movement GUARANTEED FOR LIFE*. Retail
10-7656 V 2295 $67.50

CLINTON

All Movement Parts

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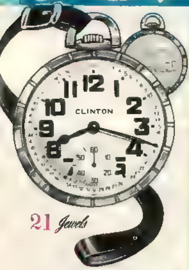
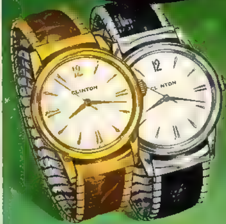
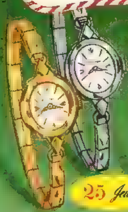


SANTA FE TRANSPORTATION WATCH. A favorite respected for its accuracy Heavy duty chrome plated timepiece with heavy black numerals, minute divisions, unbreakable crystal Leather fob. 21 JEWEL PRECISION MOVEMENT GUARANTEED FOR LIFE*. Retail
10-7789 V 2495. . . . .$71.50



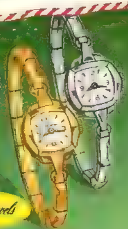
21-jewel thin-waterproof!

SEA KING. A triumph of modern watchmaking skill! "Silver dollar" thin WATERPROOF**, LUMINOUS dial with sweep second hand, flexible leather inset Gold filled expansion band. 21-jewel shock resistant movement GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Steel back. Retail
10-7797 V 2795 . . . . . . $85.00
STAINLESS STEEL CASE and band
10-7953 V 2795. . . . . $85.00



25-jewel fashion beauty!

MARY. A new-fashion look in a 25-jewel movement watch made by Craftsman and GUARANTEED FOR LIFE*. Artfully curved OVAL Dust-resistant case in 10K gold rolled plate with stainless steel back Gold filled expansion bracelet. Raised crystal and modern dial. Choice of two colors. A watch that will maintain its beauty for years. Retail
10-8167 V 2795 Yellow. **$85.00**
10-8175 V 2795 White **$85.00**



25-jewel timepiece Regal 14k solid gold!

JANE. Designed in a 14K solid gold . . . this regal timepiece has a 25-jewel shock-resistant movement that's GUARANTEED FOR LIFE* So beautifully designed that it will be in fashion for years to come. Raised numerals and markers, dome crystal Gold filled expansion bracelet. Retail
10-8183 V 2995 Yel. **$89.50**
10-8191 V 2995 Wh. **$89.50**

With every watch you get a handsome satin lined gift box

**WATERPROOF: Guaranteed waterproof as long as case, crown and crystal are intact Gold Filled Watch Bands are 1/20 10K. Retail prices include Federal Excise Tax, dealer prices do not.

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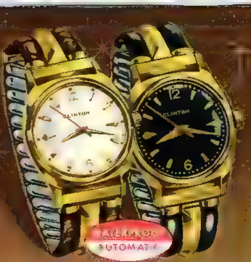


SEA POWER AUTOMATIC. Winds itself with the normal movement of your wrist won't over-wind! A masterpiece of precision accuracy A WATERPROOF** wonder watch! 10 micron yellow gold plated case has red sweep second hand, and luminous dial Stainless steel back Gold-filled inset expansion band 17-jewel precision shock-resistant movement GUARANTEED FOR LIFE*

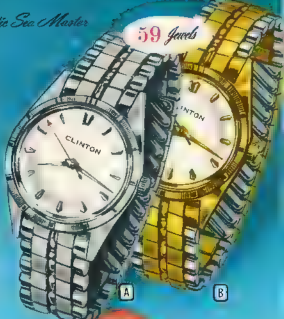
10-6955 V 2995 White dial Retail $85.00
10-6963 V 2995 Black dial Retail $85.00

59 Jewel Automatic Sea Master
Its got everything

AUTOMATIC "SEA MASTER." Massive handsomely designed watch has everything it's **AUTOMATIC,** never needs winding as long as you have it , it's WATERPROOF** all stainless steel case sweep second hand luminous dial wonderful 59 jewel movement that's shock-resistant unbreakable crystal, superbly designed hour markers.

A ALL STEEL CASE and Band. Retail
10-6971 V 4995 $150.00

B YELLOW 10 Micron Gold-plated CASE, 2-tone gold-filled, steel band
10-6989 V 5600 $165.00



CLINTON

All Movement Parts

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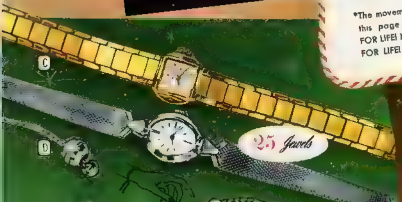
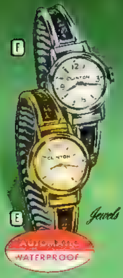




C NANCY. Petite 25-jewel shock-resistant movement in 10K Yellow rolled gold plate case, steel back Gold filled band designed to look like part of case Safety chain
10-6997 V 3995 Retail $115.00

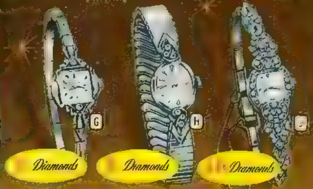
D LAURA. Shock resistant 25-jewel movement. 10K White rolled gold case, steel back. Gold filled mesh Band Safety chain
10-7003 V 3995 Retail $115.00

E AQUA-MAID. 25-jewel shock-resistant movement, Smallest ladies' AUTOMATIC 10 micron yellow gold plated top, stainless steel back self-winding WATERPROOF** Luminous dial, sweep second hand GUARANTEED FOR LIFE *
10-7052 V 3990 Retail $110.00

F CHROMEPLATED TOP CASE.
10-7045 V 3850 . Retail $105.00

****WATERPROOF!** Watch is guaranteed waterproof as long as case, crown and crystal are intact.

25 JEWEL DIAMOND WATCHES



25 JEWEL DIAMOND WATCHES SMALL PETITE

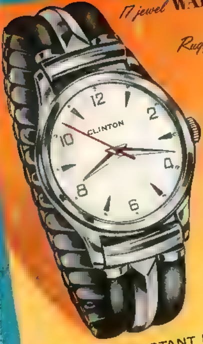
G DIAMOND PRINCESS. Like twinkling stars two brilliant diamonds sparkle with fiery radiance to stress Florentine motif 14K white solid gold case matching gold filled expansion band 25 jewel shock-resistant movement GUARANTEED FOR LIFE*
10-7011 V 4500 Retail $125.00

H DIAMOND CHARM. Richly styled case of 14K white solid gold magnificently set with six brilliant diamonds. Daintily designed oval case with raised figure dial, clear crystal Matching gold-filled Paris-proud fashioned wide type expansion bracelet Shock-resistant 25 jewel movement GUARANTEED FOR LIFE*
10-7029 V 6950 Retail $200.00

J DIAMOND QUEEN. The choice of queens' 40 dazzling diamonds encircle and surround demure 14K white solid gold case with dainty raised figured dial, domed crystal Gold filled snake bracelet with safety chain Shock-resistant 25 jewel movement is GUARANTEED FOR LIFE*
10-7037 V 15000 Retail $475.00

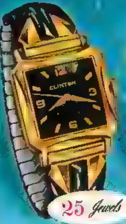
17 jewel WATERPROOF**

Rugged... handsome.. styled for men!

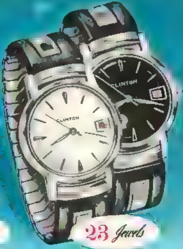


SEA SHARK. Watch-favorite of rugged men everywhere! WATERPROOF** case has chrome plated top stainless steel back for everyday rugged wear. Luminous dial, stick markers, sweep second hand, unbreakable crystal. Stainless steel expansion bracelet with insets 17 jewel, shock-resistant movement guaranteed for LIFE*.
10-7060 V 1595 $52.50

SHOCK-RESISTANT MOVEMENT GUARANTEED FOR LIFE*



BLACK BEAUTY. 25-jewel self winding AUTOMATIC in sophisticated 10K rolled gold plated top case, stainless steel back. Raised gilt markers, sweep second hand. Matching gold filled expansion band.
10-7078 V 3995 Ret. **$110.00**



CALENDAR "DIRECTOR." 23-jewel WATERPROOF** Magnifying dome crystal shows date. Chrome plated top case, sweep second hand. Stainless steel back. **Retail**
10-7086 V 2495 White. **$75.00**
10-7094 V 2495 Black. **$75.00**

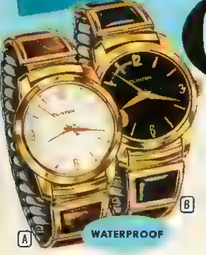
ALL MOVEMENT PARTS [redacted] NEVER TO BREAK

CLINTON

All Movement Parts

GUARANTEED for LIFE

*The movement parts of every Clinton watch indicated on these pages are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!

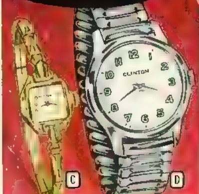


SEA HORSE. Smart, handsome . . a man's watch of impressive dignity . . WATERPROOF** with accurate 17-jewel shock resistant movement GUARANTEED FOR LIFE*. 10 micron yellow gold plated case. Stainless steel back, dial with raised markers and numerals, unbreakable crystal, sweep second hand. Matching gold filled expansion band with insets. Luminous night-time dial.

A WHITE DIAL
10-7102 V 2250 Retail **$67.50**
B BLACK DIAL.
10-7110 V 2250 Retail **$67.50**

With each Superb watch, you get a gift-proud stunning presentation box.

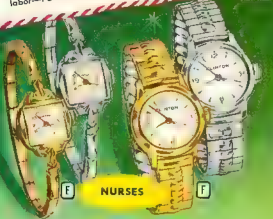
Copyright, 1960, C. W. Co.



C SANDRA. For school, work or dress-up. 10K rolled gold plate case, steel back. 7-jewel shock-resistant movement. LIFETIME GUARANTEE*, gold filled band, raised figure dial **Retail**
10-7128 V 1550 Yellow case. **$37.50**
10-7136 V 1550 White case **$37.50**

D SEA CAPTAIN. Handsome watch for young Mr. America! 7-jewel shock-resistant movement GUARANTEED FOR LIFE* Water-resistant**, luminous dial, sweep second hand
10-7144 V 1295 Retail **$33.50**

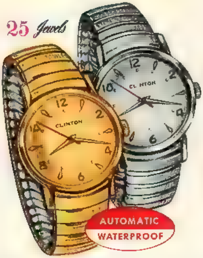
****WATERPROOF:** Guaranteed waterproof or water resistant as long as case crown and crystal are intact. Retail prices include Federal Excise Tax dealer prices do not. Gold Filled watch bands are 1/20-10K.



Nurses Sports watches—ideal for career women

E JOYCE. NURSES' watch for duty and dress wear. 10K rolled gold plated case with stainless steel back is exceptionally dainty, rugged enough for long wear. Raised figure dial with red sweep second hand. Fashionable dome crystal. Gold filled expansion bracelet. Shock-resistant 17-jewel movement GUARANTEED FOR LIFE*.
10-7151 V 2450 Yellow Retail **$79.00**
10-7169 V 2450 White Retail **$79.00**

F JUDY. This Water-resistant** timepiece never fails when minutes count. Full view classic case with stainless steel back, luminous dial with figures and markers, and . . . the all-important sweep second hand. 17-jewel shock-resistant movement GUARANTEED FOR LIFE*.
10-7227 V 2195 Yellow Retail **$67.50**
10-7177 V 2050 White Retail **$59.50**



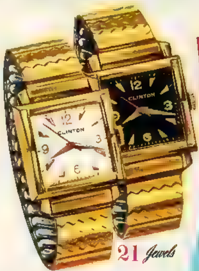
OCEAN PRINCE. Self-winding AUTOMATIC and WATERPROOF**. Sturdy thin case holds 25-jewel shock-resistant movement GUARANTEED FOR LIFE*. New Florentine finish luminous dial, sweep second hand, stainless steel back. Gold filled expansion band with matching Florentine design. You never have to wind it!

YELLOW CASE. 10 micron gold plated case.

10-7292 V 3570............ Retail **$100.00**

ALL STEEL CASE and Band.

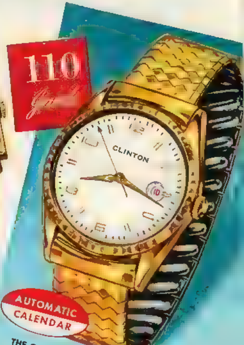
10-7300 V 3570. . Retail **$100.00**



TROJAN. An impressively designed 21-jewel watch with the executive look. This masterpiece is encased in a 10K yellow rolled gold plate case with stainless steel back. Raised gilt figures and markers gives an added touch of distinction. Gold filled expansion band is unusually handsome. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE * Has sweep second hand for added utility Reta

10-7326 V 3295 White dial. **$92.00**

10-7367 V 3295 Black dial . **$92.00**



THE ONE TEN. Clinton's finest! A superb instrument. All you have to do is wear it! Winds itself from the natural movement of your wrist. Has 110 RUBY JEWELS in its precision shock-resistant movement that's GUARANTEED FOR LIFE.* And it's WATERPROOF**, too! Accurate Calendar—gives you each day's date—automatically. Luminous dial, sweep second hand. Gold filled expansion bracelet in Florentine finish.

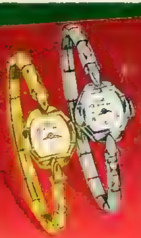
10-7383 V 6500 Retail **$195.00**

*The movement parts of every Clinton watch on these pages are unconditionally GUARANTEED FOR LIFE! Never a charge for material or labor—FOR LIFE! No handling charges!

****WATERPROOF:** Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact. Gold Filled watch bands are 1/20 10K. Retail prices include Federal Excise Tax dealer prices do not.

Copyright 1960. C W Co

CLINTON

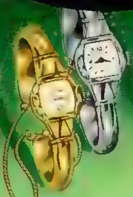


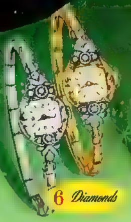
21-jewel beauties for years of time!

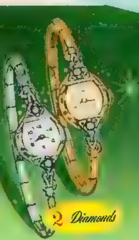
LOVELY LADY. Destined to be a favorite with fashion-conscious women. The tonneau-shaped case of 10K rolled gold plate is backed with stainless steel. Easily legible figures and markers under the domed crystal. Slender gold filled expansion bracelet. 21 jewel movement is shock-resistant GUARANTEED FOR LIFE*, is dust-protected, gives you perfect timekeeping for years. Choice of two colors.

10-7409 V 2255 Yellow. ... **$65.00**

10-7417 V 2255 White **$65.00**







21-jewel shock-resistant watches . . . for perfect timekeeping

PRINCESS. An irresistible bracelet watch with a royally styled Yellow case that has been brushed and polished to perfection. Case has a stainless steel back, high domed unbreakable crystal. Bracelet encircles the wrist for up-to-the-minute glamor, is gold filled. 21-jewel shock-resistant movement is GUARANTEED FOR LIFE*. Retail

10-7474 V 2980 Yellow **$89.50**

10-7482 V 2980 White **$89.50**

DIAMOND GIRL. Six superb diamonds blaze on a case of 10K rolled gold plate. Gold filled diamond-cut expansion link bracelet carries out this high-fashion theme. Raised figure dial and crystal is domed for easy reading. 21-jewel shock resistant movement. GUARANTEED FOR LIFE*. Retail

10-7508 V 3990 Wh. **$110.00**

10-7516 V 3990 Yel. **$110.00**

DIAMOND TWIN. Two starry diamonds light up all the delicate beauty of this 21-jewel timepiece. Faceted tonneau shape case of 10K rolled gold plate, backed with stainless steel. Easily legible figures on dial. Slender gold filled expansion band. Movement is shock-resistant, GUARANTEED FOR LIFE* Retail

10-7524 V 2995 Wh. **$89.50**

10-7540 V 2995 Yel. **$89.50**

Clocks

RACING STEEDS. Distinctive 8-day wall clock. 16" x 32" golden brass finished metal frame with superimposed 3-dimensional Racing Steed Heads mounted to walnut-finished panel.
10A-1199 B1497..Retail **$24.95**

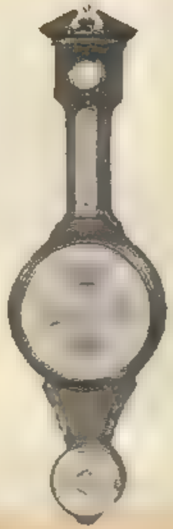
CUCKOO CLOCK. With dwarf and bell. Cuckoo and dwarf ring bell on every half and full hour. From the Black Forest of Germany. It is hand carved, original, special design unique to the Black Forest area. Self adjusting. 11" x 8". Multicolor only. Ship. wgt. 6 lbs.
Retail
10A-755 B830 $13.95

it's time

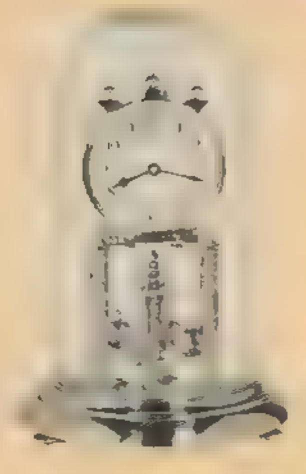
to be..

Different

BAROMETER-THERMOMETER CLOCK. Check the weather, time and temperature at a glance. Standard thermometer, accurate barometer and handsome clock all stylishly set in distinctive frame with mahogany wood finish 8-day clock. 30" high.
10A-1213 B2217
Retail **$36.95**



"STARLITE." Contrasts 24K gold plated ring and hands with an ebony 8-pointed star. Indirect lighting (night light). U.L. approved. Guaranteed.
10A-441 B1077.. Retail **$17.95**



QUEEN CLOCK. Distinctive, aristocrat design — especially for room with traditional motif. 400-day clock. 12" x 7¾". 18 lbs.
10A-757 B1320...Retail **$21.95**

"STARFLYTE." 8-point star — white w/silver flecks or yellow w/gold flecks (specify). Jewel-like time ring and hands.
10A-753 B627....Retail **$9.95**

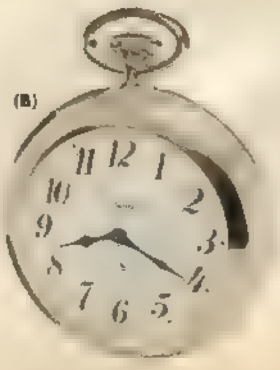
FRY-KLOK. An unusual electric wall clock in the shape of a frying pan. An addition to your kitchen that all your friends will talk about. Has a lustrous, true coppertone finish with third-dimensional raised numerals and a black face. 12" x 8½". Ship. wgt. 2 lbs.
10A-754 B463
Retail **$6.95**

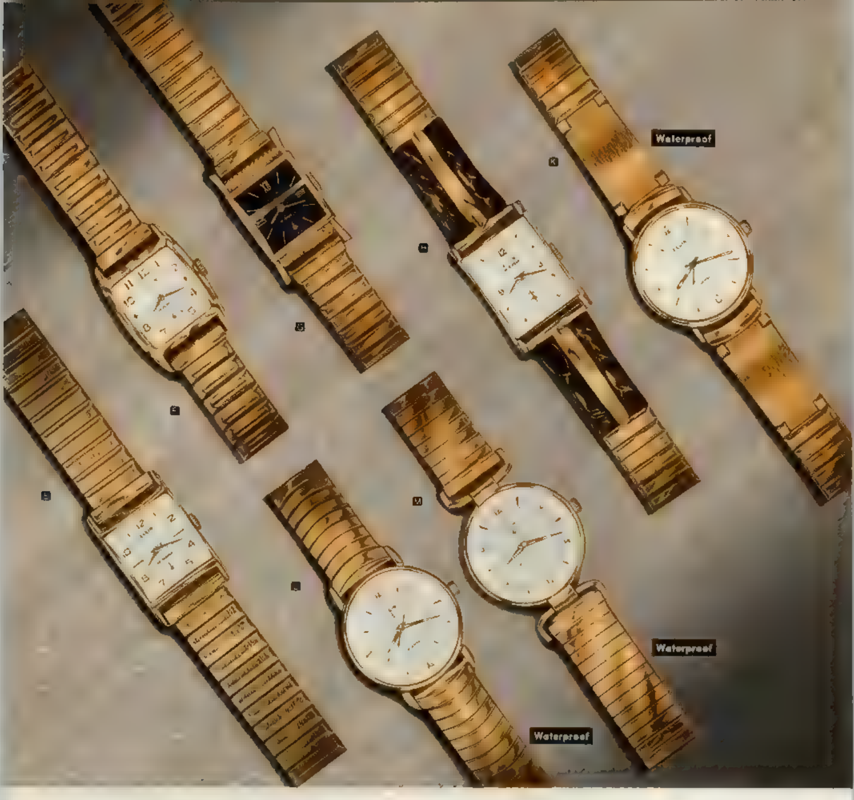
(A)

(A) "GABRIEL" EXTRA LOUD ALARM CLOCK. Spring wound. Polished copper. A real "rouser."
10A-408 B310
Retail **$4.95**

(B) "YE OLDE TIMER." Electric wall clock. Authentic pocket watch design. Lustrous gold.
10A-457 B463
Retail **$6.95**

(B)





Elgin proudly offers the closely-scheduled man of today a wide selection of dependable, efficiency-minded watches. The name Elgin, backed by 95 years of watchmaking leadership, is your assurance of the fine quality and enduring accuracy of each. All have precision jeweled movements and Elgin's exclusive DuraPower mainspring—guaranteed never to break. Each is handsomely boxed for gift giving and fully guaranteed.

Ⓔ **Orlando** . . . sleek rectangular case accented by bold endpieces. 19-jewel movement, shock-resistant DuraBalance, DuraPower mainspring. Rolled gold plate case with stainless steel back. Raised gold numerals, hands. Second hand. Expansion band.
18-8250 W2750 10K Yellow RGP **$39.95**

Ⓕ **Lawson** . . . styled in an elegant manner! Cushion-shaped case contains 19-jewel movement with DuraPower mainspring, shock-resistant DuraBalance. Rolled gold plate case has stainless steel back. Raised gold numerals; second hand. Expansion band.
18-8268 W2995 10K Yellow RGP. **$49.95**

Ⓖ **Gregory** . . . distinguished styling plus famous Elgin features. 19-jewel movement, DuraPower mainspring, shock-resistant DuraBalance. 10K Yellow rolled gold plate case, stainless back. Expansion band.
18-8276 W3575 With Black dial. **$59.50**
18-8292 W3575 With White dial **59.50**

Ⓗ **Spencer** . . . perfect rectangle of elegance! 10K gold filled case forms a simple frame around white dial with raised gold numerals, markers, hands. 19-jewel movement. DuraPower mainspring, shock-resistant DuraBalance. Expansion band with leather insets.
18-8300 W3995 10K Yellow GF. **$69.50**

Ⓚ **Cranbrook** . . . distinctively elegant with gleaming expansion band that's truly different. 19 jewels, DuraPower mainspring, shock-resistant DuraBalance. Round waterproof* rolled gold plate case, stainless steel back. Luminous dial with sweep second hand.
18-8318 W3995 10K Yellow RGP **$69.50**

Ⓛ **Thor** . . . boldly masculine to please the man of good taste. Guaranteed accuracy . . . 19 jewels, DuraPower mainspring, shock-resistant DuraBalance. Waterproof* rolled gold plate case. Luminous dial; sweep second hand. Matching expansion band
18-8334 W4500 10K Yellow RGP **$79.50**

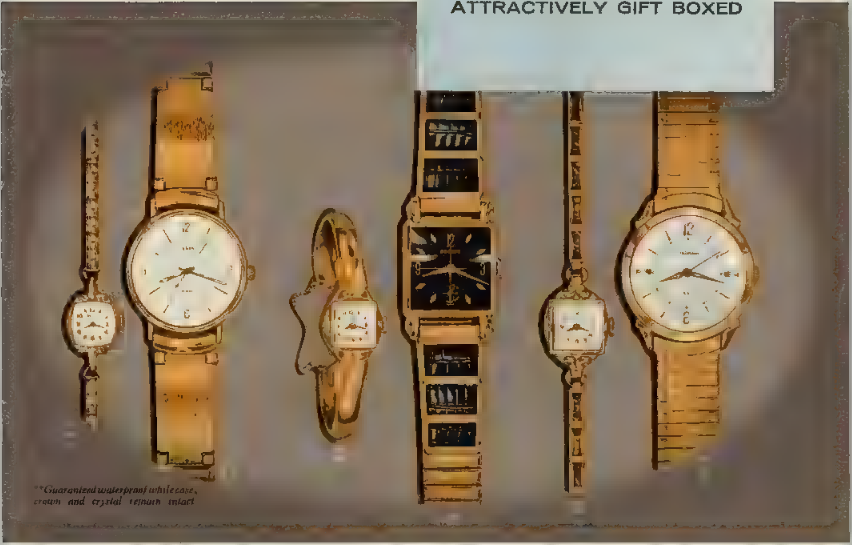
Ⓜ **Polerus** . . . an aristocratic 19-jewel watch he'll wear with pride! Superb example of Elgin quality. DuraPower mainspring guaranteed unbreakable, DuraBalance guaranteed shock-resistant. Waterproof*. Luminous dial, sweep second hand. Expansion band.
18-8326 W5500 10K Yellow Gold. **$100.00**

**Guaranteed waterproof while crystal, case and crown remain intact*

6 PRESTIGE WATCHES FROM

ELGIN
BENRUS
WALTHAM

ALL FULLY GUARANTEED,
ATTRACTIVELY GIFT BOXED



***Guaranteed waterproof while case, crown and crystal remain intact*

ELGIN

[E] **Nancy** . . . trim simplicity and captivating design coupled with a down-to-earth price. Unfailing 19-jewel movement with Dura-Power mainspring, shock-resistant Dura-Balance. Carved rolled gold plate case with streamlined end pieces, stainless steel back. Pretty link expansion bracelet.

***18-8821 W2750** 10K Yellow RGP **$39.95**
***18-8880 W2750** 10K White RGP **39.95**

[F] **Cranbrook** . . . distinctively elegant with a gleaming expansion band that's excitingly different, truly masculine. 19 jewel precision movement; accurate to the split-second. Guaranteed shock-resistant DuraBalance, non-breakable DuraPower mainspring. Round rolled gold plate waterproof** case. Luminous dial; sweep second hand.

***18-8318 W3995** 10K Yellow RGP . **$69.50**

BENRUS

[G] **Embraceable Kit** . . . contoured elegance! A fashionable combination watch and bracelet she'll wear always with dramatic flair. Attractive faceted case is 10K rolled gold plate; has stainless steel back. Polished rolled gold plate bracelet has safety chain. Dependable 17-jewel movement.

18-7476 W3190 10K Yellow RGP **$57.50**
18-7484 W3190 10K White RGP. **57.50**

[H] **Edward "Z"** . . . a "success story" in styling and performance. Streamlined square case of 10K yellow rolled gold plate has a non-corrosive steel back. Handsome expansion band is a series of polished gold-bar links, 6 of them bold, leather inlaid squares. Accurate 17-jewel movement.

18-7054 W3285 Black dial **$59.50**
18-7062 W3285 White dial **59.50**

**These RETAIL prices include 10% Federal Excise Tax*

WALTHAM

[K] **Lady Elizabeth** . . . small, practical and lovely for nurses, career girls, homemakers too! Dependable 17-jewel movement in fashionable, square 10K rolled gold plate case; non-corrosive steel back. Dainty expansion band with neat, narrow leather inserts. Easy-to-read dial with sweep second hand.

***18-4549 W2685** 10K Yellow RGP . **$71.50**
***18-4556 W2685** 10K White RGP. **71.50**

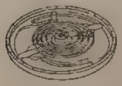
[L] **Presentation Rotatron "65"** . . . the first and only 65-jewel watch available! Notable for round-the-clock precision, it automatically winds itself with the movement of your wrist. Waterproof** 10K yellow gold filled case with non-corrosive steel back. Combination gold filled expansion band. Easy-to-read dial; luminous hands; sweep second hand.

***18-4119 W5995** 10K Yellow GF. **$175.00**

ELGIN

The Handsome Way To Tell Time

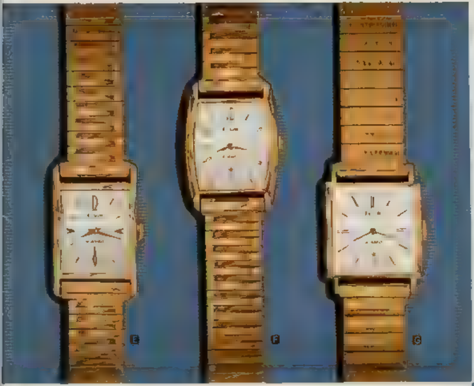
NEW ELGIN DURABALANCE

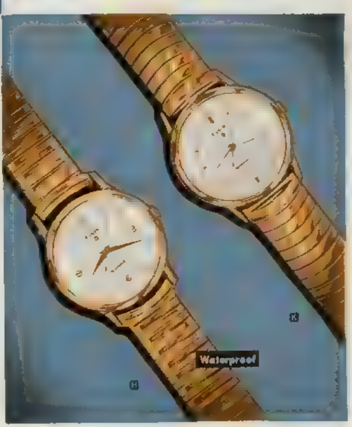


Exclusive guaranteed shock-resistant for life!

Simplest, trouble-free regulator ever created!

The name Elgin is your assurance of quality, integrity and dependability—backed by 95 years of leadership in fine jeweled watches. Each of the majestic 19-jewel watches on this page features the exclusive new Elgin DuraBalance that's guaranteed shock-resistant for life . . . and the famous DuraPower mainspring that's guaranteed unbreakable. Waterproof watches are guaranteed waterproof while case, crown and crystal remain intact.*





Ⓔ **Arrow** . . . bulls-eye accuracy in telling time, slim-as-an-arrow design. 19-jewel movement with guaranteed shock-resistant DuraBalance, unbreakable DuraPower mainspring. Rectangular 10K rolled gold plate case; stainless steel back. Expansion band.
18-8060 W2475 10K Yellow Rolled Gold Plate. **$35.95**

Ⓕ **Thorndale** . . . a long, lean watch that has the tailored look discriminating men prefer. And it has the split-second timing of a 19-jewel movement. Plus the built-in ruggedness of an unbreakable DuraPower mainspring and a shock-resistant DuraBalance regulator 10K rolled gold plate case, stainless steel back. Expansion band
18-8078 W2995 10K Yellow Rolled Gold Plate. **$49.95**

Ⓖ **Drake** . . . a wafer-thin square watch. The simplicity of its 10K gold filled case is complemented by an expansion band that resembles hammered, antique gold. Shock-resistant DuraBalance Unbreakable DuraPower mainspring 19 jewels. Stainless steel back.
18-8086 W3595 10K Yellow Gold Filled. **$59.50**

Ⓗ **Eldorado** . . . has the most sought-after features in a watch. A light, thin looking, waterproof* case, an unbreakable DuraPower mainspring and a shock-resistant DuraBalance regulator. Dependable 19-jewel movement encased by a circle of 10K rolled gold plate. Stainless steel back. Sweep second band. Expansion band.
18-8227 W3595 10K Yellow Rolled Gold Plate **$59.50**

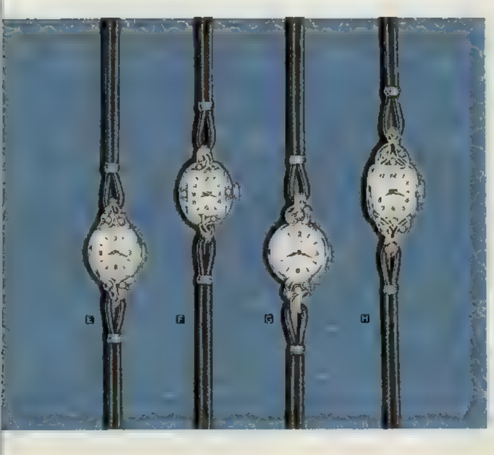
Ⓚ **Bradwell** . . . a classic round case of supreme workmanship. Accurate 19-jewel precision movement regulated by shock-resistant DuraBalance. DuraPower mainspring is guaranteed break-proof. Sweep second hand. Handsome expansion band. Stainless steel back.
18-8235 W4950 10K Yellow Gold Filled. **$89.50**

On these pages, RETAIL prices include 10% Federal Excise Tax

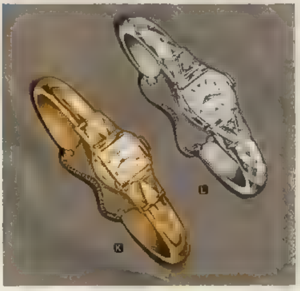
ELGIN

The Beautiful Way
To Tell Time

**All with DuraPower mainspring
and new DuraBalance**



*For that one woman above all others—
an Elgin watch—a glorious, shining tribute
to her charm and beauty.
The name Elgin on the dial assures her of
finest quality, dependability and outstanding
beauty. Each watch made by Elgin is
fully guaranteed. Its precision-perfect 19-jewel
movement has the famous DuraPower
mainspring plus the new DuraBalance that's
guaranteed shock-resistant for life.
Give her Elgin—the most
beautiful watches since time began.*



E **Angela** . . . an exquisite watch. Has four brilliant, sparkling diamonds. Tiny sculptured case houses precision-perfect 19-jewel movement with DuraPower mainspring and guaranteed shock-resistant DuraBalance. Gold filled case has silver lugs. Raised numerals and markers. Black nylon cord.
18-8367 W4500 10K Yellow Gold Filled.......................... **$79.50**
18-8375 W4500 10K White Gold Filled.......................... **79.50**

F **Beloved** . . . brilliantly detailed to grace the wrist of a lovely lady. Delicately embossed case set with four glittering diamonds. 19-jewel movement with exclusive DuraPower mainspring and guaranteed shock-resistant DuraBalance. 10K White gold filled case with silver lugs. White square dial, easy-to-read raised numerals and trylon markers. Black nylon cord.
18-8383 W4950 10K White Gold Filled.......................... **$89.50**

G **Sunburst** . . . simple elegance in a watch that's magnificently set with six flashing diamonds. All Elgin's famous features, too—19-jewel movement with DuraPower mainspring and guaranteed shock-resistant DuraBalance. Classic round 10K White gold filled case with silver lugs. White dial with raised numerals. Black nylon cord.
18-8391 W5500 10K White Gold Filled.......................... **$100.00**

H **Starglo** . . . will thrill her with its unmistakable splendor! Eight lovely diamonds set the elaborately detailed end pieces ablaze. Dependably accurate 19-jewel movement with exclusive DuraPower mainspring and guaranteed shock-resistant DuraBalance. 10K White gold filled case with silver lugs. Rectangular dial, raised numerals. Sophisticated black nylon cord.
18-8441 W6950 10K White Gold Filled.......................... **$125.00**

K **Bracelette** . . . smartly styled 19-jewel watch mounted on favorite contour-shaped hinged bracelet. Guaranteed shock-resistant DuraBalance, DuraPower mainspring. 10K gold plate case has stainless steel back.
18-8409 W2995 10K Yellow Rolled Gold Plate **$49.95**
18-8417 W2995 10K White Rolled Gold Plate. **49.95**

L **Diamond-Studded Bracelette** . . . truly lovely. Richly detailed end pieces set with two diamonds. 19 jewels, DuraPower mainspring, shock-resistant DuraBalance. Case top is gold plate, stainless back. Faceted bracelet.
18-8425 W3995 10K White Rolled Gold Plate **$69.50**
18-8433 W3995 10K Yellow Rolled Gold Plate. **69.50**

On this page, retail prices include Federal Excise Tax

REELS

GARCIA MITCHELL REEL NO. 300

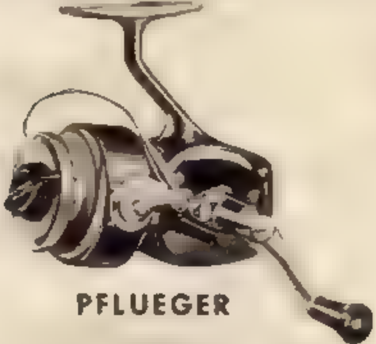
Spinning reel champion of extra-hard Duraluminum. Has silent, precision-built gear mechanism, anti-reverse switch, Duraloy line guide, push button spool release, plus 21½ free, instant-change spools. Non-corroding. Wide range setting and smooth drag . . . gives you complete control of the line with any size fish. Finger-formed hand knob for easy turning of crank handle. Quality construction for lifetime use. This popular model reel is a pleasure to own and use. If you enjoy the finest, this one will meet all your requirements.

81A-070 V1950..... Retail **$32.50**
81A-071 V240 Ext. Spool ..Retail **4.00**

GARCIA "CAP" REEL NO. 304

A high quality spinning reel at an economy price. Has automatic, full bail pick-up, even cross-wind, and machined gear assembly. Extra light, yet very sturdy. Has a wide-range drag with easy, smooth adjustment. Positive anti-reverse and finger-formed handle. Capacity is 300 yards of 6 lb. line. If you are considering a reel that gives exceptionally good performance at a budget price, this one is a dandy. Ship. wgt. 1 lb.

81A-072 V1077 . . . .Retail **$17.95**
81A-073 V120 Ext. Spool ....Retail **2.00**
81A-074 V210 Garcia Reel Bag made of finest quality leather .... Retail **3.50**

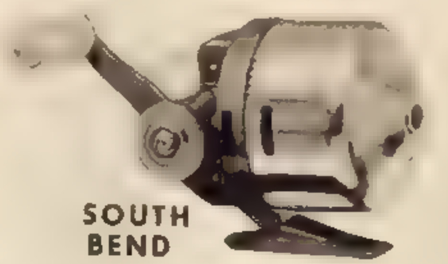


PFLUEGER

PFLUEGER "FREESPEED" SPIN REEL

Helps you hook 'em . . . helps you bring 'em in. Front drag has smooth, slow take-up. Aluminum spool is lightweight – so easy to change you can do it in 15 seconds. Aluminum frame and bail carrier have non-corroding, baked-on finish for long lasting service and dependability. Stainless steel full bail and line roller made to wear longer – work better. A good, sound, practical reel – especially for the fisherman who wants equipment that will give him long, satisfactory service at a low cost. Good capacity. Ship. wgt. 11 ozs.

81A-060 V957........... . Retail **$15.95**
81A-062 V105 Ext. Spool . Retail **1.75**



SOUTH BEND

SOUTH BEND NORSEMAN 110

You can cast with one or two hands with this sturdy, well-built reel. It has powerful crank and drag control. Top quality stainless steel shafts. Corrosion resistant. Fast take-down for easy cleaning and maintenance. New, no-twist line. Comfortable, contoured thumb trigger fits any hand and gives precision control spot casting. Trolls with permanent anti-reverse. Takes ¼ to 2 oz. lures. This one is a solid, precision-built, quality instrument, beautifully designed to give the serious fisherman A-1 spin-fishing equipment. Ship. wgt. 13 oz.

81A-319 V1797...............Retail **$29.95**
81A-320 V180 Ext. Spool Retail **3.00**

Shakespeare

ECONOMY WONDERCAST REEL

Action? This reel thrives on it! Built to give you full control of the line whether you're landing a sunfish or a muskie! Easy, 4-unit takedown with anodized aluminum alloy frame in metalescent green finish. Brass pinion, machine-cut drive gear – 4 to 1 ratio. Lever-type non-reverse. Outer cone adjusts for drag. Chromed pick-up, nickled crank and machined, aluminum-filled spool. All these features of higher priced reels are available to you in this fine quality Shakespeare reel at an economy price.

81A-101 V990 ....Retail **$16.50**
81A-104 V135 Ext. Spool ... Retail **2.25**

Shakespeare

LEVEL-WIND WONDERCAST

New, smooth-action, level-wind reel has 75 yards of installed 12 lb. rated monofilament – double the stopping power of ordinary spin-type reels – with push button magic! Comes in bronze anodized aluminum with 4-unit, easy take-apart construction plus full circle micro-drag. One piece, machined-aluminum, 2" diameter spool. Machine cut, aluminum drive gear and brass pinion give 4 to 1 ratio. This reel will give you years and years of carefree fishing pleasure and trouble-free operation.

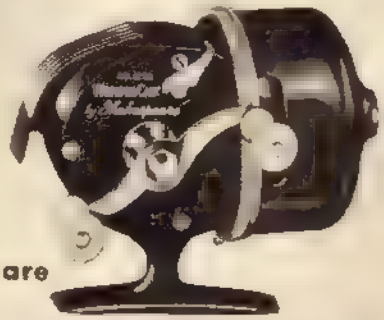
81A-364 V1497 .....Retail **$24.95**
81A-106 V135 Ext. Spool ..Retail **2.25**

Shakespeare

PUSH-BUTTON WONDERCAST REEL

Another top quality member of the Shakespeare "Wondercast" family. This heavy duty reel is a trouble-free "work horse" with power-delivery performance. Frame and outer coat finish is in brown krinkled enamel with aluminum and circle finish. Single chrome plated crank and non-reverse lever. Smooth, dependable operation with full circle Micro-Drag. 4-unit engineered push-button action. Machined aluminum spool filled with 75 yards monofilament line. A very fine spinning reel with top quality all-around performance.

81A-105 V1377.......... ..Retail **$22.95**
81A-106 V135 Ext. Spool . ..Retail **2.25**



PUSH-BUTTON WONDERCAST NO. 1775

Enjoy precision, free-action spin casting with this exciting performer. Smooth, machine cut gears guarantee continuous, flowing action of spool and play-out of line. Metal thumb press designed for quick and easy control of line release. Easy-grip, chromed double crank and adjustable outer cone for drag. Solidly-built. Machined aluminum spool with 100 yards of monofilament line. 4 to 1 gear ratio. A reel designed to make fishing more fun for the beginner or expert.

81A-038 V1197.......... Retail **$19.95**
81A-104 V135 Ext. Spool Retail **2.25**

BRAND NAMES

(A) 8½-FT. SHAKESPEARE DELUXE FLY WONDEROD. White tubular glass with black snap lock reel seat. Has 9 stainless steel guides and chromed rust-proof tip top. Black anodized aluminum ferrules are welted and weatherproof. Select cork grip is cel-o-seal wrapped. Packed in cloth bag, deluxe metal case. 3 sections.

81A-132 B2640 Ship. wgt. 5 ozs. . Retail **$44.00**

(B) 8½-FT. SHAKESPEARE FLY WONDEROD. White tubular glass rods with snap lock seat, 7 stainless steel guides and chromed rust-proof tip top. Black anodized aluminum ferrules, rolled welt. "Half wells" style specie cork grip. Packed in cloth sack, aluminum case 2 sections.

81[illegible] B1797 Ship. wgt. 4 oz. .. . . Retail **$29.98**

(C) SHAKESPEARE WHITE AND BRONZE FLY WONDERODS. Tubular glass, white finish with anodized bronze ferrules, reel seat and bronze nylon winds. Stainless steel guides, dust-proof top, cork grip, "screw lock-sliding hood" seat. Cloth bag and fiber case 2 sections. Color: White and Bronze.

81A-130 B1137 8½-ft. Ship. wgt. 4.5 ozs. ..Retail **$18.95**
81A-368 B1137 9-ft. Ship. wgt. 4.8 ozs.. Retail **18.95**

(D) PFLUEGER BASS ACTION FLY ROD. A new 8½-ft. bass action fly rod at an economical price. Natural bamboo color tubular glass, 2-piece tip with orange spread windings and black trim. Five snake guides, a stripper guide and tip. Select cork handle with black anodized reel seat. Packed in cloth case. C, HCH, GBF Line

81A-312 B597 Ship. wgt. 4¼ ozs..................Retail **$ 9.95**

(E) SOUTH BEND ECONOMY FLY RODS. Hollow glass fly rods with stripping and snake guides of hardened stainless steel, specie cork handle. Thread locking reel seat, drawn ferrules, yellow trim.

81A-330 B597 8-ft. Ship. wgt. 3¾ ozs..... Retail **$9.95**
81A-331 B597 8½-ft. Ship. wgt. 4 ozs. Retail **9.95**
81A-332 B597 9-ft. Ship. wgt. 4¾ oz.. Retail **9.95**

GARCIA ABU-MATIC SPIN-CASTING REEL

Revolutionary drag principle with split-second drag control. New synchro-drag is built into reel handle; combines the popular Star Drag with Variable Drag. No line twist, automatic anti-reverse, release trigger placed for either hand in beautiful black and red finish

81A-354 V1797 Ship. wgt 17 ozs. ....Retail **$29.95**
81A-357 V150 Extra spool .... Retail **2.50**

JOHNSON CITATION

Exclusive Selecto-Dial drag, right or left hand on any rod. Dual anti-reverse and push button casting gives fishermen the finest in spinning. Designed for light salt water and heavy fresh water fishing. Has 125 yds. of 10 lb. test monofilament; 24 inch retrieve and all salt resistant parts. Ship. wgt. 12 ozs. Retail

81A-012 V1377 . . **$22.95**
81A-084 V90 Extra Spool **1.50**

ZEBCO 33 SPIN REEL

Feather-touch control means absolute control of line during casting plus comfortable thumb control Neoprene ring has firm line grip without damage. Covers remove easily for fast spool change and lubrication. Fishing expert or beginner loves model 33's high performance and operating ease Wgt 8 oz

81A-037 V1130 ..Retail **$19.50**
81A-094 V45 Extra Spool .. ..Retail **.75**

JOHNSON CENTURY

Push button casting, change easy spool, exclusive Dia-chrome rotor, tungsten carbide pick-up plus 100 yds. of line spell fishing completeness! Wgt. 11 ozs.

81A-011 V1045 .Retail **$17.95**
81A-082 V60 Extra Spool .... Retail **1.00**

BRONSON SPIN-KING

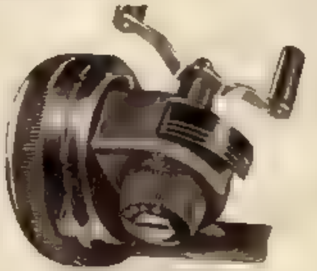
Filled spool never turns on spinning reel that can't twist. Crank-O-Matic clutch gives top retrieve action and positive line control Has star drag adjustment plus extra precision made features. Wgt. 10 ozs.

81A-091 V1195 Retail **$19.95**
81A-092 V75 Extra Spool . . Retail **1.25**

PFLUEGER SATURN

Newest enclosed spinning reel Automatic pick-up, no backlashes Chrome plated housing, crank, crossplate, and pin carrier with ceramic pick-up pin Metal gears and metal spool. Red nylon handle, form fitted push button. 17" retrieve. Handsome maroon anodized cone and side plates. It comes with 100 yds. 6 lb. Pflueger monofilament line. Wgt. 8⅜ ozs.

81A-422 V1017.. Retail **$16.95**



JOHNSON CENTENNIAL SPIN-BAIT CASTING

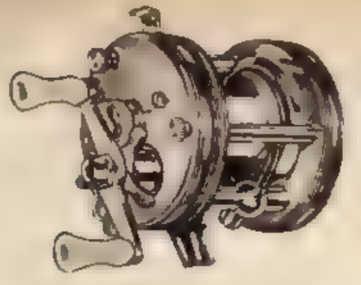
Casts like a spinning reel; retrieves like a casting reel! Combines the power of the direct drive bait casting reel retrieve with the distance and accuracy of the fixed spool spinning reel. Duo-matic drag assures even, constant tension' Double handle, has 100 yds. of 8 lb. test monofilament line. Die-cast 1-pc. case. All parts corrosion resistant. Retail

81A-361 V897 11 ozs. **$14.95**
81A-362 V60 Extra Spool . **1.00**

ZEBCO'S 66 SPIN REEL

This smooth casting, easy to operate Zebco 66 is ideal for the whole family Reel fits any off-set rod. Covers easily removed without tools! Anti-reverse, adjustable drag, feathertouch control, interchangeable spool

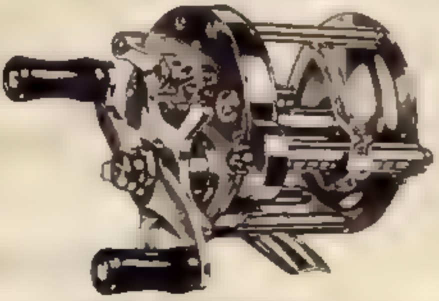
81A-095 V777 Ship wgt. 10 ozs.......Retail **$12.95**
81A-096 V45 Extra Spool ....Retail **.75**



GARCIA 500 AMBASSADEUR

Free spool with level wind. Centrifugal brake slows down spool as it unwinds. Powerful star drag. Reel adjusts for bait weight. Self-centering spool bushings. Line-guards prevent cut off.

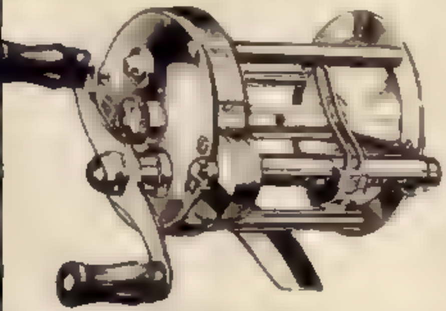
81A-356 V2700 Wgt. 1¼ lbs. Ret **$45.00**



PFLUEGER "ROCKET" STAR DRAG CASTING REEL

Level wind . . . mechanism can be removed for cleaning. Anti-backlash and click. Solid brass, heavy polished chrome reel. Brass gears, bronze bearings. Wgt. 14½ ozs.

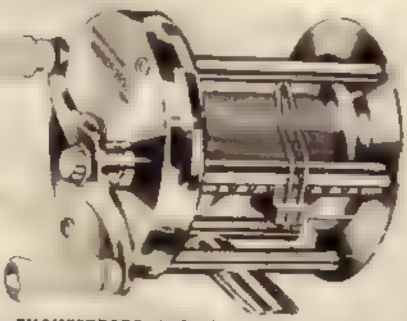
81A-206 V990 Line capacity:
190 yards ....Retail **$16.50**



PFLUEGER SKILCAST

Special thumber eliminates backlash. Brass gears, bronze bearings, aluminum spool. Removable level-wind. Spare pawl. 175 yd. line capacity. Chrome plated. Has cork arbor. Ship. wgt. 8 ozs.

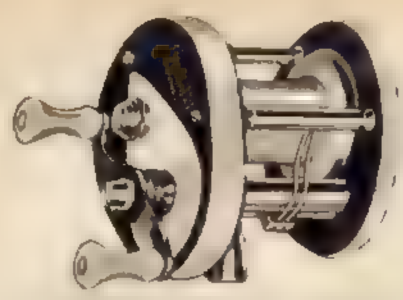
81A-175 V870..............Retail **$14.50**



SHAKESPEARE ECONOMY WONDEREEL

High quality material – precision made. Has chromed brass frame. 3-unit take-down. Stainless steel bearings. Phosphor bronze gears and chromed level-wind. Line capacity 50 yards.

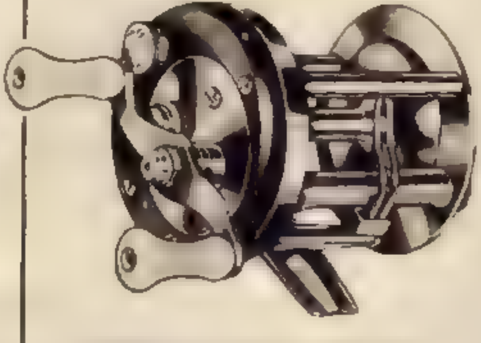
81A-040 V597 Wgt. 8 ozs......Ret. **$9.95**



SHAKESPEARE PRESIDENT ALUMINUM

Level-wind casting reel. 2 nylon gear Direct Drive. Green anodized aluminum end plates. White plastic head and tail ring. Weighs just ⅜ of a pound. Top-quality reel.

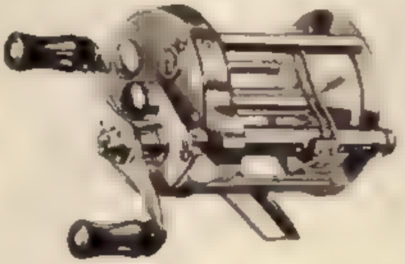
81A-164 V1950............Retail **$32.50**



SHAKESPEARE MARHOFF LEVEL-WIND

Polished stainless steel disc and spool with green anodized aluminum head cap. Automatic thumb casting drag, oiling type spool caps and crank nut. 100 yd. line capacity.

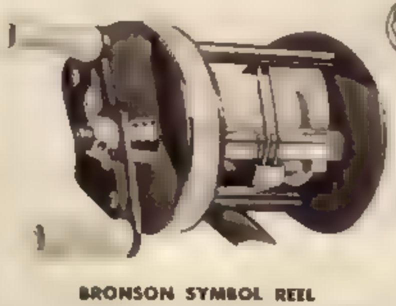
81A-167 V1020 Wgt. 7 ozs....Ret. **$17.00**



PFLUEGER "AKRON" BAIT CASTING REEL

Brass gears, bronze bearings. Removable level-wind. Adjustable anti-backlash, sliding click. Solid brass plated with chromium. Line capacity 175 yards. Spare pawl.

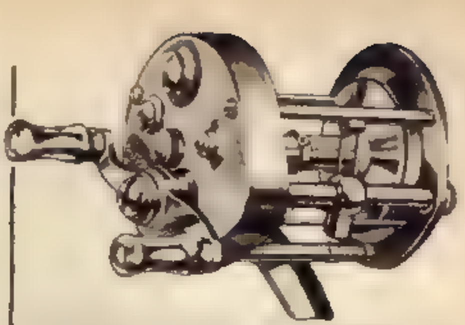
81A-177 V810 Wgt. 8½ ozs...Ret. **$13.50**



BRONSON SYMBOL REEL

Direct drive, level winding reel. Anti-backlash. End plates made of green anodized aluminum with ivory nylon head ring. Adjustable click and reversible duo-pawl. Ship. wgt. 5 ozs.

81A-359 V597..... ... .Retail **$9.95**



PFLUEGER "SUPREME" BAIT CASTING REEL

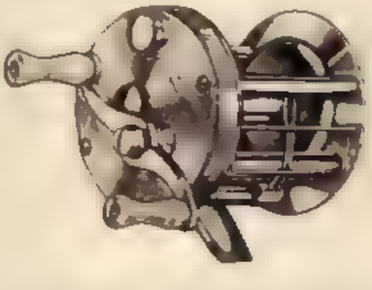
All gears and bearings are bronze. Spool is cast aluminum. Jewel oil cups. Spare pawl made of light aluminum alloy. 180-yd., 15-lb. line capacity. Wgt. 7½ ozs.

81A-178 V2237. . ...Retail **$37.50**

SHAKESPEARE DIRECT DRIVE WONDEREEL

Spool cap control adjusts for no backlash casting. 2 nylon gears. Stainless steel bearings, phosphor bronze bushings and heavy chromed, level-wind aluminum spool.

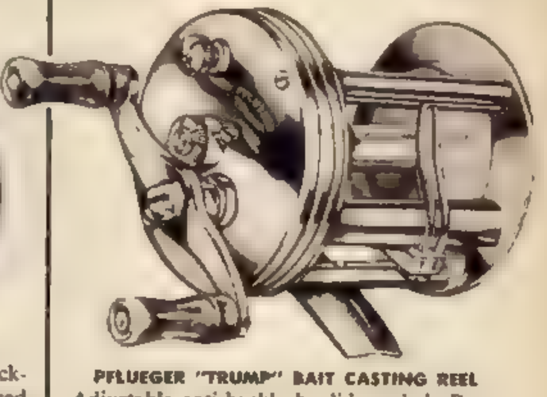
81A-041 V840 Line capacity:
100 yards ....Retail **$14.00**



300 SOUTH BEND ANTI-BACKLASH

Chrome-plated, circle-finished brass. 3-piece take-down construction. Phosphor bronze bushings, spiral-cut drawn brass gears, cold-rolled steel journals. Line capacity 100 yds.

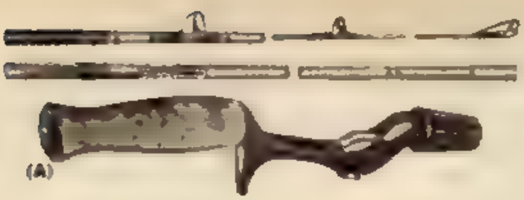
81A-159 V600 Wgt. 7½ ozs...Ret. **$10.00**



PFLUEGER "TRUMP" BAIT CASTING REEL

Adjustable anti-backlash, sliding click. Brass and nylon gears, brass bearings. Jeweled oil cups. Solid brass, chromium plated. 175 yard line capacity. Wgt. 7⅛ ozs.

81A-176 V477 .. .. Retail **$7.95**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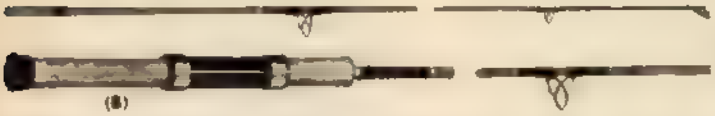
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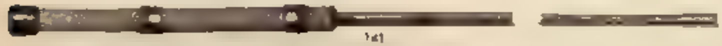
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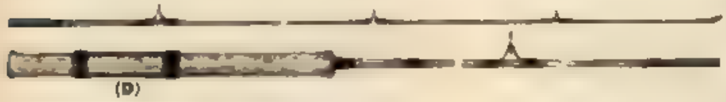
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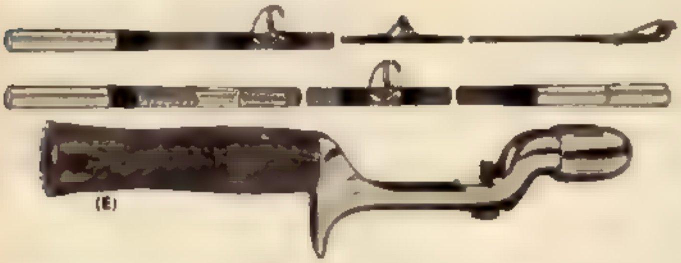
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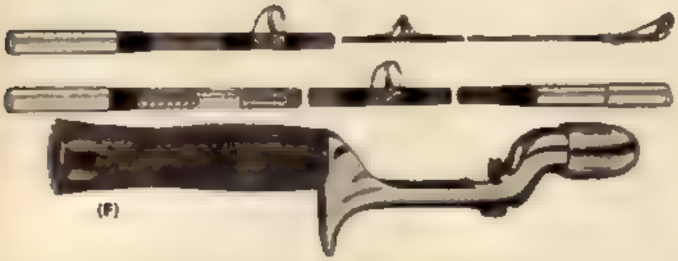
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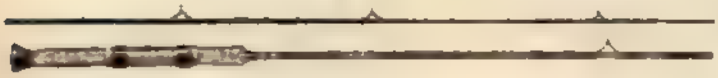
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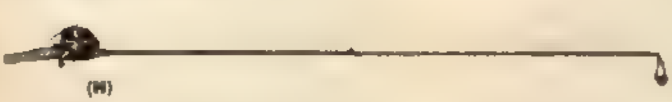
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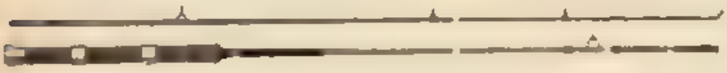
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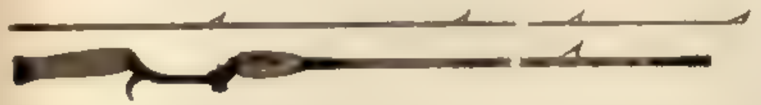
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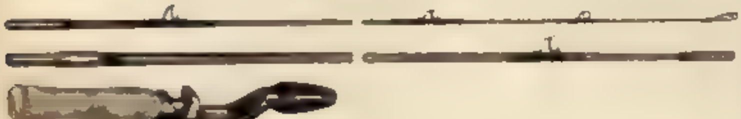
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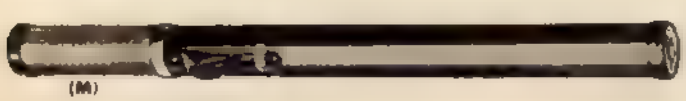

(M)

NATIONALLY FAMOUS

Shakespeare

South Bend **Zebco**

Pflueger

RODS

(A) SHAKESPEARE SPIN 'R CAST WONDEROD. For use with push-button reels. Two-piece models styled in beautiful sunlight yellow with bronze anodized aluminum ferrules, nylon winds. Lightweight aluminum handle, cork grip, chromed block lock. Wire frame guides. Length: 6 ft. Wgt. 7 ozs.

81A-155 B1017 Light action ....Retail **$16.95**
81A-156 B1017 Medium action .. ..Retail **16.95**

(B) PFLUEGER'S BEST QUALITY SPINNING ROD. Finest tubular glass. Rod handle made from best select cork. Black sliding reel seat with gold locking reel bands. Two-piece tip, bamboo colored finish. Comes in cloth bag. For a gift or for yourself you'll find it's a rod that can't be beat.

81A-125 B1377 6½-ft. 4½ ozs. ....Retail **$22.95**

(C) PFLUEGER GLASS SPINNING RODS. Lightweight, tubular glass, 2-piece tip. Handle made from select cork. Sliding gold rings hold reel. Chrome-plated stainless-steel line guides and tip. Bamboo colored finish. Comes packed in a cloth bag. A good rod at a very reasonable price.

81A-121 B957 6½-ft. 4 guides . . Retail **$15.95**
81A-122 B957 7-ft. 5 guides ....Retail **15.95**

(D) SHAKESPEARE SPIN WONDEROD. Beautifully styled 2-piece rod of tubular glass. Stainless steel guides and carboloy supported tip. An anodized aluminum sliding ring lock reel seat. 13-inch specie cork grip. Packed in cloth bag and a tough fiber case. Ship. wgt. 4½ ozs.

Retail
81A-140 B1377 6½-ft. . **$22.95**
81A-141 B1377 7-ft. **22.95**

(E) SHAKESPEARE SPIN 'R CAST WONDEROD. Howald Process fiberglass construction. Translucent finish with red nylon winds. Spin-type guides of stainless steel. Ferrules nickel-plated brass. Double offset aluminum handle, cork grip. Comes in plastic bag. A nice looking rod – economy price.

81A-153 B477 5'8" ..Ret **$7.95**

(F) SHAKESPEARE SPIN 'R CAST WONDEROD. A two-piece light action rod for live bait or for casting lures of ¼ to ½ oz. Made of tubular glass, finished in green with dark green nylon winds. Nickled brass ferrules, polished aluminum handle with collet, screw clamp and mustard cork grip. Stainless steel guides and reel-holding frame. In plastic bag.

Retail
81A-154 B597 6', 7 oz.....**$9.95**

(G) SOUTH BEND HOLLOW GLASS SPIN RODS. Action rod design. Chrome-plated stainless steel guides. Distinctive black trim. Specie cork handle has red Fast-Lock reel seat, black rubber butt cushion. A shockproof black wind check adapter. Comes in cloth bag. Reasonably priced.

81A-119 B957 6½-ft. 3½ ozs. .... Retail **$15.95**
81A-120 B957 7-ft 4½ ozs. ....Retail **15.95**

(H) ZEBCO SPINNING ROD. Companion rod to Zebco Model 33 spinning reel. Two-piece tubular construction, with double nylon wrapping. Handle of select specie cork. Heavy duty reel lock. Lightweight for action feel, yet tough enough to land the big fighters. Handle designed for accurate casting. Rod length 6-foot

81A-351 B1197.....Retail **$19.95**

(J) SOUTH BEND HOLLOW GLASS SPINNING ROD. Moderate price, excellent value. Rugged guides and tip-top are nickel silver. Guide-lok coated nylon winds are yellow spiral over black. Powerzone and wind check adapter is black. Specie cork handle has durable zytel nylon reel bands with matching yellow butt cap.

81A-329 B597 6½'. Retail **$9.95**

(K) SOUTH BEND HOLLOW SPIN-CAST ROD. Light action rod. Attractive green and black color. Reel plate clip is L-shaped for positive lock. Cork grip, rubber cushion. Drawn ferrules. 5 guides. Weight 6¾ ozs. Comes packed in cloth bag. An excellent rod – a South Bend regular – at an exceptionally good price.

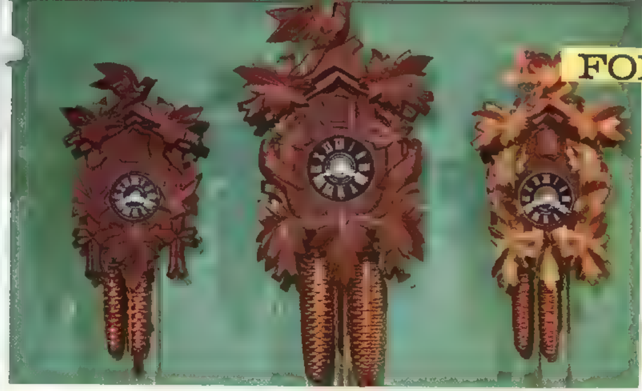
81A-327 B837 6½'. Ret **$13.95**

(L) PFLUEGER SPIN-CASTING ROD. A light action, 2-piece tubular glass rod. Hand-molded cork grip. Screw-clamp reel lock holds reel firmly. Trigger grip for index finger. Bamboo colored glass tip. 4 chrome-plated stainless steel-guides. Comes in cloth case. A very fine economy-priced rod.

81A-148 B597 6'. ..Retail **$9.95**
81A-149 B597 6½'. Retail **9.95**

(M) ROD CADDY. Every fisherman should have one of these! A durable, weatherproof metal fishing rod carrying case. Protects rod from damage, makes it more convenient to carry it or store it. Case telescopes to fit any length from 46 to 72 inches. Diameter 4¼". Blue color. Wgt. 4 lbs.

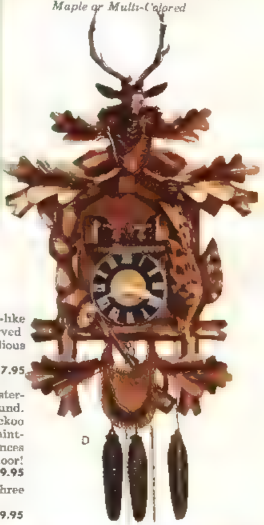
81A-376 B597.......Retail **$9.95**
81A-377 B275 Length: 34"-56". Diam.: 2¾". Brown. Ret. **$4.75**



FORESTVILLE

HAND-CARVED SELF-ADJUSTING CUCKOO CLOCKS

All clocks available in Brown, Maple or Multi-Colored



From the Heart of the Black Forest come these hand-carved, self-adjusting Cuckoo Clocks . . . glowing with centuries-old charm . . . as fresh and appealing today as ever before.

Fully guaranteed against defects in material or craftsmanship.

[A] **HAND-CARVED CUCKOO CLOCK.** A touch of Old World charm to brighten your hours. Cuckoos every half-hour and full-hour, while melodious gong strikes. Size 11" x 8".
401F900 Wt. 3½ lbs. . . . Retail **$14.95**

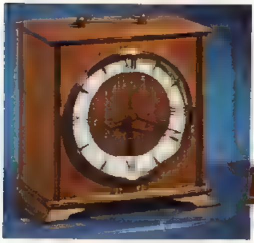
[B] **EIGHT-DAY CUCKOO CLOCK.** Deep-carved, with three lovely birds and seven leaves. Cuckoo comes out singing every half and full hour
403/8F1800 Size 11"x10" Wt. 9½ lbs. Retail **$29.95**
404/8F2155 Size 17"x12½" Wt. 10 lbs. Retail **$35.95**

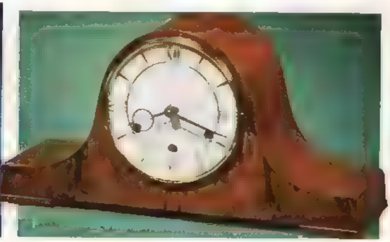
Same Clock as above, with one-day movement
403F1315 Size 14"x10". Wt. 4½ lbs.. Retail **$21.95**
404F1620 Size 17"x12½". Wt. 5 lbs.. Retail **$26.95**
405F1980 Size 19"x13½" Wt 5½ lbs. Retail **$32.95**

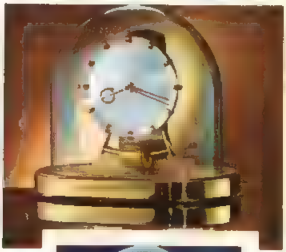
[C] **DEEP-CARVED CUCKOO CLOCK.** Three life-like birds and seven leaves, beautifully deep-carved Cuckoos every half and full hour, while melodious gong strikes Size, 12" x 8½"
402F1080 Wt. 4 lbs. . . . . Retail **$17.95**

[D] **MUSICAL CUCKOO CLOCK.** A Black Forest masterpiece, with full hunting scene and Merry-Go-Round. Cuckoos every half and full hour, and after Cuckoo retreats, a colorful Merry-Go-Round with hand-painted dancing figurines appears out of one door, dances across the clock, and disappears into another door!
206F4800 Size: 22"x14". Wt 10 lbs. . . Retail **$79.95**

Same Clock as above, without hunting scene. Three birds, seven leaves. Size 19" x 14".
198F3600 Wt. 10 lbs Retail **$59.95**







[E] **WESTMINSTER CHIME.** The modern mantel clock with raised gold figures on a white dial Chimes on the quarter, half, three-quarters and full hour. No levelling Size 11" x 8¼" x 5"
36WF3300 Wt. 5½ lbs. . . . . Retail **$54.95**

Normandy Chime. Same clock as above, except chimes on the full and half hour.
36BF2040 Wt. 5½ lbs Retail **$33 95**

[F] **TAMBOURINE WESTMINSTER CHIME CLOCK.** Chimes on the quarter, half, three-quarters and full hour No levelling Size 11¼" x 8" x 5¼".
33WF3300 Wt. 7¼ lbs. . . Retail **$54.95**

Normandy Chime. Same clock as above, except chimes on the full and half hour
33BF2040 Wt 7¼ lbs. . . Retail **$33.95**

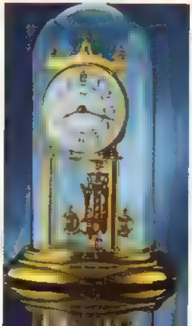
All Prices Subject to 10% Federal Excise Tax

[G] **TRANSISTOR CLOCK.** No key -no winding . . runs five years on 1.5 volt battery! Guaranteed 100% time-keeper, it's pre-assembled, easy to handle Full brass case, silver dial Size 9" x 8½" x 5".
1012F2700 Wt 7 lbs. Retail **$44.95**

[H] **"QUEEN" 400-DAY ANNIVERSARY CLOCK.** All mirror-polished solid brass, with levelling device and lock Pre-assembled pendulum. Size 12" x 7¾"
2EGF1320 Wt 8 lbs.. . . . . Retail **$21.95**

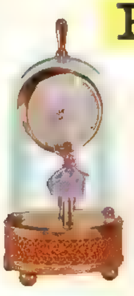
"Queen Deluxe." Same as above, but with painted flowers. Size 12" x 7¾"
17BF1495 Wt 8 lbs. Retail **$24.95**

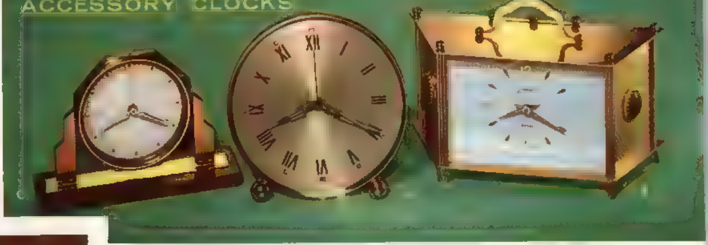
"Princess." 400-Day clock, same as "Queen" above, but in a Junior size Size. 8" x 6¼"
2077F1200 Wt. 4½ lbs Retail **$19.95**

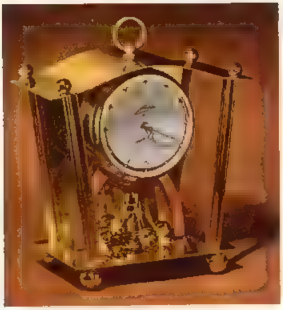


FORESTVILLE

IMPORTED DECORATOR ACCESSORY CLOCKS







Each a Jewel to Brighten Your Hours

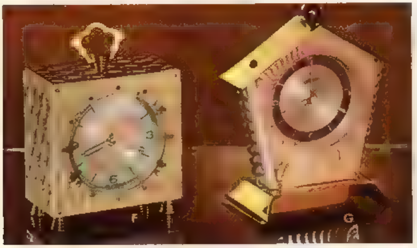
A **"DARLING" BALLERINA ALARM.** Start your day with the dancing ballerina, pirouetting to lovely music! Music plays and ballerina dances at preset alarm signal. Richly decorated ornamental brass base. Crystal clear, decorated unbreakable dome. With dependable two-day jewelled movement. Size: 7" x 3".
10F900 Wt. 1¾ lbs. Retail **$14.95**

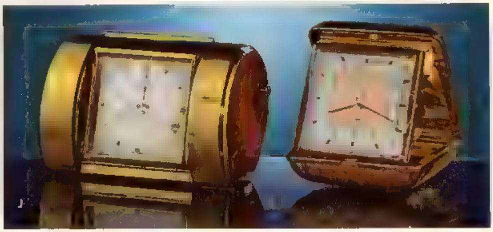
B **8-DAY DESK & BOUDOIR CLOCK** A fascinating jewel of a clock, perfect for every home. Lovely full brass case with transparent glass windows so you can see inside. Rotating pendulum in full view. Equipped with dependable, quality jewelled movement, and luminous hands and dial. Overall size: 5" x 4½".
18F780 Wt. 1¼ lbs. Retail **$12.95**

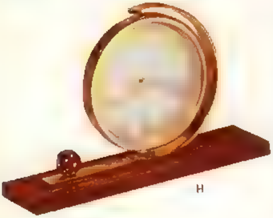
C **BOUDOIR & DESK ALARM.** A mantel-styled clock with a modern flair . . . for desk, end-table or shelf. Full brass base and frame, with embossed luminous dial and hands. Size: 6" x 5".
613F780 Wt. 1½ lbs. Retail **$12.95**

D **DESK & BOUDOIR ALARM.** It's a pleasure to wake up to the ring of this charming alarm clock. With easy-to-read luminous dial and highly polished brass frame, it's a striking addition to any bedroom. Also useful and attractive as a small wall clock. Size 6" x 7".
609F636 Wt. 1½ lbs Retail **$10.60**

E **MUSICAL BRASS TABLE CLOCK.** A lovely, sentimental decorator clock with white dial and embossed gold figures. Highly polished full brass case is decorated with precious stones. As a final, charming touch, it plays sweet music every full hour. Dependable 8-day movement. Size: 8½" x 4½" x 2¾".
22F1620 Wt. 2¾ lbs. . . . Retail **$26.95**







F **VENETIAN-STYLE ALARM CLOCK.** A jewel for your bedroom. Laceout metal frame on solid wood. Gold raised figures on luminous dial. 2½" x 2½".
336F780 Wt. ½ lb Retail **$12.95**

G **LANTERN ALARM CLOCK.** Extravagantly embossed front on highly polished full brass base and top. Gold figures on luminous dial for easy reading. Dependable jewelled movement. 4" x 3".
335F780 Wt. ½ lb. Retail **$12.95**

H **DESK & BOUDOIR ALARM.** A distinctive, unusual design for desk or bedroom. The sweeping, luminous dial is surrounded by a highly polished brass frame and rests on a smooth wooden base. Embossed figures and luminous hands for easy night reading. Size: 7½" x 4½".
612F636 Wt. 1½ lbs. . Retail **$10.60**

J **MUSICAL DESK ALARM.** Alarm clock combined with Swiss music box . . . as pretty as it is functional. Full brass case with roll shutter. Alarm rings on bell, plays music whenever you like without touching the alarm. Embossed figures, luminous hands and dial. 4 x 2¾".
20F960 Wt. 1¼ lbs Retail **$15.95**

K **TRAVEL ALARM.** Your companion, wherever you go. Luminous figures and hands, dependable 40-hour movement. 1-jewel. 3 x 3 x 1¼". Wt. ½ lb.

1067MF420	Brass Metal Case	Retail **$6.95**
1067F420	Genuine Leather Case	Retail **$6.95**

Same Clock as above, except with 0-jewel movement. Wt. ½ lb.

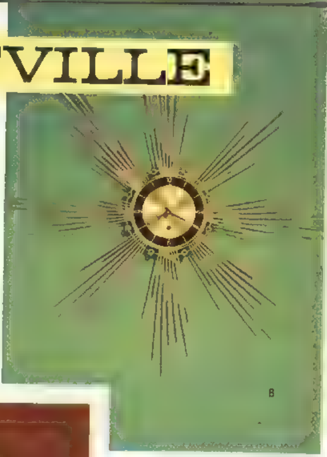
1068MF384	Brass Metal Case	Retail **$6.40**
1068F384	Genuine Leather Case	Retail **$6.40**

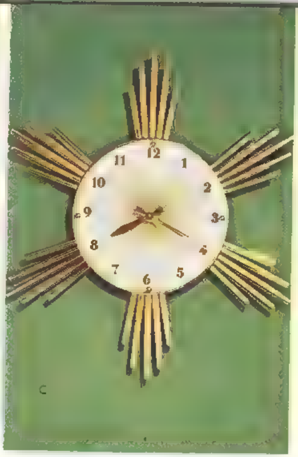
All Prices Subject to 10% Federal Excise Tax

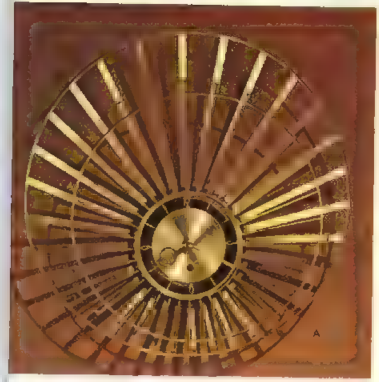
FORESTVILLE

Imported Decorator Clocks

. . . a dramatic
accent for
your home







[A] **TWO-IN-ONE SUNBURST.** Double frame clock, 18" in diameter. High brass finished or combination brass and black 8-day imported front wind movement.
5036F1740 Wt. 7 lbs. . . . . Retail **$28.95**

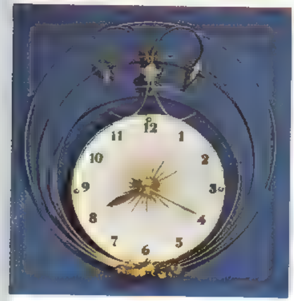
Transistor-Type. Same clock as above, with cordless transistor-type movement. Runs full year on regular flashlight battery.
5036BF1980 Wt. 7 lbs. . . . . . Retail **$32.95**

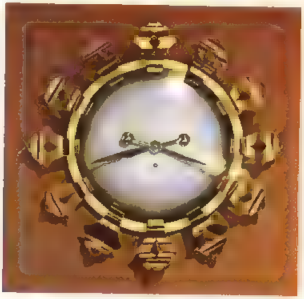
[B] **ULTRA MODERN SUNBURST.** High in fashion, low in price. Brass finished, with easy-to-read embossed figures. 26" diameter, 8-day front wind movement.
5004F1440 Wt. 8 lbs. . . . . . Retail **$23.95**

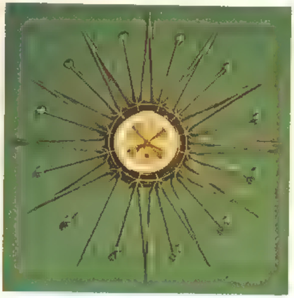
Transistor-Type. Same clock as above, with cordless transistor-type movement. Runs full year on regular flashlight battery.
5004BF1560 Wt. 8 lbs. Retail **$25.95**

[C] **ORION.** The clock of the year! Heavy high pressed finished metal frame. 27" diameter. 12" Black or White dial. Imported 8-day movement.
5033F1620 Wt. 6½ lbs. . . . . Retail **$26.95**

Transistor-Type. Same clock as above, with cordless transistor-type movement. Runs full year on regular flashlight battery.
5033BF1860 Wt. 6½ lbs. . . . . Retail **$30.95**







COILED WALL CLOCK. Beautifully brass-plated with easy-to-read numerals. 24" diameter. With 8-day imported movement. Large dial in choice of Black or White. Specify color.
5019F1440 Wt. 5 lbs. Retail **$23.95**

Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery.
5019BF1560 Wt. 5 lbs. Retail **$25.95**

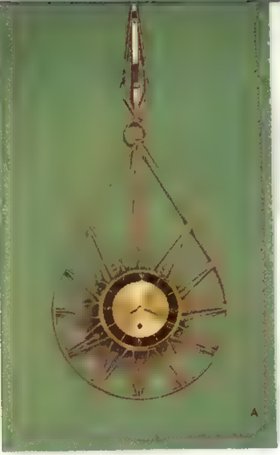
All Prices Subject to 10% Federal Excise Tax

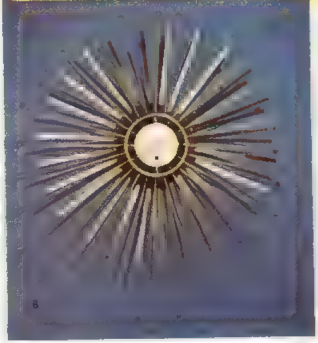
MODERN DECORATOR CLOCK. An original decorator design to perk up a dull wall in living room, dining room, den or hallway. The grey metal dial blends to a darker shade at the edges, and is brilliantly accented with brass trim. 19" in diameter, with easy to-read numerals and hands. Imported 8-day front wind movement for dependable time-keeping. A striking decorator touch for any home.
5015F1980 Wt. 5 lbs. Retail **$32.95**

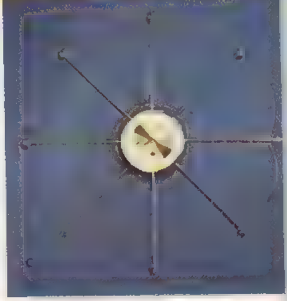
SHOOTING STAR. 26" wall clock in a heavenly design. Highly polished brass finish sets off the handsome metal dial with raised numerals. Imported 8-day front wind movement.
5021F1800 Wt. 8 lbs. Retail **$29.95**

Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery.
5021BF1980 Wt. 8½ lbs. Retail **$32.95**

FORESTVILLE
IMPORTED DECORATOR WALL CLOCKS







A BANJO-TYPE "TEARDROP" WALL CLOCK. Beautiful contemporary design for any room. Highly polished brass finish. 8-day imported movement. Full length including bracket 27"
5034F1440 Wt. 4 lbs. . . . Retail **$23.95**

Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery
5034BF1560 Wt. 4 lbs. Retail **$25.95**

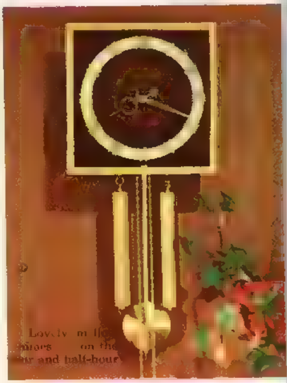
B BURST OF LIGHT. A magnificent decorator touch for your home. Beautifully brass plated, this handsome wall clock is a full 27" in diameter With 8-day imported front wind movement.
5030F2340 Wt 8 lbs. . Retail **$38.95**

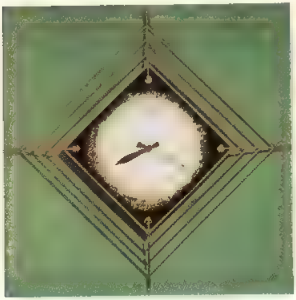
Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery
5030BF2580 Wt. 8 lbs Retail **$42.95**

C "WEB" WALL CLOCK. Artistically designed to blend beautifully with all contemporary or traditional settings. Fully brass finished, with 8-day imported front wind movement. 27" diameter
5032F1800 Wt. 4½ lbs. Retail **$29 95**

Transistor-Type. Same clock as above with cordless transistor-type movement Runs full year on regular flashlight battery
5032BF1980 Wt. 4½ lbs. . . . Retail **$32.95**

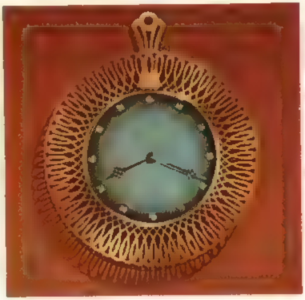
D MODERN PENDULUM CHIME CLOCK. A modern version of the old pendulum wall clock elegant in every detail Lovely wooden dial face with cut-out raised brass Roman numerals and hands. Adds a dash of originality to any room, whether modern or traditional 10½" x 10½", with dependable 8-day movement
5010F3600 Wt. 16 lbs. Retail **$59.95**



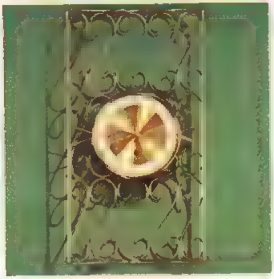


DIAMOND SHAPED WALL CLOCK. Highly styled clock with imported 8-day movement and high polished brass finished frame Functional as well as beautiful Size 27".
5031F1440 Wt. 4 lbs. . Retail **$23.95**

Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery
5031BF1560 Wt. 4 lbs. Retail **$25.95**



"AZURE" BRASS WALL CLOCK. A delightfully charming decorator clock to add a touch of originality to your home. Hang it in living room, hall any room in the house . . . it's bound to be a brilliant conversation piece. Imported glistening brass with a striking bluish green metal dial and raised brass figures. Expensive 7 jewel back-wind movement. 12" in diameter Complete with hanging wall bracket
43F3300 Wt 6 lbs. Retail **$54 95**



VENETIAN WALL CLOCK. An original design in finest, delicate filigree style. 18" tall, with dependable 8-day imported front wind movement. A dramatic accent in living room or den. Perfectly suited for corners.
5037F1440 Wt. 5 lbs. . . Retail **$23 95**

Transistor-Type. Same clock as above with cordless transistor-type movement. Runs full year on regular flashlight battery
5037BF1560 Wt 5 lbs Retail **$25.95**

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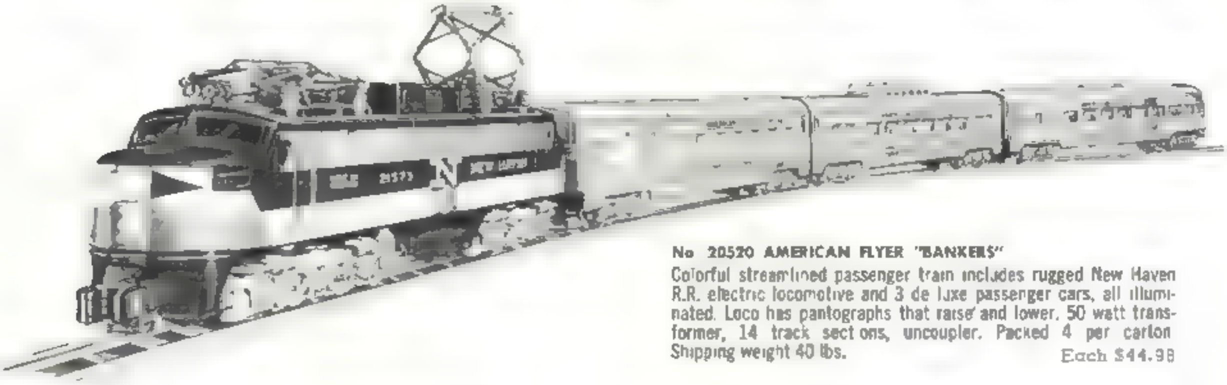
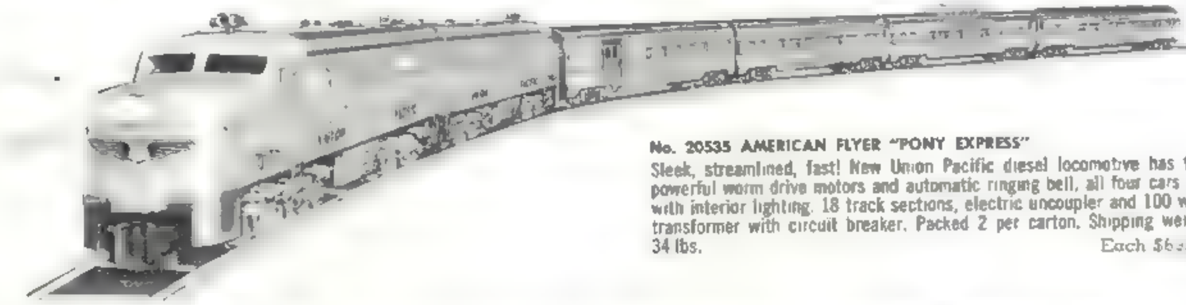
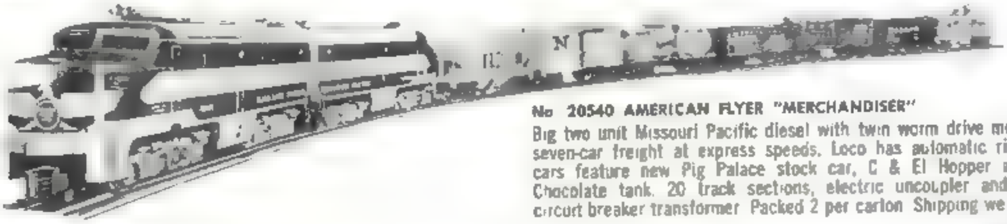
GILBERT® AMERICAN FLYER Trains and Accessories



No 20520 AMERICAN FLYER "BANKERS"
Colorful streamlined passenger train includes rugged New Haven R.R. electric locomotive and 3 de luxe passenger cars, all illuminated. Loco has pantographs that raise and lower. 50 watt transformer, 14 track sections, uncoupler. Packed 4 per carton Shipping weight 40 lbs. Each $44.98



No. 20535 AMERICAN FLYER "PONY EXPRESS"
Sleek, streamlined, fast! New Union Pacific diesel locomotive has two powerful worm drive motors and automatic ringing bell, all four cars are with interior lighting. 18 track sections, electric uncoupler and 100 watt transformer with circuit breaker. Packed 2 per carton. Shipping weight 34 lbs. Each $6[illegible].38



No 20540 AMERICAN FLYER "MERCHANDISER"
Big two unit Missouri Pacific diesel with twin worm drive motors hauls seven-car freight at express speeds. Loco has automatic ringing bell; cars feature new Pig Palace stock car, C & EI Hopper and Bakers Chocolate tank. 20 track sections, electric uncoupler and 100 watt circuit breaker transformer Packed 2 per carton Shipping weight 32 lbs. Each $[illegible]

No. 20625 AMERICAN FLYER "DEFENDER"
Exciting, colorful and as up-to-date as Cape Canaveral! C & O Locomotive hauls new Automatic Motorized Rocket Sled with Pilot Ejector, a new Electronic Rocket Launcher Car a new Jet Engine Transport Car and a new Rocket Fuel Transport Car Powerful locomotive has automatic ringing bell that clangs when train enters and leaves station slowly Headlight. Pull-Mor Power, worm-drive motor and full remote control operation 50 watt transformer, 14 sections of track uncoupler 4 per carton. Shipping weight 44 lbs. Each $49.98

No. 20410 FLYING FREIGHTER
Rugged, powerful and colorful. An ideal beginner set, complete with a scale model of famous Baldwin all-purpose locomotive with Pull-Mor Power and front-and-rear couplers Hauls gondola, reefer and caboose, set includes 40-watt transformer and 12 track. 2 ft., 9½ in. long Each $24.95

MURRAY PRICES—WHEEL GOODS AND BICYCLES

(Illustrated on Color Pages)

No. S-750—Fire Truck	$35.80 Each
No. S-751—Station Wagon	31.50 Each
No. S-722—Automobile	28.70 Each
No. S-717—Automobile	36.80 Each
No. S-716—Automobile	26.00 Each
No. S-711—Automobile	22.00 Each
No. S-710—Automobile	23.00 Each
No. S-650—Automobile	21.00 Each
No. S-651—Fire Chief Auto	21.50 Each
No. S-660—Fire Truck	25.50 Each
No. S-311—Tractor	31.80 Each
No. S-312—Tractor	25.40 Each
No. S-320—Tractor-Trailer	13.90 Each
No. S-900—Atomic Missile	41.50 Each
No. S-953—Service Truck	39.20 Each
No. S-90—Wagon	23.00 Each
No. S-585—Chain Trike	42.00 Each
No. S-435—Velocipede	27.20 Each
No. S-470—Velocipede	27.90 Each
No. S-471—Velocipede	29.50 Each
No. S-472—Velocipede	32.00 Each
No. S-439—Velocipede	22.00 Each
No. S-440—Velocipede	23.80 Each
No. S-441—Velocipede	26.00 Each
No. S-430—Velocipede	19.50 Each
No. S-431—Velocipede	21.30 Each
No. S-432—Velocipede	25.70 Each

No. S-425—Velocipede	$18.50 Each
No. S-426—Velocipede	20.40 Each
No. S-427—Velocipede	23.00 Each
No. S-428—Velocipede	26.00 Each
No. S-420—Velocipede	17.60 Each
No. S-421—Velocipede	19.50 Each
No. S-422—Velocipede	22.00 Each
No. S-423—Velocipede	24.70 Each
No. S-400—Velocipede	14.50 Each
No. S-401—Velocipede	16.30 Each
No. S-402—Velocipede	18.50 Each
No. S-385—Velocipede	13.00 Each
No. S-386—Velocipede	14.70 Each
No. S-380—Velocipede	11.00 Each
No. S-541—Parkcycle	54.80 Each
No. S-540—Parkcycle	50.60 Each
No. S-531—Parkcycle	47.50 Each
No. S-530—Parkcycle	42.00 Each
No. S-517—Parkcycle	35.00 Each
No. S-505—Parkcycle	35.00 Each
No. S-28—26 in. Bicycle	107.32 Each
No. S-61—26 in. Bicycle	128.00 Each
No. S-60—26 in. Bicycle	128.00 Each
No. S-26—26 in. Bicycle	101.40 Each
No. S-27—26 in. Bicycle	101.40 Each
No. S-25—26 in. Bicycle	85.00 Each
No. S-39—24 in. Bicycle	83.50 Each

No. S-24—26 in. Bicycle	$85.00 Each
No. S-38—24 in. Bicycle	83.50 Each
No. S-22—26 in. Bicycle	80.00 Each
No. S-36—24 in. Bicycle	77.60 Each
No. S-23—26 in. Bicycle	80.00 Each
No. S-37—24 in. Bicycle	77.60 Each
No. S-42—20 in. Bicycle	70.40 Each
No. S-43—20 in. Bicycle	70.40 Each
No. S-20—26 in. Bicycle	71.54 Each
No. S-34—24 in. Bicycle	68.00 Each
No. S-21—26 in. Bicycle	71.54 Each
No. S-35—24 in. Bicycle	68.00 Each
No. S-40—20 in. Bicycle	61.92 Each
No. S-41—20 in. Bicycle	61.92 Each
No. S-12—26 in. Bicycle	73.60 Each
No. S-16—24 in. Bicycle	72.00 Each
No. S-13—26 in. Bicycle	72.00 Each
No. S-17—24 in. Bicycle	73.60 Each
No. S-10—26 in. Bicycle	67.60 Each
No. S-14—24 in. Bicycle	64.00 Each
No. S-11—26 in. Bicycle	67.60 Each
No. S-15—24 in. Bicycle	64.00 Each
No. S-512—20 in. Bicycle	54.72 Each
No. S-508—16 in. Bicycle	45.40 Each
No. S-513—20 in. Bicycle	54.72 Each
No. S-509—16 in. Bicycle	45.40 Each
No. S-202—Trainer Wheels	9.60 Each
No. S-200—Trainer Wheels	5.00 Each

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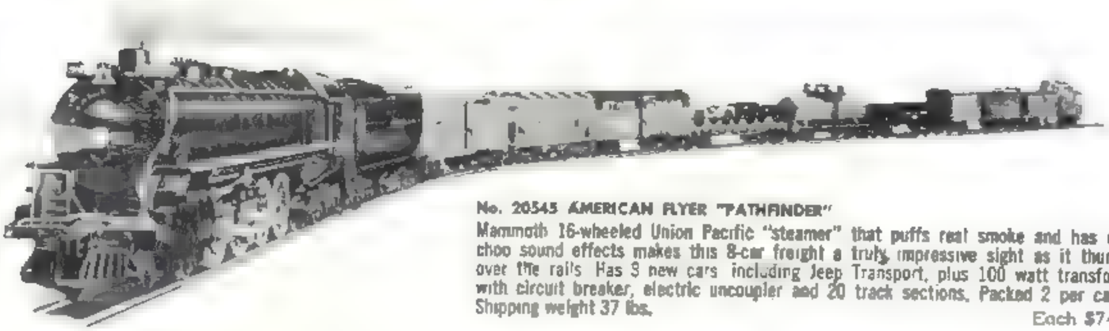
Each Year More and More Dealers Are Learning By Experience A Visit To Our Toy-Land Saves Them Both Time And Money.

Our Floors, Tables, Shelves And Walls, Utilize The Very Latest Creations, Beautifully And Conveniently Arranged For Selection.

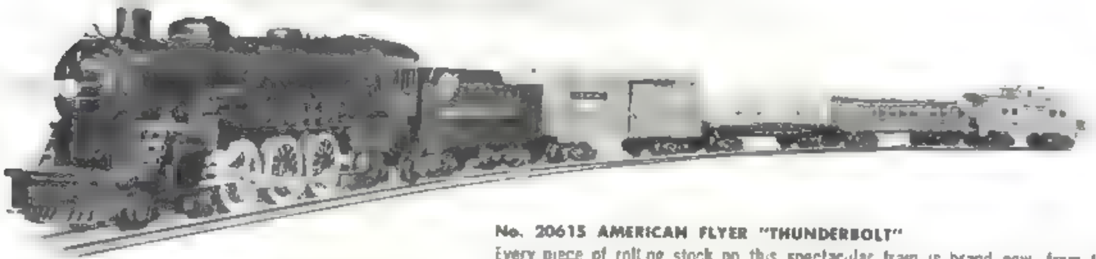
The Earlier Your Visit Is Your Assurance Of The Widest Possible Choices Of Merchandise.

GILBERT® AMERICAN FLYER Trains and Accessories



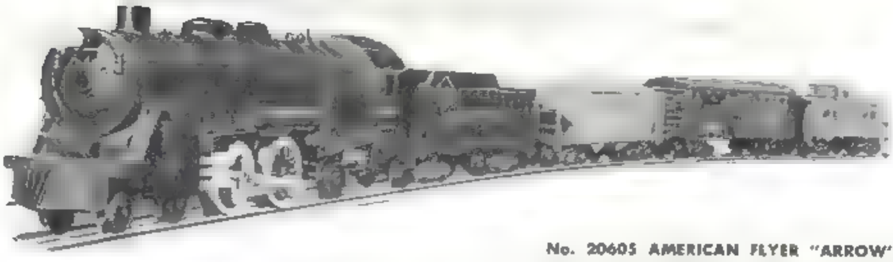
No. 20545 AMERICAN FLYER "PATHFINDER"

Mammoth 16-wheeled Union Pacific "steamer" that puffs real smoke and has choo-choo sound effects makes this 8-car freight a truly impressive sight as it thunders over the rails. Has 3 new cars including Jeep Transport, plus 100 watt transformer with circuit breaker, electric uncoupler and 20 track sections. Packed 2 per carton. Shipping weight 37 lbs. Each $74.98



No. 20615 AMERICAN FLYER "THUNDERBOLT"

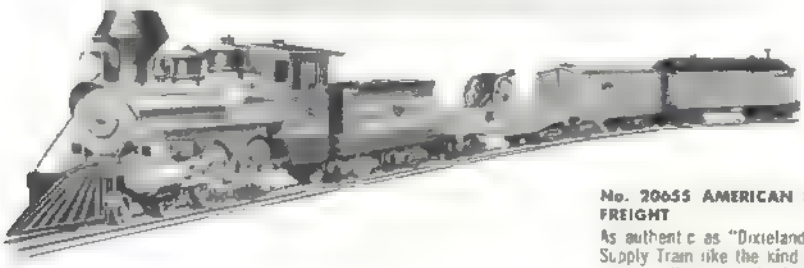
Every piece of rolling stock on this spectacular train is brand new, from the Bethlehem Steel Car with removable rails to the striking Borden's Milk Car 4-6-2 "Pacific class Locomotive puffs real smoke, has choo-choo sounds, Pull-Mor Power and worm drive motor and operating headlight. Train starts, stops and reverses by remote control Also includes N.Y. Central Box Car, Caboose, 40 watt transformer, 14 sections track uncoupler 4 per carton. Shipping weight 44 lbs. Each $34.98



No. 20605 AMERICAN FLYER "ARROW"

Loaded with big-selling features! Locomotive has real puffing smoke and sounds off with realistic choo-choos. Has Pull-Mor Power and worm drive motor for extra climb and haul has operating headlight Train starts, stops and reverses by remote control Rolling stock is all new — includes 3 scale model cars. Also set includes 40 watt transformer, 4 track sections, uncoupler section. 4 per carton. Shipping weight 38 lbs.

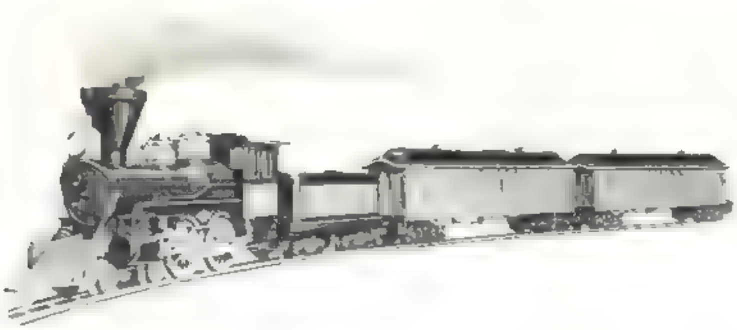
Each $24.95



No. 20655 AMERICAN FLYER "FRONTIERSMAN" FREIGHT

As authentic as "Dixieland" is this colorful Civil War Cannon & Supply Train like the kind that Johnny Reb and the Feds used to see, on their way to battle Funnel-stacked locomotive puffs real smoke has Pull-Mor Power, worm-drive motor and remote control operation. All-new (old) rolling stock features Cannon Car with removable fieldpiece and plank-sides, wooden-side Ammunition Box Car and combination Supply & Troop Car. Set includes 40 watt transformer and 14 track sections. 4 per carton Shipping weight 40 lbs. Each $34.98

GILBERT® AMERICAN FLYER Trains and Accessories



No. 20550 AMERICAN FLYER "FRONTIERSMAN"

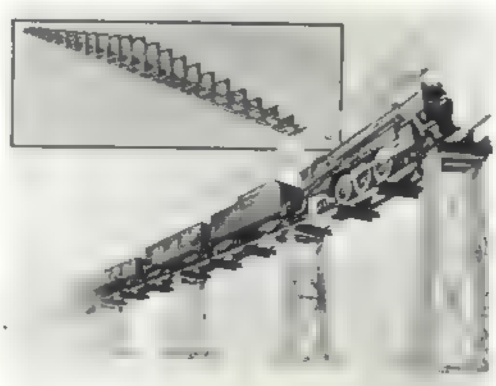
All the excitement, romance and glamor of the old West is wrapped up in this colorful old timer that includes an authentic funnel-stack smoke-puffing locomotive and 2 wood simulated coaches. Transformer has 40 watt rating, circuit breaker. 12 track included. Packed 4 per carton. Shipping weight 36 lbs.

Each $39.95

AMERICAN FLYER

No. 23568 WHISTLING BILLBOARD

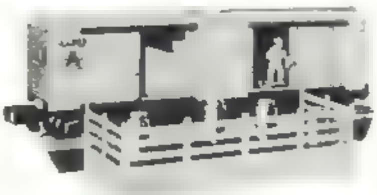
Blow steam loco whistles at touch of button 7½" long 6 per carton. 16 lbs. Each $7.98



No. 26782 R.R. TRESTLE

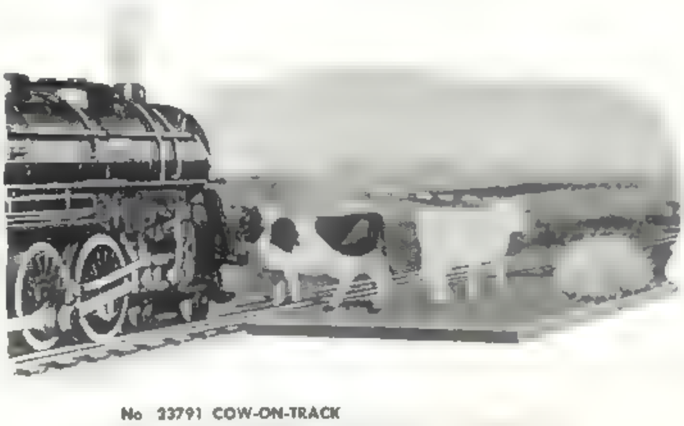
Rises to 4½" 24 trestles, 26 track locks. 6 per carton 14 lbs.

Each $4.98



No 25019 MILK CAR & PLATFORM

Milkman unloads cans by remote control Car 8" 4 per carton 6 lbs. Each $9.98



No. 23750 TRESTLE BRIDGE

Heavy rolled steel. 17¾" long 8¼" high. 2 per carton 7 lbs. Each $5.98

No 23791 COW-ON-TRACK

Press remote control button and Bossy wanders onto track, stopping train. Another button brings her back, while train continues. 6 per carton. 2 lbs.

Each $5.98

FINEST OF ITS KIND

53 Functional JEWEL

Self-Winding Watches
WATERPROOF*

Hallmark *17, 21, 25, 53*

Jewel Watches

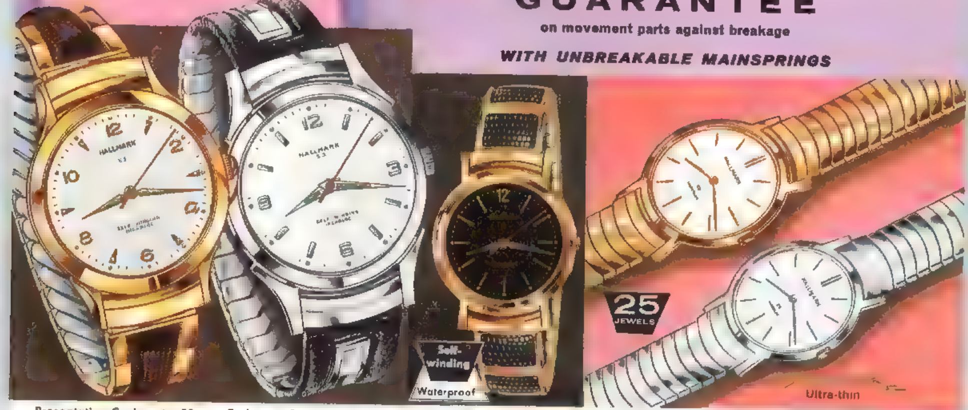
LIFE

UNCONDITIONAL

LIFETIME GUARANTEE

on movement parts against breakage

WITH UNBREAKABLE MAINSPRINGS



Presentation Cyclomatic 53: Has new, more efficient self winding movement. Waterproof* case of yellow rolled gold plate and stainless steel back. Matching gold filled expansion bracelet with alligator trim. Luminous hands, hour dots. **Incabloc protection and unbreakable mainspring.**
2600HK4790...Retail **$150.00**

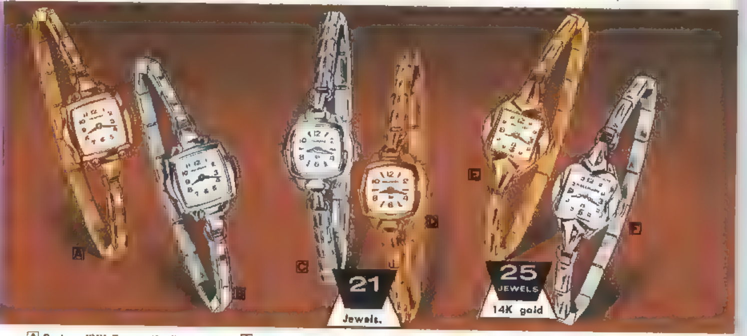
Cyclomatic 53: For dress wear or sports use! 53 jewel self winding waterproof* watch. Case has chrome top and steel back. Combination expansion bracelet is steel with black trim. Red sweep second hand, luminous hour dots, hands. **Incabloc protected. Unbreakable mainspring.**
2601HK4395 . Retail **$135.00**

Newton Self winding waterproof* dress watch. Yellow gold color case, non-corrosive back. Has matching gold-filled combination expansion bracelet with black lizard trim. Luminous hands and hour dots. Sweep second hand. 17 Jewels. **Incabloc shock protected. Unbreakable mainspring.**
2602HK2995. ...Retail **$97.50**

Caldwell "Y": Ultra-thin 25 Jewel dress watch. Yellow gold color case, stainless back, matching gold-filled expansion bracelet. **Incabloc protected and unbreakable mainspring.**
2603HK3115.......... ...... .Retail **$100.00**

Caldwell "W": As above. Chrome top case with steel back. Steel expansion bracelet.
2604HK2680....................Retail **$85.00**

25
JEWELS
waterproof*



Sea Rover: 25 Jewel waterproof* watch built for dependable service. Chrome top case, stainless back. Matching steel combination expansion bracelet with leather trim. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring. Incabloc protected.**
2605HK2375.....Retail **$80.00**

A **Carioca "Y":** Romantically styled. Yellow rolled gold plate case with stainless back. Gold filled expansion bracelet. 17 Jewels. **Unbreakable mainspring. Incabloc protected.**
2606HK2195.........Retail **$71.50**

B **Carioca "W":** As above. White R.G.P. case. Gold filled bracelet.
2607HK2195 .. ..Retail **$71.50**

C **Sabrina: 21 Jewels.** Dramatic design. White rolled gold plate case, stainless back. Gold-filled expansion bracelet. **Incabloc shock-protected. Unbreakable mainspring.**
2608HK2385.........Retail **$75.00**

D **Rhumba:** As above. Yellow rolled gold plate case, gold-filled band.
2609HK2385.........Retail **$75.00**

E **Chevy Chase: 25 Jewels; 14K yellow** gold case delightfully carved. Matching gold filled expansion bracelet. Skip figure dial. **Unbreakable mainspring and Incabloc.**
2610HK2885.........Retail **$95.00**

F **Briarcliffe.** As above. 14K white gold case, gold filled bracelet.
2611HK2885...... ..Retail **$95.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

Hallmark

JEWEL WATCHES

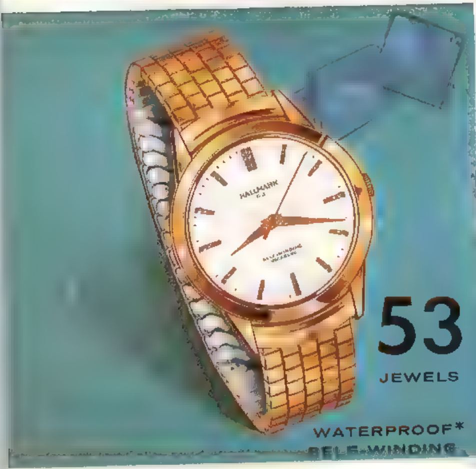
SHOCK PROTECTED BY INCABLOC

With Unconditional

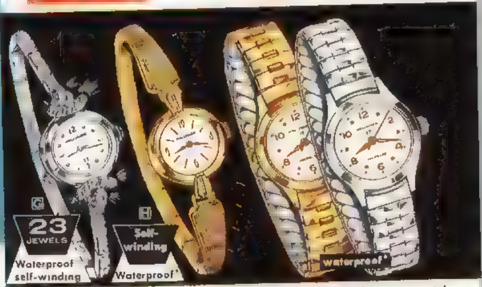
LIFETIME GUARANTEE

on all movement parts against breakage

Made With
UNBREAKABLE MAINSPRINGS



Cyclomatic 53 "A": Self-winding waterproof*. 53 Jewel watch that transforms every motion of the wrist into accurate time-keeping energy! Has built-in shock absorbers. Yellow gold-filled case with non-corrosive back. Matching gold filled combination mesh and expansion bracelet. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring, Incabloc protection.**
2612HK5475................................Retail **$185.00**

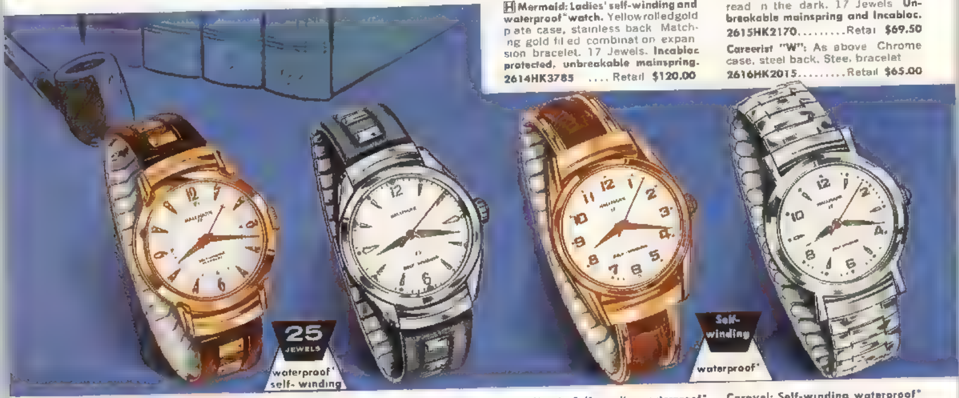


G Stevens: 23 Jewel ladies' self-winding waterproof* watch set with 12 diamonds. White gold filled case and expansion bracelet. **Unbreakable mainspring. Incabloc.**
2613HK8675 ...... .Retail **$250.00**

H Mermaid: Ladies' self-winding and waterproof* watch. Yellow rolled gold plate case, stainless back. Matching gold filled combination expansion bracelet. 17 Jewels. **Incabloc protected, unbreakable mainspring.**
2614HK3785 .... Retail **$120.00**

Careerist "Y": Styled for nurses, lab workers, career women, homemakers. Waterproof* case is color of yellow gold, has non corrosive back. Matching expansion bracelet. Red sweep second hand, luminous hands and hour dots are easy to read in the dark. 17 Jewels. **Unbreakable mainspring and Incabloc.**
2615HK2170.........Retail **$69.50**

Careerist "W": As above. Chrome case, steel back. Steel bracelet.
2616HK2015.........Retail **$65.00**



Sea Classic: 25 Jewel self-winding waterproof watch. Styled for beauty, designed for service. Yellow rolled gold plate case with stainless steel back. Matching gold-filled combination expansion bracelet with leather trim. Two tone dial, luminous hands, hour dots, red sweep second hand. **Unbreakable mainspring and Incabloc shock-protection.**
2617HK3795 Retail **$125.00**

Sea Master: 25 Jewel self-winding waterproof*. A sportsman's watch with dress styling. Shiny steel case and combination expansion bracelet with gray leather trim. Modern stick figure dial. Luminous hands and hour dots can be read in the dark. Has red sweep second hand. **Unbreakable mainspring. Incabloc shock-protection.**
2618HK3855 Retail **$115.00**

Sea Sleuth: Self-winding waterproof* watch for the active man. Ultra-thin styling. Gleaming gold colored case with non corrosive back. Gold-filled combination expansion bracelet with brown leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewel movement **shock protected by Incabloc. Unbreakable mainspring.**
2619HK3450 Retail **$105.00**

Caravel: Self-winding waterproof* ultra-thin watch built to give utmost service. Shiny chrome case has stainless steel back. Steel expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. 17 Jewel movement is shock protected by **Incabloc. Unbreakable mainspring**
2620HK2835 Retail **$90.00**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

***Guaranteed waterproof as long as case, crown and crystal are intact.**

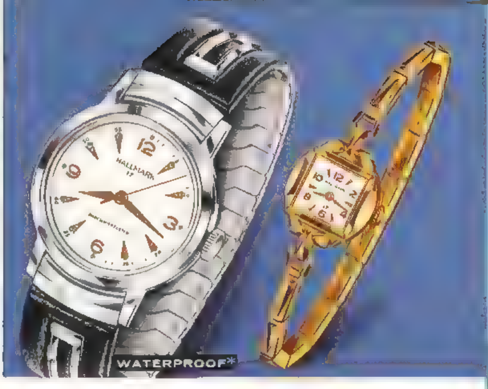
Hallmark

Made With
UNBREAKABLE MAINSPRINGS

Shock Protected By
INCABLOC

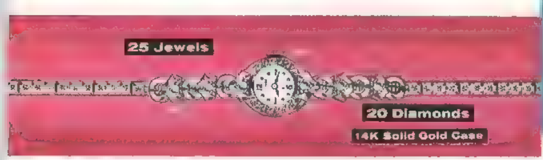
ADVERTISED IN
LIFE

UNCONDITIONAL
LIFETIME GUARANTEE
on all movement parts against breakage

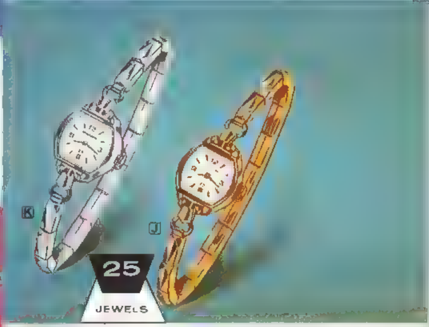


Militia: The type of watch worn by men in the Armed Forces. Waterproof* chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. Luminous hands and hour dots, red sweep second hand. 17 Jewels. **Shock-protected by Incabloc, has unbreakable mainspring.** Designed to give dependable service.
2621HK1590............Retail **$57.50**

Barbara: Dainty design, but built to give dependable service. Unbeatable value at this low price! Case is color of natural gold and has a non corrosive back. Matching gold-filled "Queen" expansion bracelet. Very legible skip figure dial has a high-domed crystal. Accurate 17 Jewel movement. **Incabloc protected. Unbreakable mainspring.**
2622HK1980. ....Retail **$65.00**

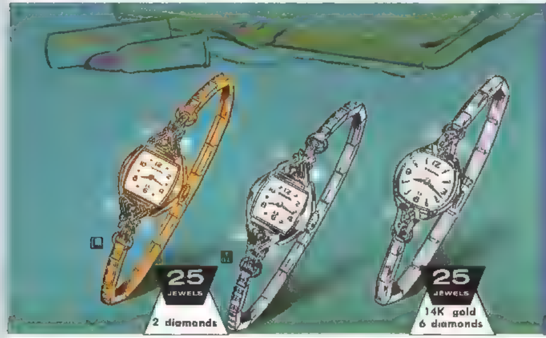


Savoy: 25 Jewels. Solid 14K white gold case blazes with the splendor of 20 genuine brilliant diamonds. Styled to grace the wrist of the most discriminating lady! Matching gold filled "Queen" expansion bracelet, makes this watch easier and safer to wear than any other of its type. **Unbreakable mainspring. Incabloc shock-protection.**
2625HK12000 ....Retail **$350.00**



J **Laurel: 25 Jewel** dress watch styled with a classic design. Yellow rolled gold plate case with stainless steel back. Matching gold filled expansion bracelet. Skip-figure dial. **Unbreakable mainspring, Incabloc.**
2623HK2465 ....Retail **$85.00**

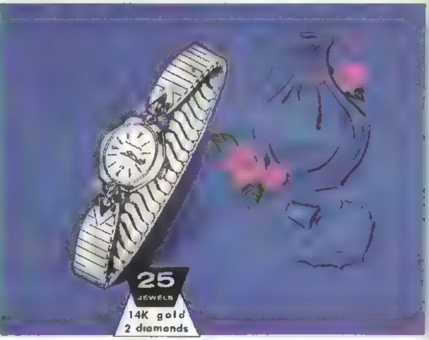
K **Orchid:** As above. White rolled gold plate case and matching gold filled expansion bracelet.
2624HK2465........................ Retail **$85.00**



L **Riviera "Y" 25 Jewels. 2 flashing diamonds** set in a delightfully sculptured case of yellow rolled gold plate with non corrosive back. Matching gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
2626HK2995 ....Retail **$95.00**

M **Riviera "W".** As above. White rolled gold case and matching gold filled bracelet.
2627HK2995 . ... Retail **$95.00**

Princess Joanne: 25 Jewels. Richly styled case of shiny 14K white gold magnificently set with 6 brilliant diamonds. Matching gold-filled expansion bracelet. Modern skip-figure dial is easy to read, has hi-domed crystal. Movement is shock-protected by **Incabloc. Unbreakable mainspring.**
2628HK5220........Retail **$175.00**



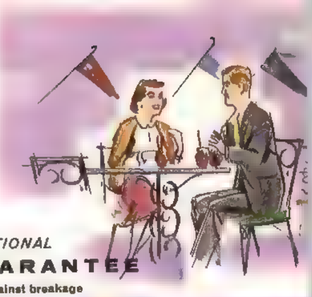
Camellia. 25 Jewels. 2 fiery diamonds set in a neatly sculptured case of solid 14K white gold. Tailored styling, yet daintly designed, with the look of high fashion. Matching gold-filled expansion bracelet is new, wider type. Very feminine stick figure dial completes the effect of style harmony! Watch has **Incabloc shock protection, unbreakable mainspring.**
2629HK4565 ....Retail **$150.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax; dealer's prices do not.

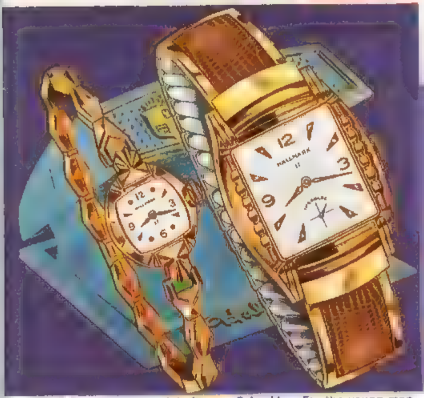
Each watch beautifully gift boxed.

Hallmark Shock-Protected Watches

SUPER BUDGET VALUES



UNCONDITIONAL
LIFETIME GUARANTEE
on all movement parts against breakage

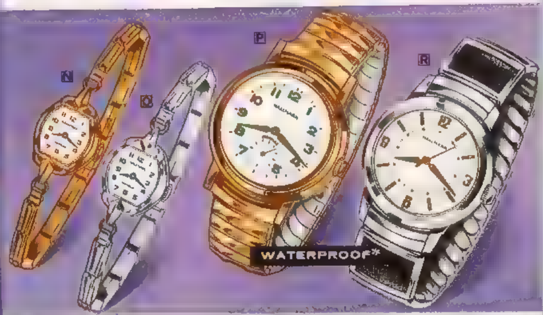


Lilac: Lovely dress watch for a style conscious young lady. Luxuriously carved case is color of yellow gold, has stainless steel back. Gold filled expansion bracelet. Skip-figure dial. 17 Jewels. **Incabloc shock-protected. Unbreakable mainspring.**

2630HK1995 ......Retail **$59.50**

Columbine: For the young man on his way to the top this handsome watch is just right. 10K yellow rolled gold plate case, stainless back. Matching gold filled combination expansion bracelet with leather trim. 17 jewel movement has **Incablock and unbreakable mainspring.**

2631HK1995 .....Retail **$59.50**



N Hyacinth: Wonderful watch for that wonderful girl! Exquisitely carved case is yellow gold color with stainless back. Matching gold filled expansion bracelet. Easy to read all Arabic numeral dial. 7 jewel movement is shock-protected by **Incabloc, has unbreakable mainspring.** Boxed for gift-giving.

2632HK1565 . . Retail **$35.00**

O Sub-Deb "W": As above. Case is color of white gold, matching gold filled expansion bracelet. 7 jewel movement.

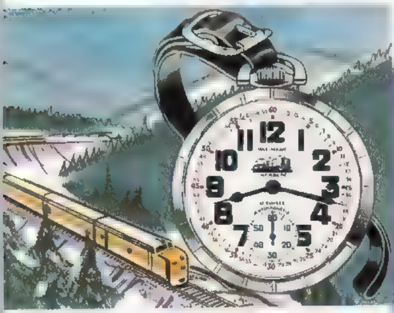
2633HK1565............ Retail **$35.00**

P Midshipman: Waterproof* case is the color of yellow gold, has non corrosive back. Yellow expansion bracelet. Luminous hands, figures. 7 jewel movement. **Incabloc, unbreakable mainspring.**

2634HK1365............. Retail **$27.50**

R Ensign: Waterproof* case has chrome top, stainless back. Steel combination expansion band with leather trim. Red sweep second hand, luminous hands and figures. 7 Jewels. **Incabloc shock protected. Unbreakable mainspring.**

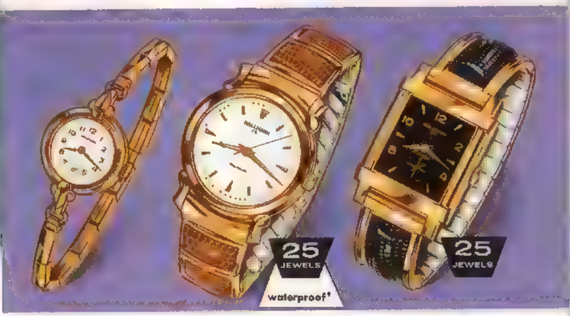
2635HK1320............ Retail **$27.50**



Transportation Style Watch for railroad men, truckers, farmers, mechanics and sportsmen

Ideal watch for the man who can't wear wrist watches. Super accurate, it's built to take hard wear. Dust protected chrome case has locomotive design engraved on its stainless steel back. Black enamel figures on white dial. Fully numbered minute track. 17 jewel movement is shock protected with **Incabloc, has unbreakable mainspring.** Black leather fob strap included without additional charge.

2636HK1975 .... Retail **$65.00**



Harrieta: Popular style for young ladies. This watch is built for long service. Yellow gold color case has non corrosive back. Matching gold filled expansion bracelet. 7 Jewels. **Incabloc shock protected. Non-break mainspring.**

2637HK1495 Retail **$29.95**

Commodore: 25 Jewels. Waterproof* dress watch. Yellow rolled gold plate case with stainless back. Yellow expansion bracelet with tan leather insets. Red sweep second hand. **Incabloc, unbreakable mainspring.**

2638HK2985 Retail **$95.00**

Clifton: 25 Jewels: Modern style dress watch with dashing black dial. Yellow rolled gold plate case with non corrosive back, matching gold filled combination expansion bracelet, leather trim. **Incabloc, non-break mainspring.**

2639HK2650. Retail **$80.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax; dealer's prices do not.

HELBROS

WORLD FAMOUS NAME IN WATCHES

First with men and women who demand the finest in beauty and accuracy!

HELBROS
49
A

Now! UNCONDITIONALLY GUARANTEED for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.

This guarantee does not apply to watch bands or straps it applies to the movement only Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

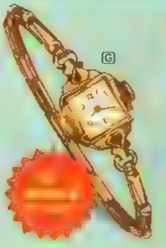
Guaranteed by Good Housekeeping

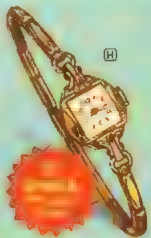
Ⓐ **FORTY-NINER.** Award winner for aristocratic beauty and lifetime accuracy! Prized, precision 49-jewel movement! Automatic—winds itself with your every wrist motion! Calendar window automatically shows you the day of the month! Waterproof*, shock protected anti magnetic! Fabulously fashioned 10K yellow rolled gold plate case, with stainless steel back Smart combination leather expansion bracelet Luminous hands and dial, sweep second hand.
67660H5795 Retail **$137.50**

FORTY-NINER "W." Same as above, chrome top case; stainless steel back.
67668H5075 . .Retail **$125.00**

Ⓑ **JAGUAR.** Self winding! 30 jewels! Waterproof*, shock protected, anti-magnetic 10K yellow RGP case, stainless steel back Matching combination leather expansion bracelet
61830H4615 .Ret. **$110.00**

JAGUAR "B." Same black dial
61830BH4615 **$110.00**





Ⓕ **MINUET.** Serenade of sophisticated beauty! Delightfully designed 10K yellow rolled gold plate case, with stainless steel back, lovely matching expansion bracelet. 25 Lifetime Jewel movement.
25330H3215 Retail **$69.75**

MINUET "W." As above, in 10K white RGP case, steel back
25330WH3215 Ret **$69.75**

Ⓖ **SCEPTRE.** Stunning display of feminine elegance! Dainty lines of the precious 14K yellow gold case flow artistically into the slim matching expansion bracelet. 17 Lifetime Jewel movement.
22314H3145 Retail **$69.75**

SCEPTRE "W." Same as above, but in 14K white gold
22314WH3145. Ret **$69.75**

Ⓗ **EXOTIC.** Exciting creation for the lady fair . . composed in elegant 14K yellow gold, with matching expansion bracelet. Chic numeral and marker dial Accurate 17 Lifetime Jewel movement.
31424H3495 .Retail **$79.50**

EXOTIC "W." Same as above, but in 14K white gold.
31424WH3495. Ret. **$79.50**

Ⓒ **NIAGARA.** Distinguished timepiece for dress or sport wear! 21 Lifetime Jewel movement! Waterproof*, shock protected, anti-magnetic. Handsome 10K yellow rolled gold plate case stainless steel back. Matching combination leather expansion bracelet. Luminous hands, dial, sweep second hand
35820H3555 . . . . Retail **$79.50**

Ⓓ **FERRARI "W."** Masculine elegance! Ultra thin, superbly styled, sparkling chrome top case has stainless steel back Clever combination leather link expansion bracelet 17 Lifetime Jewel movement Waterproof*, anti-magnetic, shock protected. Luminous hands and dial; sweep second hand
45778H2515 . . . . Retail **$55.00**

FERRARI. As above but with yellow top case; steel back
45771H2795 . . . . Retail **$62.50**

Ⓔ **DOMINO.** Continental design . . . dependable accuracy! 17-jewel movement Smartly styled, gleaming yellow top case with stainless steel back . . perfect for dress and business wear! Sleek matching expansion bracelet, with leather inserts Ultra modern dial, concealed winding crown
50221H2725 Retail **$59.75**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

HELBROS

Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jewel Movements, Guaranteed Unbreakable Mainsprings! Gift boxed!

This guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

Now! UNCONDITIONALLY GUARANTEED for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.

Ⓑ

Ⓒ

Ⓓ

Masterpieces of precision and beauty! Expertly engineered for lifetime accuracy. Nationally advertised on TV and radio, in Life and Good Housekeeping.

Guaranteed by Good Housekeeping

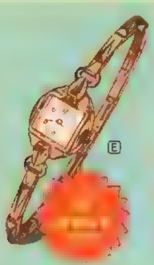
AWARD-WINNING WATCHES FOR MEN

Ⓐ **LE SABRE "W."** Self-winding! 17 Lifetime Jewels! Waterproof*, anti-magnetic, shock-protected. Sparkling chrome top case, stainless steel back. Combination leather expansion bracelet. Luminous hands and dial.
59658H2855 Retail **$62.50**
LE SABRE. Yellow top case, steel back.
59651H3145 Retail **$69.75**

Ⓑ **DILLON "B."** Rugged beauty! 21 jewels. Waterproof* shock protected anti-magnetic. Gleaming chrome top, stainless steel back case . . . matching leather inlaid expansion bracelet. Luminous black dial, sweep second.
35828BH3075 Retail **$65.00**
DILLON. As above, with white dial.
35828H3075 Retail **$65.00**

Ⓒ **PARK AVENUE** Honored timepiece for the man who demands the finest! Superbly styled wafer-thin 10K yellow rolled gold plate case, has stainless steel back . . . sleek matching leather-inlaid link and expansion bracelet. Modern numeral and marker dial. 17 Lifetime Jewels.
48030H3075 Retail **$65.00**

Ⓓ **FRANKLIN.** Modern masculine design . . . perfect for dress or business wear! Impeccably crafted 10K yellow rolled gold plate case with stainless steel back . . . attractively accented with a matching leather inlaid expansion bracelet. Skip-figure dial, small second hand. 17 Lifetime Jewels.
41510H2375 Retail **$52.50**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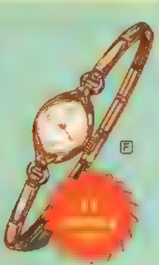
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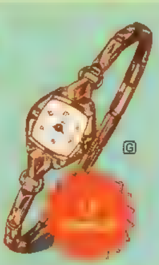
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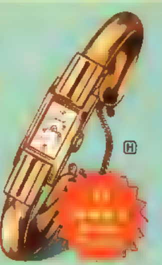
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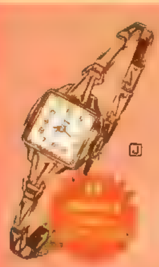
Ⓙ

Ⓔ **MARIETTE.** Fashionably petite! Charmingly conceived 10K yellow rolled gold plate case stainless steel back combined with a lovely matching expansion bracelet. 17 Lifetime Jewels!
31320H2855 Ret. **$62.50**
MARIETTE "W." In 10K white RGP case, steel back.
31320WH2855 **$62.50**

Ⓕ **SABLE.** Stunning simplicity! Sleek oval-shaped 10K yellow rolled gold plate case with stainless steel back . . . slim matching expansion bracelet. Modern marker dial. 17 Lifetime Jewels!
31070H3000 Ret. **$65.00**
SABLE "W." In 10K white RGP case, steel back.
31070WH3000 **$65.00**

Ⓖ **JOSETTE.** Dainty 10K yellow rolled gold plate case has stainless steel back combined with an adorable matching expansion bracelet. Chic numeral and marker dial. 17 Lifetime Jewels!
22480H2395 Ret. **$52.50**
JOSETTE "W." In 10K white RGP case, steel back.
22480WH2395 **$52.50**

Ⓗ **HOLIDAY.** Glamorous costume watch caresses her wrist with beauty! Dramatically simple yellow top, stainless steel back matching bangle bracelet. Safety chain. 17 Lifetime Jewels.
17301H3075 Ret. **$65.00**
HOLIDAY "W." In white top case, steel back.
17301WH3075 **$65.00**

Ⓙ **CURIE.** Charming nurse's dress watch with convenient sweep second hand. 10K yellow rolled gold plate case stainless steel back. Trim matching expansion bracelet. Accurate 17 jewel movement.
27320H2655 Ret. **$59.75**
CURIE "W." In 10K white RGP case, steel back.
27320WH2655 **$59.75**

**Waterproof provided crystal and crown intact, case unopened. RGP is an abbreviation for rolled gold plate.*

HELBROS

Award-winning watches . . . world renowned for supreme accuracy and unexcelled beauty . . . backed by an unconditional 3-year guarantee! Master-crafted, precision-engineered timepieces . . . in distinguished dress or sport styles for men . . . fabulously arrayed in sparkling diamonds for women. Gifts of a lifetime!

This guarantee does not apply to watch bands or straps; it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

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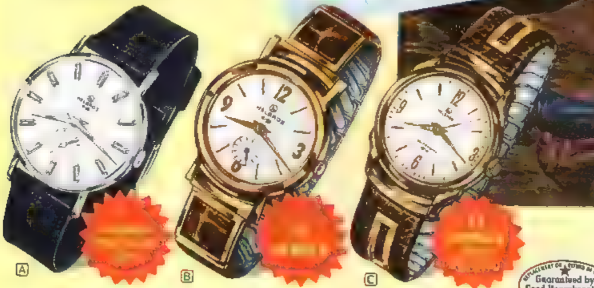


Precision Lifetime Jewel Movements!
Electronically timed . . . accurate!
Expertly executed by skilled craftsmen!
Prized possessions in lovely gift boxes!

Guaranteed by Good Housekeeping

PRESTIGE WATCHES OF GUARANTEED ACCURACY

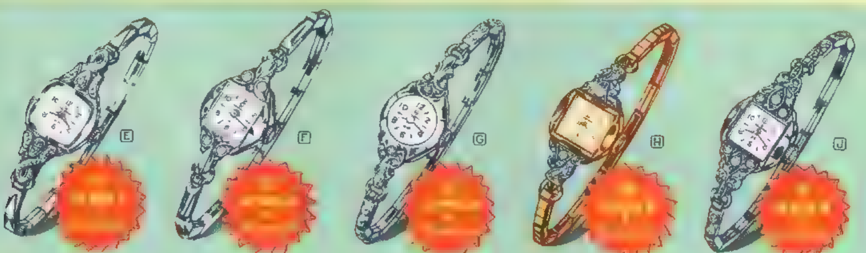
A COSMIC. Magnificent beauty, fabulously designed for dress wear! Tasteful elegance is the keynote of the modern dial set with slim rhinestone hour markers. Gleaming chrome top case with stainless steel back contrasts dramatically with the sleek black suede strap 7 Lifetime Jewels.
42058H1725 Retail **$37.50**

B KENNEDY. A watch he'll wear with pride Combines top-flight accuracy with sleek jet design perfect for dress or sport wear! Gleaming yellow top case with stainless steel back matching combination leather-inlaid link and expansion bracelet Skip-figure dial. 17 Lifetime Jewels
46841H2095 Retail **$45.00**

C ALGIERS. Continental charm is captured in this self winding, 17 Lifetime Jewel masterpiece! Waterproof* shock-protected, anti-magnetic Slim 10K yellow RGP case, stainless steel back combination leather-inlaid expansion bracelet Luminous hands, dial, sweep second
80780H3925 Retail **$87.50**

D PALADIN. Self-winding! 30 Lifetime Jewels! Waterproof* shock protected anti-magnetic! Handsome chrome top, stainless steel back case combination leather expansion bracelet Luminous hands dial
61828H4055 Retail **$87.50**

PALADIN "B." Same with black dial.
61828BH4055 Retail **$87.50**



E IMPERIA "W." Majestic beauty crowned with 2 brilliant diamonds! Lovely 10K white rolled gold plate case stainless steel back slim matching expansion bracelet 17 Lifetime Jewel movement
22716WH3075 **$65.00**

IMPERIA. As above in 10K yellow RGP case, steel back
22716H3075 Retail **$65.00**

F MARQUISE "W." Captivating creation, crowned with 4 sparkling diamonds exquisitely set in a 10K white rolled gold plate case with stainless steel back Matching expansion bracelet 17 jewels
22366WH3565 **$79.50**

MARQUISE. As above in 10K yellow RGP case steel back
22366H3565 Retail **$79.50**

G LIZABETH "W." Luxury for her wrist Dainty 10K white rolled gold plate case stainless steel back illuminated with 6 flashing diamonds Matching expansion bracelet 17 Lifetime Jewel movement
22026WH4095 **$92.50**

LIZABETH. As above in 10K yellow RGP case steel back.
22026H4095 Retail **$92.50**

H RIVOLI Regal splendor! 25 Lifetime Jewel accuracy Classic 10K yellow rolled gold plate case stainless steel back ablaze with 2 fiery diamonds! Matching expansion bracelet Chic skip-figure dial
25836H3845 Retail **$85.00**

RIVOLI "W." As above, in 10K white RGP case steel back
25836WH3845 Ret **$85.00**

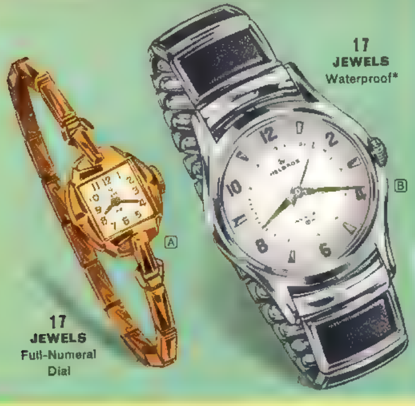
J MINK "W." Beauty plus 25 Lifetime Jewel accuracy! Fabulously fashioned, with 6 shimmering diamonds starred on a smart 10K white RGP case, stainless steel back Matching expansion band
25326WH4615 **$100.00**

MINK. As above in 10K yellow RGP case steel back.
25326H4615 **$100.00**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

HELBROS

Outstanding values on popular-priced watches! Smartly styled! Precision Lifetime Jewel Movements! Guaranteed Unbreakable Mainsprings!



Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

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This guarantee does not apply to watch bands or straps, it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

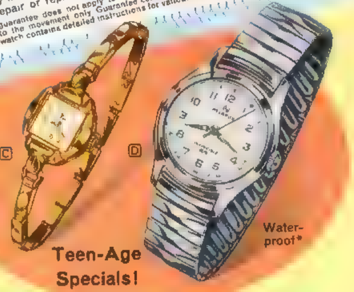
Ⓐ **PRUDENCE.** Artistry in simplicity! Easy-to-read full numeral dial. Distinctively designed yellow top, stainless steel back case . . . highlighted with a sleek expansion bracelet. Accurate 17 Lifetime Jewel movement.
22311H2295 . . . . . Retail **$49.75**
PRUDENCE "W." White top, steel back.
22311WH2295 . Retail **$49.75**

Ⓑ **REGATTA "W."** Nautical beauty! Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case has stainless steel back . matching leather inlaid link and expansion bracelet. Luminous hands. 17 jewels.
34388H1895 . . . . Retail **$39.75**
REGATTA. Yellow top case; steel back
34381H2095 . . . . . Retail **$45.00**

Prized Possessions At Budget Prices

Ⓒ **BRIGITTE.** Smartly styled for the teenage Miss! Delightfully carved, gleaming yellow top case has stainless steel back . . . matching expansion bracelet. 7 jewels. Perfect any time, anywhere—from classroom to prom!
21831H1495 . . . . . Retail **$27.50**
BRIGITTE "W." White top, steel back
21831WH1495 . Retail **$27.50**

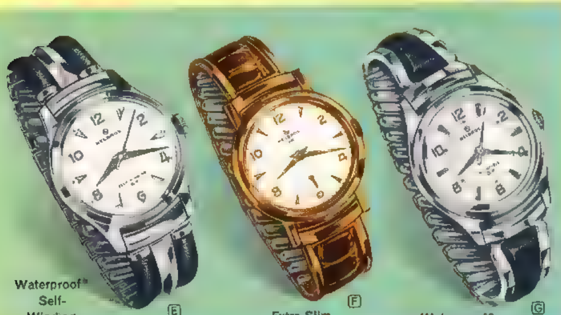
Ⓓ **MUSTANG.** Handsome watch, especially designed for the young man . . . perfect for sport, school, or dress wear! Rugged! Waterproof*, shock-protected, anti-magnetic! Chrome top case has stainless steel back . . . matching expansion bracelet. Luminous hands, dial; sweep second. 7 jewels.
32188XH1315 Retail **$27.50**

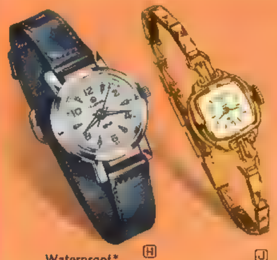


Teen-Age Specials!

Guaranteed by Good Housekeeping

**Waterproof provided crystal and crown intact, case unopened. RGP is an abbreviation for rolled gold plate.*





Ⓔ **CENTURY "W."** Self-winding! Waterproof*, shock-protected, anti-magnetic! Chrome top, stainless steel back, combination leather expansion bracelet. Luminous hands, dial; sweep second. 9 jewels.
90658H1895. Retail **$39.75**
CENTURY. As above, in yellow top case; steel back.
90653H2095. Retail **$45.00**

Ⓕ **DUNCAN.** Expensively styled, yet price-perfect for any pocket. Extra-slim, gleaming yellow top case has stainless steel back . complemented by a matching expansion bracelet, with leather inserts. Modern numeral and marker dial. Convenient second hand. 7 Lifetime Jewel movement.
40971H1395 Retail **$29.75**

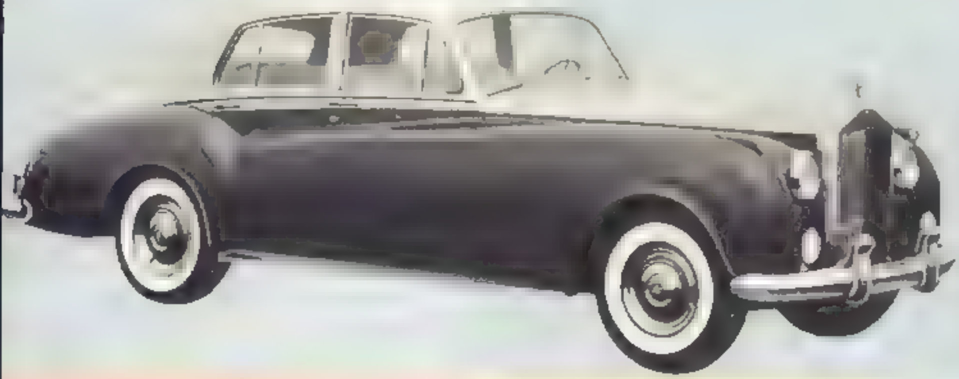
Ⓖ **LISBON "W."** Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case, stainless steel back . combination leather expansion bracelet. Luminous hands, dial; sweep second. 7 jewels.
32088H1375 Retail **$29.75**
LISBON. As above, in yellow top case; steel back.
32081H1575 Retail **$33.75**

Ⓗ **LAGOON "W."** Favorite of nurses and sportswomen! Waterproof*, shock protected, anti-magnetic! Chrome top, stainless steel back. Luminous hands, dial; sweep second. Leather strap. 7 jewels.
14088H1635. Retail **$33.75**
LAGOON. As above, in yellow top case; steel back.
14081H1795 Retail **$37.50**

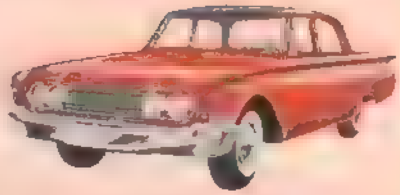
Ⓙ **MOONGLOW.** Budget beauty. Top fashion styling at a price any woman can afford! Glamorous yellow top, stainless steel back case . . combined with a slender expansion bracelet. 7 Lifetime Jewels.
21471H1535 Retail **$29.75**
MOONGLOW "W." As above, in white top case; steel back.
21471WH1535 Ret. **$29.75**

New! International Deluxe Cars by Hubley®

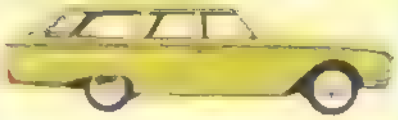
A $2 LINE—A $3 SPECIAL! These are superbly crafted new 1960 1/24th scale models. With matching interiors, seats, instrument panel, steering wheel and easy-view windows and windshield. White wall tires. Made of cellulose acetate in approved colors. Authentically designed and complete in all details including chrome-plated grille, front bumpers, rear bumpers, headlights, taillights, fender ornaments, and wheel hubs. Fully detailed chassis showing frame, muffler, tailpipe, differential, transmission, etc. Each car is equipped with completely enclosed powerful friction motor. Use of trademarks and car design approved and authorized by each manufacturer. Individually boxed in new type attractive full-view carton which also serves as a display case for the hobbyist.



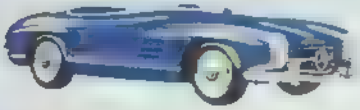
ROLLS-ROYCE SILVER CLOUD SEDAN — No. 1301 The world's most honored automobile. Only Hubley has approval to produce this authentic 1/24th scale model, 9¼" long, 3⅛" wide and 3" high Motor hood opens to show engine. Rear deck opens. Spare tire included. Complete in all details. Packed one dozen assorted solid and two-tone colors. Weight 8 lbs. Suggested retail $3.00.



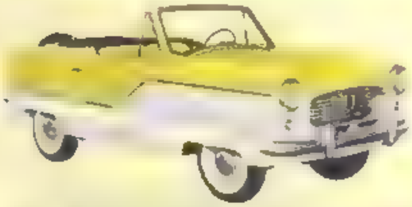
1960 FORD FAIRLANE SEDAN—No 1202. Scaled to about 9" long. Packed one dozen assorted two-tone colors. Weight 7 lbs. Suggested retail **$2.00.**



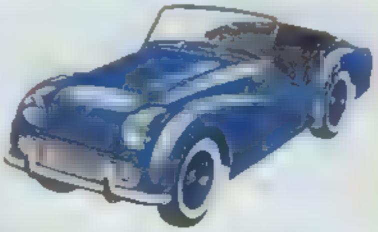
1960 FORD COUNTRY SEDAN—No. 1201. Almost 9" long. Packed one dozen assorted two-tone colors. Weight 7 lbs. Suggested retail **$2.00.**



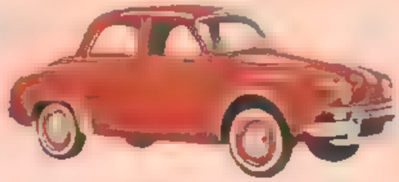
MERCEDES 300 SL CONVERTIBLE - No. 1206.
MERCEDES 300 SL ROADSTER—No. 1205. Size 7⅜" long 3" wide. 2¼" high Both packed one dozen assorted colors Weight 7 lbs. Suggested retail **$2.00.**



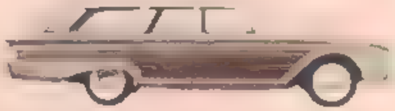
1960 METROPOLITAN CONVERTIBLE—No. 1208.
1960 METROPOLITAN HARDTOP—No 1207. Both packed one dozen assorted colors. Weight 7 lbs. Suggested retail **$2.00.**



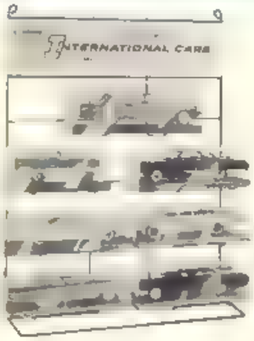
TRIUMPH TR-3 CONVERTIBLE — No 1212
TRIUMPH TR-3 HARDTOP—No. 1211 Both packed one dozen assorted colors. Weight 7 lbs. Suggested retail **$2.00.**



RENAULT DAUPHINE SEDAN—No. 1209. Packed one dozen assorted colors. Weight 7 lbs. Suggested retail **$2.00.**



1960 FORD COUNTRY SQUIRE—No. 1203. Packed one dozen assorted colors. Weight 7 lbs. Suggested retail **$2.00.**



attractive counter display

NO. 120-A—A 17 car assortment of the new Hubley International models with attractive, compact display rack as illustrated. Weight 13 lbs.

THE HUBLEY MANUFACTURING CO., LANCASTER, PA.

Exciting! Customizing Car kits by Hubley®

Here are the most famous international cars, exclusive with Hubley. Superbly made and accurate 1/24th scale models. All Customizing Kits include car body, interiors, dashboard, steering wheel, detailed chassis, chrome-plated grille, headlights, taillights, front bumper, rear bumper, hub caps and special customizing parts. (Spotlights, tachometer, rear view mirror, fender mirrors, gear shift lever, disk for steering wheel, fender aerials, tailpipe extensions, lake pipes, body louvres, roll bar and ornaments.) Windshield and windows, rubber-type tires, axles, screws and complete assembly instructions. In addition, an assortment of intriguing decals for personalizing each model.

THRILL DRIVERS
Stock Car Races
Sun. Nov 24

1960 FORD COUNTRY SEDAN—No. 154K
Packed one dozen.
Weight 9 lbs. Suggested retail—**$1.50**

A SPECIAL MEDALLION for collectors is included with each kit. Metallized, actual size.

CUSTOMIZING PARTS include all the latest car accessories—luggage rack, aerials, spotlights, tail pipe extensions, discs, louvres, air scoops, lake pipes, and others

1960 FORD FAIRLANE SEDAN—No. 156K
Packed one dozen.
Weight 9 lbs. Suggested retail—**$1.50**

NEW DECALS include racing stripes, "THRILL DRIVERS," "POLICE," dragons, flames, "STOCK CAR RACES," "WATKINS GLEN," International emblems foreign license, numbers, and others

MERCEDES-BENZ 300 SL CONVERTIBLE—No. 152K
Packed one dozen.
Weight 9 lbs Suggested retail—**$1.50**

TRIUMPH TR-3 CONVERTIBLE—No. 150K
Packed one dozen.
Weight 9 lbs. Suggested retail—**$1.50**

ROLLS-ROYCE SILVER CLOUD SEDAN
No. 157K—Complete in every detail. The hood opens on both sides to reveal famous Rolls-Royce engine. Rear deck opens. Contour seats, instrument panel, arm rests. This collector's item has no customizing parts so as not to offend classic Rolls-Royce dignity. Packed one dozen.
Weight 10 lbs Suggested retail—**$2.00**

THE HUBLEY MANUFACTURING CO., LANCASTER, PA.

PRINTED IN U.S.A.

Exclusive! International Cars by Hubley®

$1 SELLERS! These are new, beautifully made 1 24th scale models in 1960 colors. Every model is authentically designed and complete in all details including chrome-plated grille, bumpers, headlights, taillights, fender ornaments and wheel hubs. Each chassis has complete detail such as muffler, differential, transmission, frame, etc. and is equipped with powerful friction motor for added play value and appeal. Individually packed in poly bag with colorful header Use of trademarks and car designs are authorized and approved by each manufacturer.

1960 FORD COUNTRY SEDAN—No 1101 Almost 9" long Packed two dozen assorted colors Weight 10 lbs Suggested retail **$1.00.**

1960 METROPOLITAN HARDTOP—No 1107 Packed two dozen assorted colors. Weight 9 lbs Suggested retail **$1.00.**

1960 FORD FAIRLANE SEDAN—No 1102 Accurately scaled to about 9" long Packed two dozen assorted colors Weight 10 lbs. Suggested retail **$1.00.**

TRIUMPH TR-3 HARDTOP No 1111 Packed two dozen assorted colors Weight 9 lbs. Suggested retail **$1.00.**

RENAULT DAUPHINE SEDAN—No 1109 Packed two dozen assorted colors Weight 9 lbs Suggested retail **$1.00.**

MERCEDES 300 SL ROADSTER No 1105 7¾" long, 3" wide, 2¼" high Packed two dozen assorted colors Weight 10 lbs. Suggested retail **$1.00.**

INTERNATIONAL CARS

colorful counter display assortments

NO. 112-A—Big assortment of 37 cars . . . 6 each of 6 different cars shown above plus 1 extra for good measure . . . attractively displayed on colorful wire rack. Weight 17 lbs

NO. 110-A—An assortment of 24 cars . . . 4 each of 6 different International Cars by Hubley. Colorful corrugated display shipper. Weight 10 lbs.

THE HUBLEY MANUFACTURING CO., LANCASTER, PA.

We've gotten the go-ahead signal from Rolls Royce, Mercedes, Renault, Triumph, Ford and Nash Metropolitan to manufacture precise scale models (on a 100% exclusive basis) of their most popular body styles. See following three pages for the complete details about International Cars by Hubley................

Kenner's

TV!

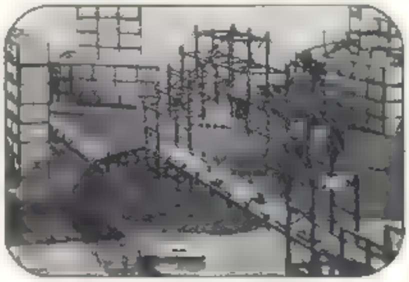
TREMENDOUS TV! TERRIFIC TOYS!

TOYS!

During October – December 1960 — these Kenner toys will receive the most concentrated TV spot promotion in toy history!

Over $500,000 on TV! Over 6,800 One-Minute Announcements! On Top Kid Shows on over 100 Stations!

Sparkle Paints! Presto-Sparkle! Presto Paints! America's most sensational Paint Set line. Sparkle and Presto-Sparkle were a smash sell-out in Spring test markets. PRESTO Paints, now stronger than ever after a $250,000.00 TV introduction last fall.



Girder & Panel, Bridge & Turnpike and New Motorized Building Sets! Kenner's Girder & Panel and Bridge & Turnpike Building Sets were *the hottest of all TV items* in 11 test markets used last fall! Sure to be a fabulous nation-wide success this year.

Give-A-Show Projector! Amazing Value — battery-operated projector with 112 color slides. Projects pictures up to 5 feet square on any wall or surface. Shows of 16 TV and real life favorites, including Popeye, Huckleberry Hound, Three Stooges. Only $4.95.

Check the *Kenner TV Schedule* in your city – see following pages

Kenner's $500,000.00

Check your Market – Feature

ALBANY, N. Y.
40 one-minute announcements
October 17—December 17
Bridge & Building Sets
WRGB (6). Satellite Six, Kartoon Kapers

AMARILLO
87 one-minute announcements
October 24—December 10
Sparkle and Presto Paints, Bridge & Building Sets
KFDA (10) Stuffy's Kid Matinee Captain Kangaroo

ATLANTA
40 one-minute announcements
October 10—December 17
Sparkle and Presto Paints
WSB (2) Popeye, Bugs Bunny

BALTIMORE
126 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets
Give A Show Projector
WBAL (11) Popeye
WJZ (13): Quick Draw McGraw Adjacency, Popeye, Biggest Fun Show, Children's Cartoons
WMAR (2) Shirley Temple

BILLINGS
75 one-minute announcements
October 10—December 17
Sparkle and Presto Paints; Bridge & Building Sets
KGHL (8) Maury's Show

BIRMINGHAM, ALA.
36 one-minute announcements
October 31—December 10
Sparkle & Presto Paints
WAPI (13): Bugs Bunny, Popeye

BOISE
65 one-minute announcements
October 10—December 10
Sparkle and Presto Paints; Bridge & Building Sets
KTVB (7) Merry Milkman

BOSTON
142 one-minute announcements
Sparkle and Presto Paints Bridge & Building Sets;
Give-A Show Projector
October 10 December 17
WHDH (5) Romper Room
WBZ (4): Boomtown, Sat. Cartoon, Big Brother

BUFFALO
82 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets
WGR (2): Checkers & Can-Can, Three Stooges
KBW (7): Romper Room
WBEN (4) Uncle Jerry's Club

BUTTE
75 one-minute announcements
October 10—December 17
Sparkle and Presto Paints; Bridge & Building Sets
KXLF (4) Cartoons, Little Rascals

CHARLOTTE
45 one-minute announcements
October 17—December 17
Sparkle and Presto Paints
WSOC (9) Magic Forest Clown Carnival

CHICAGO
112 one-minute announcements
October 10—December 17
Sparkle and Presto Paints; Bridge & Building Sets
WGN (9) Bugs Bunny, Lunchtime Little Theatre, Garfield Goose Bozo the Clown, Captain Sailorbird Paddleboat, Three Stooges

CINCINNATI
136 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets;
Give-A-Show Projector
WKRC (12) Skipper Ryle, Popeye
WCPO (9). Three Stooges, Laff House Gang, Uncle Al

CLEVELAND
92 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets
WEWS (5) Three Stooges, Romper Room

COLUMBUS, OHIO
140 one-minute announcements
October 17 December 17
Sparkle & Presto Paints; Bridge & Bldg. Sets;
Give-A-Show Projector
WTVN (6): Casper's Capers, Fun Fair
WBNS (10) Saturday Cartoon, Flippo the Clown

DALLAS - FT. WORTH
89 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Building Sets
KFJZ (11) Popeye Susie, Little Rascals, Bugs Bunny
KRLD (4): Party Time Magic Circus

DAYTON, OHIO
70 one-minute announcements
October 17 December 17
Sparkle and Presto Paints Bridge & Building Sets
WHIO (7): Popeye, Morning Cartoons

DENVER
120 one-minute announcements
October 17—December 17
Sparkle & Presto Paints, Bridge & Bldg Sets,
Give-A-Show Projector
KBTV (9) Three Stooges
KLZ (7). Fred n Fae

DES MOINES
40 one-minute announcements
October 17 December 10
Bridge & Building Sets
WHO (13): Popeye

DETROIT
130 one-minute announcements
October 10—December 17
Sparkle and Presto Paints, Bridge & Building Sets
CKLW (9) Looney Tunes, Popeye
WJBK (2) Sagebrush Shorty
WWJ (4) Bozo the Clown

EL PASO
80 one-minute announcements
October 17 December 17
Sparkle and Presto Paints; Bridge & Building Sets
KTSM (9) Romper Room
KROD (4) Kartoon Karnival

EVANSVILLE
100 one-minute announcements
October 10—December 17
Sparkle and Presto Paints, Bridge & Building Sets
WTVW (7). Popeye Heckle & Jeckel
WEHT (50): Playard 90

EUGENE—ROSEBERG, ORE.
36 one-minute announcements
Bridge and Building Sets
October 17 – December 17
KVAL (13) Addie Bobkin
KPIC (4): Addie Bobkin

FLINT—SAGINAW—BAY CITY
83 one-minute announcements
Sparkle and Presto Paints; Bridge & Building Sets
October 17 December 17
WNEM (5) Saturday Cartoons, Popeye

FT. WAYNE
80 one-minute announcements
October 24—December 17
Sparkle and Presto Paints; Bridge & Building Sets
WKJG (33). Bozo the Clown, Ruff & Ready Howdy Doody

GRAND JUNCTION, COLO.
96 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Bldg. Sets;
Give A Show Projector
KREX (5) Wild Bill Hickok, Mighty Mouse, Scheena, Roy Rogers, Science Fiction, Huckleberry Hound, Rawhide, Wagon Train

GRAND RAPIDS—KALAMAZOO
77 one-minute announcements
Sparkle and Presto Paints, Bridge & Building Sets
October 17—December 10
WOOD (8): Popeye, Three Stooges
WKZO (3) Beanie's Club House

Over 6,800 one-minute announcements!

TV CAMPAIGN

Kenner Toys for more Sales!

GREAT FALLS, MONTANA
75 one-minute announcements
October 10—December 17
Sparkle and Presto Paints, Bridge & Building Sets
KFBB (5) Bugs Bunny

GREEN BAY
120 one-minute announcements
October 17 December 17
Sparkle & Presto Paints Bridge & Bldg. Sets
Give-A Show Projector
WLUK (11): Bugs Bunny, Disneyland, Jeff's Collie
WFRV (5): Skipper Sam

GREENSBORO, N. C.
35 one-minute announcements
October 24—December 10
Sparkle and Presto Paints
WFMY-TV (2) Old Rebel, Pecos Pete

GREENVILLE, S. C.
104 one-minute announcements
October 10 December 17
Sparkle and Presto Paints; Bridge & Building Sets
WFBC (4): Our Gang, Frontier Doctor, Leon Erroll

HOUSTON
75 one-minute announcements
October 10—December 17
Sparkle and Presto Paints Bridge & Building Sets
KTRK (13) Kitirik's Party, Restless Gun, Broken Arrow
KPRC (2) Looney Tunes

IDAHO FALLS
75 one-minute announcements
October 10 December 10
Sparkle and Presto Paints; Bridge & Building Sets
KID (3) Popeye

INDIANAPOLIS
114 one-minute announcements
November 7 December 17
Sparkle & Presto Paints Bridge & Bldg. Sets
Give-A-Show Projector
WTTV (4) Popeye
WFBN (6) Three Stooges
WISH (8) Captain Kangaroo

JACKSONVILLE
30 one-minute announcements
October 31 December 10
Sparkle and Presto Paints
WFGA (12) Prairie Playhouse, Cartoon Carnival, Popeye

JOHNSTOWN, PA.
36 one-minute announcements
October 17 December 17
Sparkle and Presto Paints
WJAC (6). Adventurama

KALAMAZOO—See Grand Rapids

KANSAS CITY
70 one-minute announcements
October 24 December 10
Sparkle and Presto Paints: Bridge & Building Sets
KMBC (9) Popeye, Science Fiction Theatre, Whizzo's Wonderland, Mystery Movie

LINCOLN, NEB.
40 one-minute announcements
October 24 December 17
Sparkle and Presto Paints
KOLN (10) Sheriff Bil

LEXINGTON, KY.
40 one-minute announcements
October 17 December 17
Sparkle and Presto Paints
WKYT (27) Popeye, Skipper Ryle

LOS ANGELES
109 one-minute announcements
October 17 December 17
Sparkle and Presto Paints; Bridge & Building Sets
KTLA (5): Uncle Luther, Popeye, Skipper Frank's Cartoon Carrousel, Romper Room Bozo
KHJ (9). Engineer Bil

LOUISVILLE
40 one-minute announcements
October 22 December 17
Sparkle and Presto Paints
WHAS (11) T-Bar-V
WAVE (3) Circus Boy

MADISON, WISC.
85 one-minute announcements
October 10 December 10
Sparkle and Presto Paints; Bridge & Building Sets
WMTV (33) Mr Goober Popeye

MEDFORD, ORE.
36 one-minute announcements
October 17 December 17
Sparkle and Presto Paints
KBES (5) Uncle Bill's Cartoons

MEMPHIS
88 one-minute announcements
October 17 December 10
Sparkle and Presto Paints, Bridge & Building Sets
WHBQ (13) Popeye Happy Hal Club House

MIAMI
108 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Bldg Sets,
Give-A Show Projector
WTVJ (4): Cartoon Fun, Popeye, Jeff's Collie, Whirlybirds

MILWAUKEE
149 one-minute announcements
October 10 December 23
Sparkle & Presto Paints, Bridge & Bldg. Sets
Give-A-Show Projector
WISN (12) Three Stooges, Romper Room Saturday Cartoon, Punky
WTMJ (4) Fury
WITI (6): Ray the Cabin Boy

MINNEAPOLIS
136 one-minute announcements
October 17—December 17
Sparkle & Presto Paints, Bridge & Bldg. Sets;
Give-A-Show Projector
WCCO (4): Axel and His Dog, Bozo the Clown, Saturday Cartoons
KMSP (9): Looney Tunes
WTCN (11) Casey Jones, Huckleberry Hound

NEW HAVEN
90 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Building Sets
WNHC (8): Three Stooges, Popeye

NEW ORLEANS
119 one-minute announcements
October 17—December 24
Sparkle & Presto Paints, Bridge & Bldg. Sets;
Give-A-Show Projector
WWL (4) Popeye, Adventure Theatre, Sergeant Preston
WDSU (6): Three Stooges

NEW YORK CITY
234 one-minute announcements
September 19 December 17
Sparkle & Presto Paints, Bridge & Bldg Sets
Give A-Show Projector
WNEW (5) Wonderama, Romper Room Felix the Cat, East Side Kids
WOR (9). Mischief Makers, Terrytoon Circus
WPIX (11) Laurel & Hardy

NORFOLK
92 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Building Sets
WAVY (10). Huckleberry Hound Popeye
WVEC (13): Three Stooges

OKLAHOMA CITY
75 one-minute announcements
October 17 December 17
Sparkle and Presto Paints Bridge & Building Sets
WKY (4) Foreman Scotty

OMAHA
80 one-minute announcements
September 26 December 24
Bridge & Building Sets; Give-A-Show Projector
KMTV (3) Popeye, World's Greatest Cartoons

ORLANDO
60 one-minute announcements
October 10—December 17
Sparkle and Presto Paints, Bridge & Building Sets
WLOF (9) Popeye, Rin Tin Tin, Kartoon Kapers, Lunch with Soupy

Exciting Commercials on top kid shows!

Dramatic TV Promotion for the greatest line in Kenner History!

PHILADELPHIA
144 one-minute announcements
October 10—December 17
Sparkle & Presto Paints: Bridge & Bldg. Sets,
Give-A-Show Projector
WFIL (6). Sally Starr, Breakfast Time
WRCV (3) Bertie the Bunyip, Satellite Police, Big Rascals
WCAU (10) Gene London

PHOENIX
108 one-minute announcements
October 17 December 17
Sparkle and Presto Paints; Bridge & Bldg. Sets,
Give-A-Show Projector
KPHO (5): It's Wallace

PITTSBURGH
130 one-minute announcements
October 17—December 17
Sparkle & Presto Paints Bridge & Bldg. Sets;
Give-A-Show Projector
WTAE (4): Three Stooges, Ricki & Copper, Golden Age of Comedy
WIIC (11) Popeye

PORTLAND, ORE.
172 one-minute announcements
October 10—December 17
Sparkle & Presto Paints Bridge & Bldg. Sets;
Give-A-Show Projector
KPTV (12) Uncle Charlie's Roundhouse, Uncle Charlie s Den, Three Stooges
KGW (8): Heck Harper Show Sunday Morning Cartoons

RICHMOND, VA.
80 one-minute announcements
October 17—December 10
Sparkle and Presto Paints, Bridge & Building Sets
WRVA (12) Popeye, Morning Cartoons

ROANOKE
120 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets;
Give-A-Show Projector
WDBJ (7): Popeye
WSLS (10) Looney Tunes, Cartoon Carnival

ROCHESTER, N. Y.
135 one-minute announcements
October 17—December 17
Sparkle and Presto Paints; Bridge & Bldg. Sets;
Give-A-Show Projector
WVET (10) Popeye, Lone Ranger, Life of Riley
WHEC (10) Abbott & Costello, Life of Riley

ROCKFORD, ILL.
111 one-minute announcements
September 26—December 24
Sparkle & Presto Paints, Bridge & Bldg. Sets;
Give-A-Show Projector
WTVO (39): Three Stooges, Popeye, John Cnagy

SACRAMENTO
68 one-minute announcements
October 17—December 17
Sparkle and Presto Paints Bridge & Building Sets
KCRA (3): Captain Sacto

ST. LOUIS
82 one-minute announcements
October 17—December 17
Sparkle and Presto Paints; Bridge & Building Sets
KPLR (11): Three Stooges
KSD (5): Wrangler's Club
KTVI (2): Romper Room

SALT LAKE CITY
115 one-minute announcements
October 17—December 17
Sparkle & Presto Paints: Bridge & Bldg. Sets,
Give-A-Show Projector
KUTV (2) Kimbo the Clown

SAN ANTONIO
91 one-minute announcements
October 10—December 17
Sparkle and Presto Paints; Bridge & Building Sets
KENS (5): Popeye, Captain Kangaroo

SAN FRANCISCO
130 one-minute announcements
October 17 -December 17
Sparkle and Presto Paints; Bridge & Building Sets;
Give A-Show Projector
KTVU (2): Three Stooges, Captain Satellite
KPIX (5): Hannibal, Felix the Cat

SEATTLE
110 one-minute announcements
October 17 December 17
Sparkle and Presto Paints, Bridge & Building Sets
KTNT (11): Brakeman Bill, Romper Room, Bugs Bunny
KING (5): King's Club House
KOMO (4): Capt. Puget
KIRO (7): J. B. Patches

SIOUX FALLS, S. D.
40 one-minute announcements
October 17 December 10
Sparkle and Presto Paints
KELO (11). Captain's Toy Parade

SPOKANE
70 one-minute announcements
October 7—December 10
Sparkle and Presto Paints. Bridge & Building Sets
KREM (2): Three Stooges, Popeye

SYRACUSE
72 one-minute announcements
October 17—December 17
Sparkle and Presto Paints, Bridge & Building Sets
WSYR (3): Popeye, Western Theatre, Three Stooges

TERRE HAUTE
32 one-minute announcements
October 17—December 10
Sparkle and Presto Paints
WTHI (10). Saddle Stories, Captain Kangaroo

TOLEDO
105 one-minute announcements
October 17—December 17
Sparkle and Presto Paints; Bridge & Bldg. Sets.
Give-A-Show Projector
WSPD (13): Popeye's Fun Farm, Mr. Thistledown

TUCSON
90 one-minute announcements
October 24—December 17
Sparkle and Presto Paints, Bridge & Bldg. Sets;
Give-A-Show Projector
KOLD (13) Mayor Karl's Kidville, Saturday Cartoons

TULSA
35 one-minute announcements
October 24—December 10
Bridge and Building Sets
KTUL (8): Cartoon Circus

TWIN FALLS, IDAHO
65 one-minute announcements
October 10—December 10
Sparkle and Presto Paints, Bridge & Building Sets
KLIX-TV (11): Cartoon Show

WAUSAU, WISC.
80 one-minute announcements
October 17—December 10
Sparkle and Presto Paints, Bridge & Building Sets
WSAU (7): Three Stooges

WASHINGTON, D. C.
123 one-minute announcements
October 17—December 17
Sparkle & Presto Paints; Bridge & Bldg. Sets;
Give-A-Show Projectors
WITG (5): Cartoon Carnival, Roy Rogers, Laurel & Hardy, Quick Draw McGraw, Romper Room Huckleberry Hound
WMAL (7): Little Rascals, Pick Temple

YOUNGSTOWN
77 one-minute announcements
October 31 December 17
Sparkle and Presto Paints Bridge & Building Sets
WFMJ (21): Bozo
WKBN (27) Three Stooges, Popeye, Rough 'n Ready

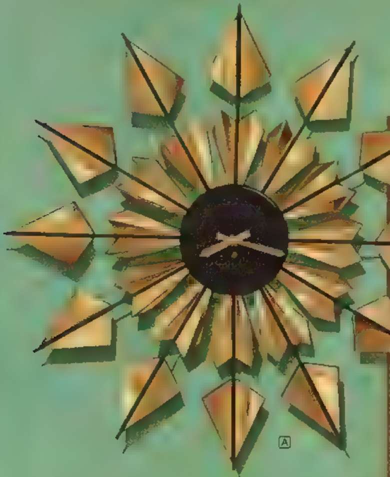
NOTE: STATION PROGRAM CHANGES MAY REQUIRE MINOR SCHEDULE CHANGES

Make the most of Kenner's terrific TV Campaign

- Be *sure* you have enough merchandise — if you wait, it may be too late!
- Display Kenner Toys — TV really pays off when you feature the products in window and counter displays and use the window streamers

KENNER PRODUCTS COMPANY • 912 SYCAMORE • CINCINNATI 2

DRAMATIC *Metal Art* CREATIONS



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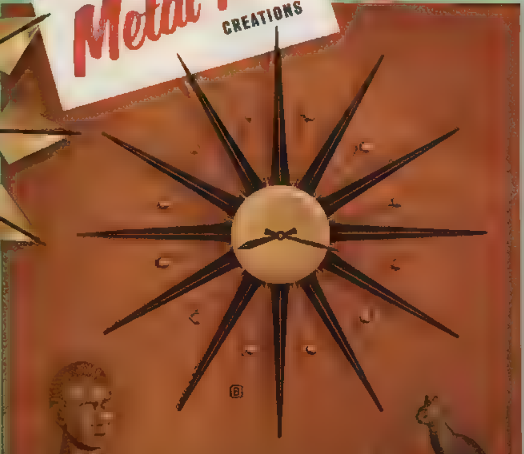


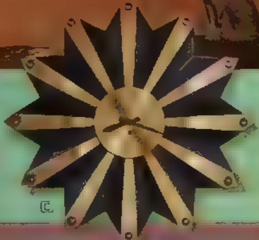
B

Magnificent METAL ART *wall clocks, dramatically created for people with a flair for the unusual! Award-winning designs . . . artistically executed, brilliantly beautiful . . . with precision 8-day front key wind movements backed by* WELBY *1-year guarantee! Glamorous gifts for any home!*

A **8-DAY GOLDEN ARROW.** Dazzling wall attraction — interpreted from the folded plane motif — magnificently rendered in radiant brass. Black face, brass hands. Front key wind. 28½" diameter.
E30065-1797 Retail **$29.95**

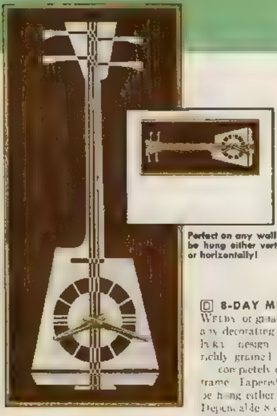
B **"MIRACLE MOVEMENT" FIESTA.** Fabulous clock creation powered by new cordless electric movement! No winding, no plugging, no unsightly cords — operates up to 14 months on standard 1½ volt flashlight battery (available anywhere). 12 black spears serve as hour markers — alternate ball tipped brass spokes. Satin brass dial. Dramatic 30" diameter.
E30066-2097 Retail **$34.95**

Styled same as above, but has 8 day front wind movement. 24" diameter.
E30067-1497 Retail **$24.95**



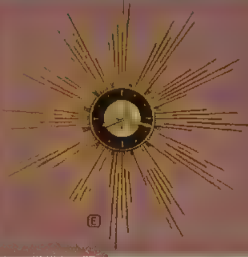
C

C **8-DAY FOLDED PLANE.** Stunning highlight for any setting. A unique and dramatic design — alternating planes of shimmering, hand-rippled brushed brass against a jet black background. Gleaming satin brass dial. Tapered black hands. Accurate front wind movement. 25" diameter.
E30068-1497 Retail **$24.95**

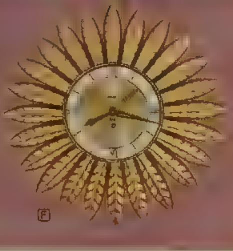


D

Perfect on any wall! Can be hung either vertically or horizontally!



E



F

D **8-DAY MUSICALE.** Fascinating WELBY original blends fashionably with any decorating scheme. Delightful "Balalaika" design deftly hand applied to a richly grained walnut finish background ... completely encased in a gleaming brass frame. Tapered brass hands. Clock may be hung either horizontally or vertically. Dependable 8 day front key wind movement. 16x36". Charming gift choice.
E30069-1797 Retail **$29.95**

E **8-DAY SPRAYE.** Stunning silhouette captures the splendor of the setting sun ... lends inspired beauty to Contemporary settings. Sparkling rays of polished brass burst brilliantly from the 7" satin brass dial. Black band sets off raised, faceted hour markers. Tapered brass hands. Accurate 8 day front key wind movement. 28" diameter from tip to tip.
E30070-1350 Retail **$22.50**

F **8-DAY GOLDEN WHEAT.** Shiny spears of rippling wheat stem majestically from a satin finished circular clock face. A captivating conversation piece certain to complement Contemporary or Traditional decors! Superbly styled in gleaming polished brass. Dainty pierced black hands, raised brass numerals and hour markers. Front wind. 17½" diam., 6½" dial.
E30023-1197 Retail **$19.95**

WELBY

- Acclaimed by famous interior decorators everywhere!
- Fabulously fashioned from exclusive "Ivora!"

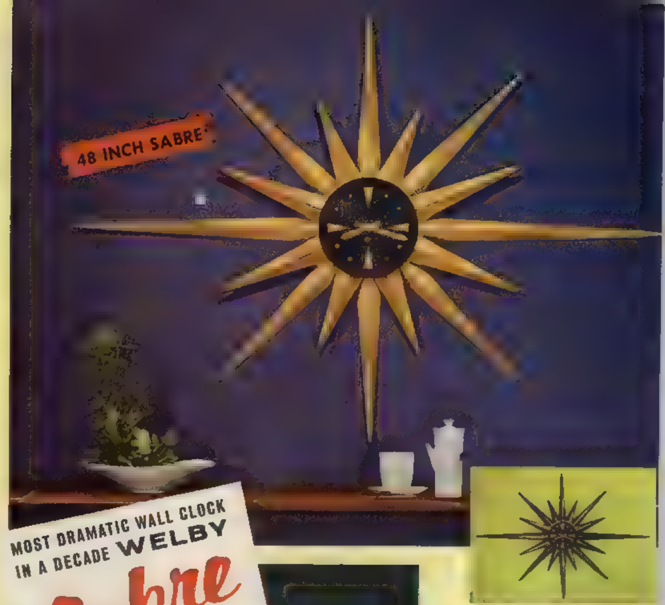
The spectacular "Sabre"... sweeps the spectrum of your decorating scheme with a daring burst of beauty! Acclaimed the most sensational wall clock in a decade! Arrayed in shimmering metal gold, becomes a stunning highlight of fiery brilliance... or sleek jet black—a star attraction in any setting! The "Sabre" is magnificently sculptured in "Ivora"... an exclusive material created by WELBY, *which perfectly parallels the appearance and richness of real ivory! Superb three-dimensional styling is hi-lited by raised and faceted hour markers in gleaming metal gold finish... matching tapered hands. Precision 8-day front key wind movement, backed by full 1-year guarantee!*

Ⓐ **48" SABRE WALL CLOCK.** A masterpiece of modern design dedicated to the new dimensions of today's decor! Glamorous showpiece—48" wide x 36" high—to dramatize a wide wall! Front key wind 8-day movement. State choice of gleaming metal gold or black finish.

E30075-1497	Gold	Retail **$24.95**
E30076-1497	Black	Retail **$24.95**

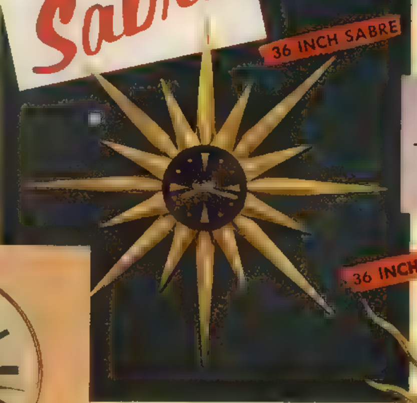
Ⓑ **36" SABRE WALL CLOCK.** Bold in beauty! Daring in design! Magnificent over the mantel . . . stunning starred on your living room, dining room, or entrance hall walls. 36" diameter. Front key wind 8-day movement. State choice of shimmering metal gold, or jet black finish.

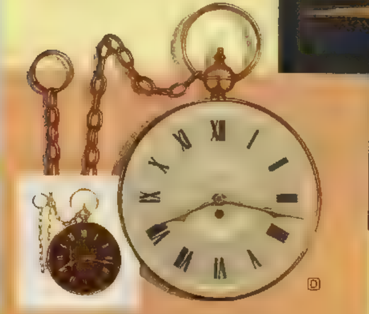
E30000-1197	Black. . .	Retail **$19.95**
E30003-1197	Gold . . .	Retail **$19.95**



MOST DRAMATIC WALL CLOCK IN A DECADE WELBY

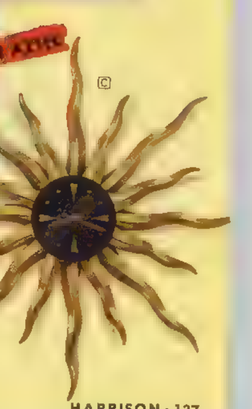
Sabre





Ⓓ **8-DAY CENTENNIAL.** Captivating execution of the popular pocket watch theme . . cleverly captured in sparkling brass! Wafer-thin case fits flush to wall. Polished brass hands. Clock comes with three-dimensional, mar proof, scratch-proof, washable "Frost-Glo" Fiberglass dial; or rich oiled walnut finish dial. Accurate 8-day front key wind movement. 19" high overall, 12½" dial; 38½" chain, including brass ring. State choice of "Frost-Glo" white or walnut finish dial when ordering

E30078-1497	Frost-Glo.	Retail **$24.95**
E30079-1497	Walnut.	Retail **$24.95**

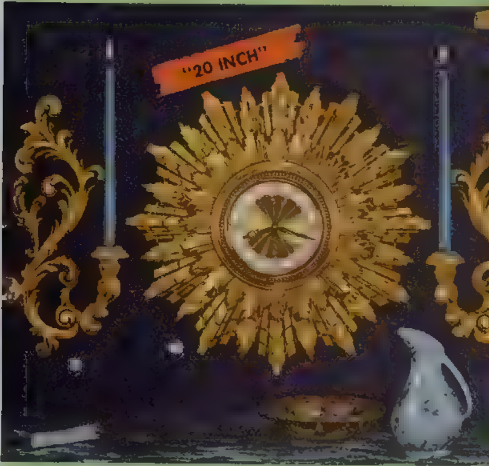


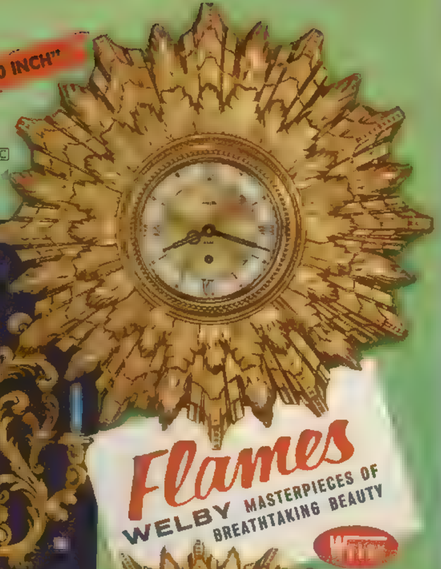
Ⓒ **8-DAY AZTEC SABRE.** Power and beauty of the Sun God is dramatically duplicated in a provocative timepiece designed to lend dazzling highlight to Contemporary decors! 16 brilliant brass serpentine spears emanate an exciting effect of movement and vibrance that radiates throughout the room! Sleek black dial contrasts with gleaming brass hands and raised faceted gold-color hour markers. Front wind 8 day movement. Blazing 36" diameter!

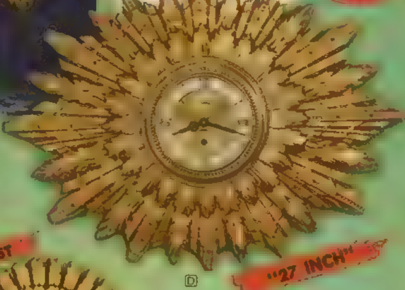
E30077-1350	Retail **$22.50**

Fabulous Flame Clocks Fashioned in Exclusive WEL-WOOD

Masterpieces of breathtaking beauty . . . magnificently carved by skilled craftsmen in exclusive WEL-WOOD *. . . with the lasting loveliness of the finest wood carvings . . . gloriously finished in brilliant hand-applied antique gold! Captivating clocks designed to dramatize any decor . . . styled in round and horizontal shapes to fit any wall . . . superbly crafted to bring matchless elegance to your finest furnishings. Unsurpassed in quality . . . with* WELBY *precision 8-day movements for a lifetime of dependable accuracy. Full one year guarantee!*





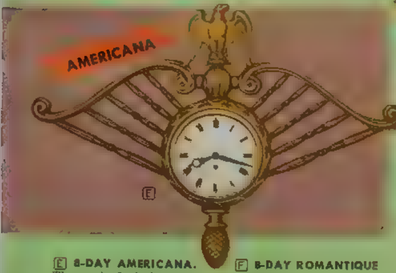


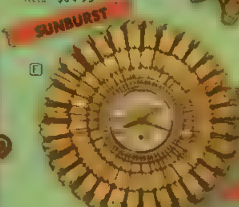
A 8-DAY 20" FLAME CLOCK. Fiery fingers of sculptured glory . . . finished in antique gold . . . encompass the satin finish dial. Front wind. 20" diameter.
E30062-1797 . . . . . . Retail **$29.95**

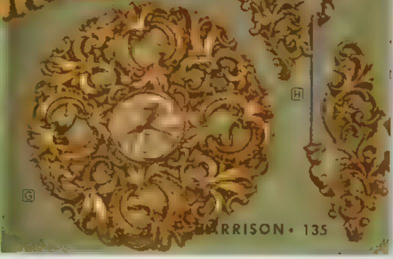
B PAIR OF FLAME SCONCES. Lend extra elegance to *all* Flame clocks. Antique gold finish. 17x10⅛". Candles not incl.
E30058-1077 . . . . Retail **$17.95**

C 8-DAY 30" FLAME CLOCK. Breathtaking 30" diameter of brilliant beauty . . . destined to become the focal point in any room. Shimmering antique gold finish. Gleaming brass dial. Front wind
E30071-2397 Retail **$39.95**

D 8-DAY HORIZONTAL FLAME CLOCK. Perfect for a long wall! 27x20" high
E30064-2097 Retail **$34.95**





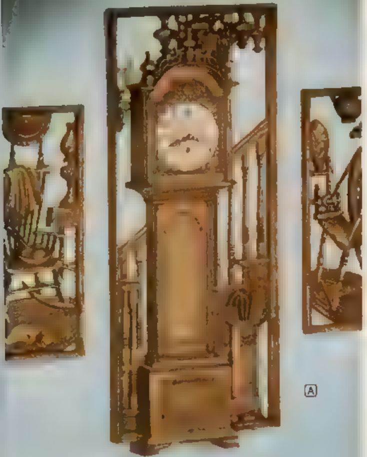


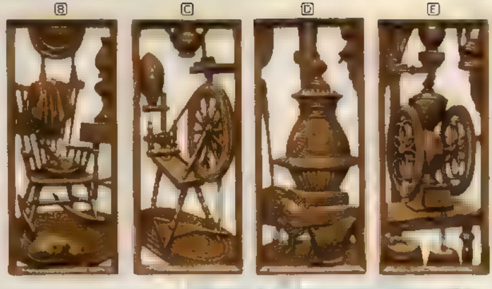
E 8-DAY AMERICANA. The popular Early American theme . . . executed in exclusive WEL-WOOD! Mellow nutmeg finish blends beautifully with walnut or maple furniture. Antique gold eagle; attractive white dial. Front key wind. 26" wide, 19" high.
E30072-1797 Ret. **$29.95**

F 8-DAY ROMANTIQUE SUNBURST. Lends elegance to Traditional or Contemporary rooms. Fiery beauty . . . lustrous antique gold finish, sculptured WEL-WOOD! Rich satin finish dial, raised Roman numerals. Front key wind. 16" diameter 5⅛" dial.
E30019-1497 Ret. **$24.95**

G 8-DAY FONTAINBLEAU. Baroque beauty of the French Renaissance Period, brilliantly interpreted in unique WEL-WOOD! Beautiful antique gold finish. Front wind. 23" diameter Retail
E30073-2097 **$34.95**

H PAIR OF MATCHING SCONCES. Complements to the clock. 17½" high. Candles not included
E30074-1137 **$18.95**





ARABESQUE

[illegible] Favorite

A GRANDFATHERS CLOCK. Time honored elegance . . . faithfully translated into a composition of captivating beauty to highlight any wall! Authentic replica of the gracious grandfathers clock . . . impeccably carved in **ArabesqueWood** . . . superbly finished in richly grained fruitwood. Antique gold and silver dial. Finest, imported, guaranteed 8-day front key wind movement. Fabulously sized. 12x28" high! Magnificent alone, or grouped with the Early American plaques. Shpg. wt. 8 lbs.
E31819-2450 . . Retail **$39.95**

EARLY AMERICAN PLAQUES. Colonial style furniture has once again captured the heart of the American home! In step with this popular trend, **Arabesque's** skilled craftsmen have borrowed characteristic Colonial motifs . . Windsor Rocker, Spinning Wheel, Pot Belly Stove and Coffee Grinder . . . and authentically adapted them into fascinating wall ornaments to accent Early American settings! All the quaint charm and warm friendly flavor—even the very grain of the original chestnut carvings—has been faithfully preserved in unique **ArabesqueWood** . . . and transcribed into plaques of ageless appeal . . . realistically finished in handfinished fruitwood. All 7x16" high. Sh. wt. 3 lbs.

B WINDSOR ROCKER
E31820-375 . . . Retail **$5.95**

C SPINNING WHEEL
E31821-375 . . . Retail **$5.95**

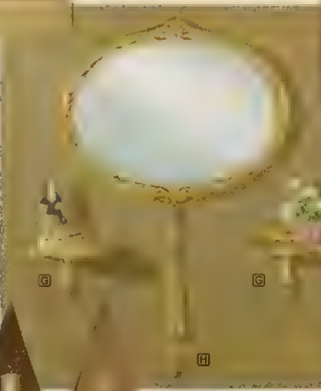
D POT BELLY STOVE
E31822-375 . . . Retail **$5.95**

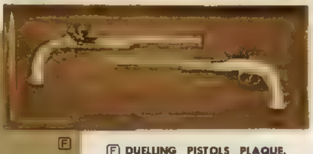
E COFFEE GRINDER
E31823-375 . . . Retail **$5.95**

VENETIAN GROUP. A striking symphony of sculptured beauty . . . ingeniously interpreted, captivatingly composed, meticulously carved in **ArabesqueWood** set to a superb serenade of shimmering metal gold or antique white finish.

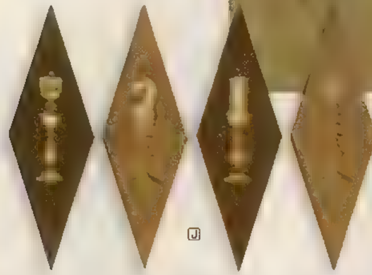
G PAIR OF BRACKETS. Bright brass galleries set off smart stages on which to present plants or show off your favorite figurines! 10x8" high. Sh. wt. 3 lbs.
E31824-795 Gold . . . . . Retail **$12.95**
E31825-795 White . . . . . Retail **$12.95**

H MIRROR with handle. An alluring accessory for your living room, hall or bed room wall! 24x38" high. Sh. wt. 11 lbs.
E31826-1675 Gold . . . . Retail **$26.95**
E31827-1675 White . . . Retail **$26.95**





F DUELLING PISTOLS PLAQUE. Stunning showpiece in any setting! Antique duelling pistols, authentically reproduced to the finest detail in **ArabesqueWood** . . . handfinished in metalized antique silver against richly grained fruitwood. 10½x25½" Sh. wt. 8 lbs.
E31530-925 . . . Retail **$14.95**

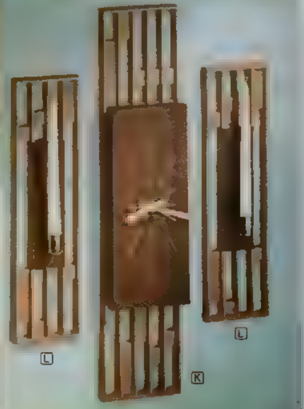


J 4-PIECE CHESSMEN WALL PLAQUE SET. Glamorous adornments set a smart scene on your living or family room walls! Authentically sculptured chessmen . . King, Knight, Castle, and Bishop—artistically incised into simple diamond-shaped plaques . . . 2 in brown and 2 in beige finish deftly executed in **ArabesqueWood.** All 6x18" high. Sh. wt. 8¼ lbs.
E31548-685 . . . . . . Retail **$10.95**

MODERNE CLOCK & SCONCE GROUP. An exciting blend of smart simplicity and Contemporary beauty! Dramatic clock and sconces mirror a look of openness in their clean, vertical lines, which compliment today's decor. Deftly carved in **ArabesqueWood** . . . a clever marriage of beige and brown.

K CLOCK. Magnificent with the matching sconces or grouped with the Chessmen wall plaques (left). 8-day front-wind movement. 6x27½". Wt. 6¼ lbs.
E31537-1225 . . . Retail **$19.95**

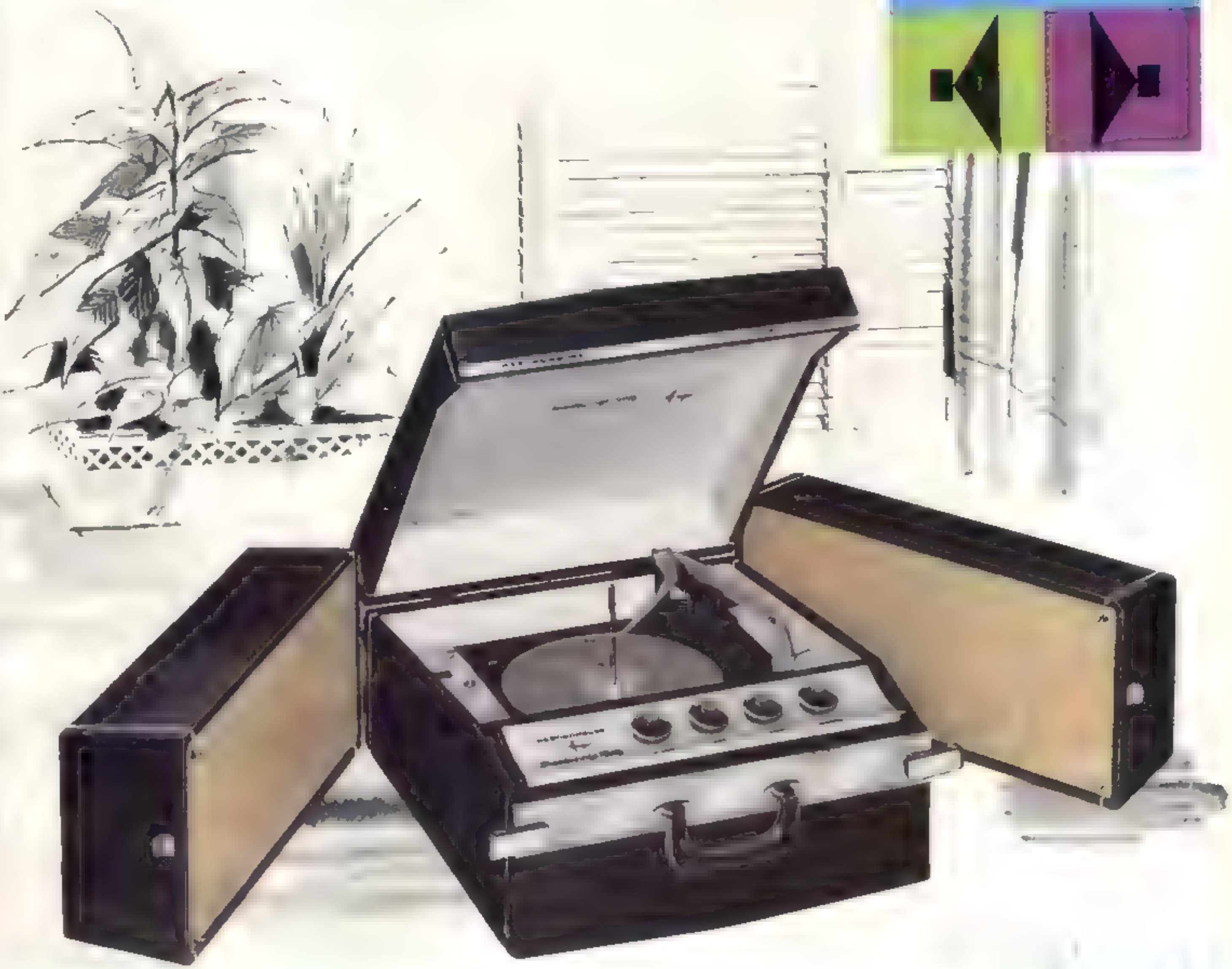
L PAIR OF SCONCES. 5x18" (Candles not incl.) Wt. 5 lbs.
E31532-925 . . . Ret. pr. **$14.95**



WESTINGHOUSE

STEREOPHONIC HIGH FIDELITY

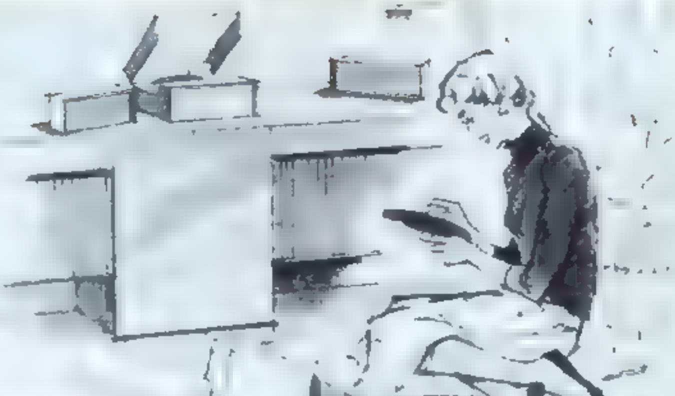
STEREO



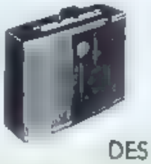
Custom deluxe stereophonic high fidelity. Thrilling new dimension in design . . . new dimension in recorded sound. A complete stereo sound system for the home . . . the party away from home.

- Dual channel push-pull amplifier . . . 20 watts peak output.
- Single knob dual-channel loudness control, separate dual-channel bass and treble controls, stereo balance/monaural-stereo control
- Four speed automatic intermix changer . . . automatic shut-off.
- Plays all monaural and new stereophonic records.
- Diamond-sapphire stylii . . . flip-over stereo cartridge
- Twin detachable enclosures each mounting 6 and 4 inch speakers
- Speakers extend up to 16 feet for fine stereo separation.
- Elegant trim and appointments highlight this portable high fidelity system
- Operates on 110-120 volts, 60 cycles, AC only

Dimensions: [illegible] high, [illegible] wide, [illegible] deep. Ship. Wt.: Approx. 60 lbs



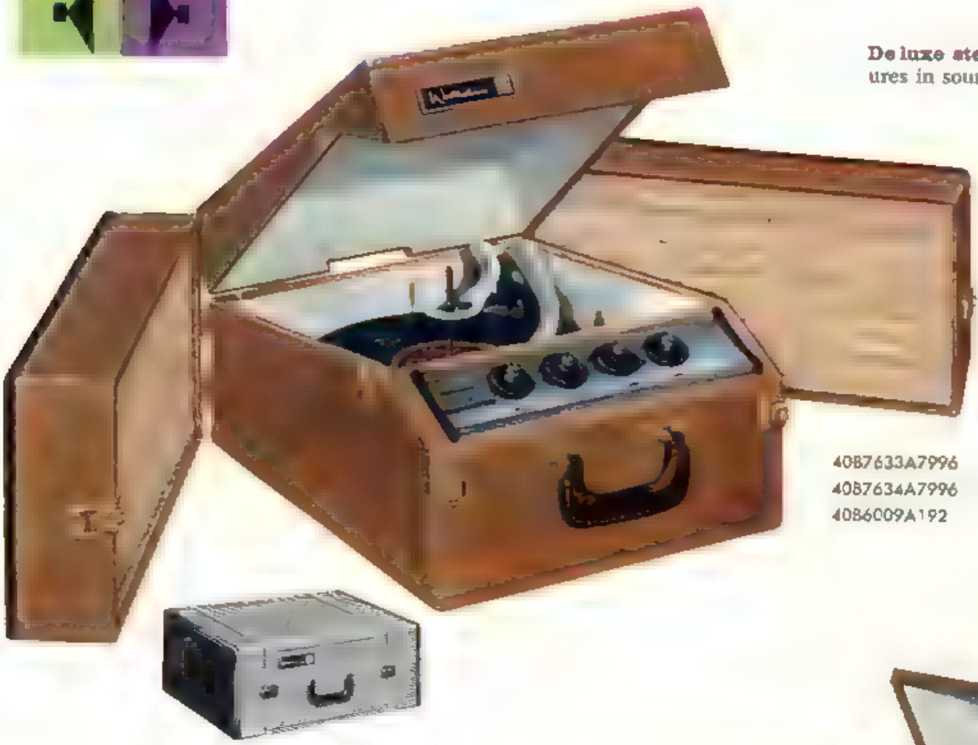
4087631A11950	Charcoal	Retail $159 95
4087632A11950	Bark Brown	Retail $159 95
4086009A192	VM Spindle	Retail $2.95



ARDAN SALES COMPANY DES MOINES, IOWA

STEREO

WESTINGHOUSE . . . for the



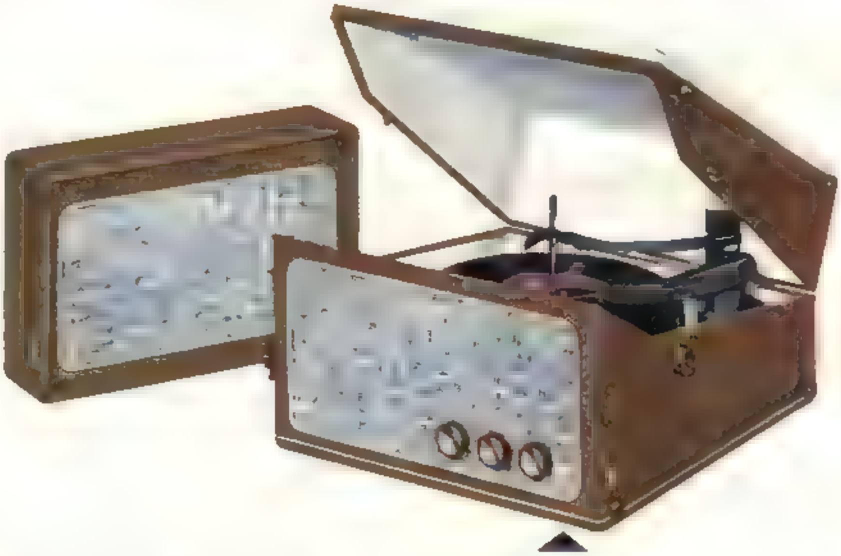
De luxe stereophonic high fidelity brings new pleasures in sound . . . top performance features.

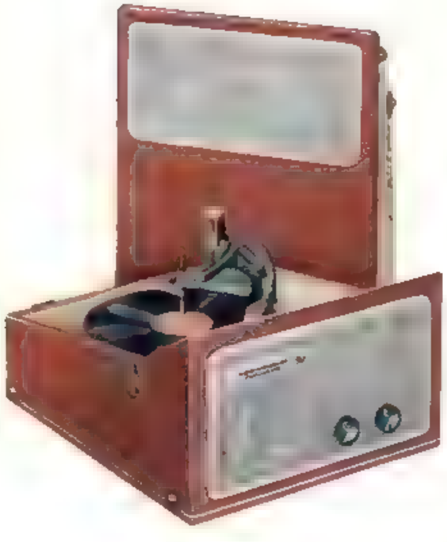
- Dual channel push-pull amplifier.
- Dual channel loudness . . . stereo balance/monaural stereo control
- Separate dual channel bass and treble controls.
- Four speed automatic record changer
- Intermixes 10" & 12" equi-speed records
- Automatic last record shut-off.
- Sapphire stylii . . . flip-over stereo cartridge.
- Six inch speakers . . . lift-away enclosures.
- Up to 16 feet of speaker separation.
- Operates on 110-120 volts, 60 cycles. AC

Dimensions: 8[illegible]" high, 23[illegible]" wide, 18" deep
Ship Wt.: Approx. 44 lbs

40B7633A7996	Charcoal Gray	Retail $109 95
40B7634A7996	Saddle Tan	Retail $109 95
40B6009A192	VM Spindle	Retail $ 2.95

Portable Stereo with Lift-Away Speakers





Exciting stereo-fidelity plays both monaural and stereophonic records.

- Dual channel stereo amplifiers
- Separate volume control for each speaker channel.
- Flip-over stereo cartridge . . . sapphire needles.
- Automatic 4 speed changer . . . last record shut-off
- Lift-away lid extends speaker up to 12 feet.
- Matching speakers for each sound channel
- Operates on 110-120 volts, 60 cycles, AC

Dimensions: 9" high, 14½" wide, 16⅜" deep.
Ship Wt.: Approx. 24 lbs.

40B7649A5250	Midnight Gray & White	Retail $69 95
40B7650A5250	Autumn Red & White	Retail $69 95
40B6010A192	BSR Spindle	Retail $ 2 95

New design . . . new versatility in stereo-fidelity

- Automatic 4 speed changer . . . last record shut-off
- Flip-over stereo cartridge . . . sapphire stylii.
- Dual channel stereo amplifiers
- Separate bass & treble controls, concentric volume controls
- Second channel speaker detaches from cabinet . . . extends up to 12 feet
- Matching speakers for each sound channel
- Operates on 110-120 volts, 60 cycles, AC.

Dimensions: 9" high, 14⅝" wide, 20⅞" deep
Ship. Wt.: Approx. 32 lbs.

40B7651A6598	Charcoal Gray & White	Retail $89 95
40B7652A6598	Cocoa Brown & White	Retail $89 95
40B6010A192	BSR Spindle	Retail $ 2.95

Finest in Sound Reproduction

Smart portable with lively two-tone finish plays all monaural records with true fidelity

- Deluxe four speed automatic record changer plays 33, 45, 78 RPM records plus new 16 RPM talking book records.
- Record player shuts off automatically after last record.
- Light weight tone arm . . . flip-over cartridge . . . dual sapphire needles
- Automatically intermixes 10" and 12" records of equal speed
- Front mounted Alnico speaker . . . individual volume and tone controls
- Operates on 110-120 volts, 60 cycles, AC only

Dimensions: 8¾" high, 14½" wide, 16⅜" deep. Ship. Wt.: Approx. 22 lbs.

40B7638A3782	Charcoal Gray & Harl. White	Retail $49.95
40B7639A3792	Turquoise & Harl. White	Retail $49 95

Trim, compact phonograph ideal for "tots" or "teens". Rich two-tone pyroxylin covered cabinet in bright new colors

- Four speed monaural record player for 16, 33, 45, 78 RPM records.
- Built-in 45 RPM adapter retracts into turntable
- Separate volume and tone controls
- Flip-over cartridge with dual sapphire needles.
- Front mounted speaker for superior sound quality.
- Operates on 110-120 volts, 60 cycles AC only.

Dimensions: 6¾" high, 12¾" wide, 12⅛" deep. Ship. Wt.: 10 lbs.

40B7635A2295	Charcoal Gray & Starwhite	Retail $29 95
40B7636A2295	Ember Red & Starwhite	Retail $29 95
40B7637A2295	Turquoise & Starwhite	Retail $29 95

Twin Speaker Stereophonic Portable

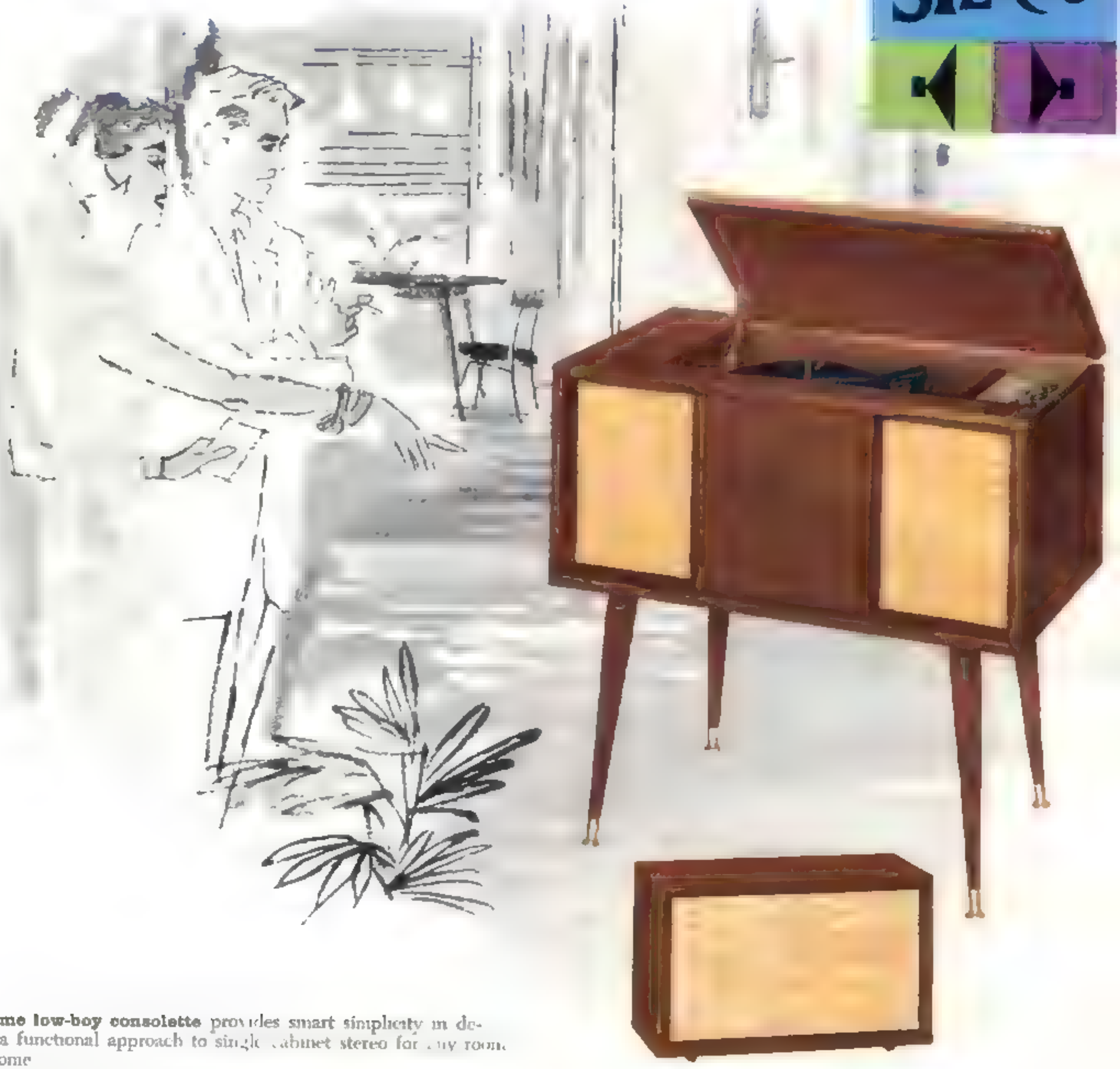
A highlight at any party – from rock-n-roll discs to new stereophonic records.

- Compact dual channel stereo amplifiers.
- Stereo cartridge with dual sapphire needles.
- Volume control for each channel of sound.
- Four speed turntable operates at 16, 33, 45, 78 RPM.
- Detachable speaker enclosures . . . 12 feet separation
- Built-in 45 RPM adapter retracts into turntable.
- Operates on 110-120 volts, 60 cycles, AC only

Dimensions 6" high, 19½" wide, 12¼" deep. Ship Wt 18 lbs

40B7646A2998	Charcoal Gray & Starwhite	Retail $39 95
40B7647A2998	Ember Red & Starwhite	Retail $39 95
40B7648A2998	Turquoise & Starwhite	Retail $39.95

All-In-One Stereophonic High Fidelity



Handsome low-boy consolette provides smart simplicity in design . . . a functional approach to single cabinet stereo for any room in the home

- Completely self-contained stereo . . . requires no extras
- Powerful dual channel push-pull amplifier
- Separate dual channel bass and treble controls.
- Single knob dual channel loudness control . . . stereo balance monaural-stereo control.
- Flip-over stereo cartridge . . . dual sapphire stylii
- Automatic 4 speed record changer . . . 45 RPM spindle included
- Twin 6 inch speakers with high frequency compensating tweeters
- Provision for connection of optional remote speaker if desired.
- Operates on 110-120 volts, 60 cycles, AC only

Dimensions: 26" high, 27" wide, 16¼" deep. Ship. Wt · Approx 70 lbs

40B7640A10495	Mahogany Grain Finish	Retail $139 95
40B7641A10B95	Limed Oak Grain Finish	Retail $149 95
40B7642A10B95	Fruitwood Finish	Retail $149 95

Matching speaker enclosure adds an extra dimension to your stereophonic sound system

- Permits greater separation for stereo.
- Adds rich, spacious effect for monaural records
- Full range 8" and 4" speaker system.
- 12 ft. speaker lead plugs in jack on consolette unit.

Dimensions 11" high, [illegible]½" wide, 8" deep
Ship Wt. Approx [illegible] lb

40B7643A2249	Mahogany Grain	Retail $29 95
40B7644A2249	Limed Oak Grain	Retail $29 95
40B7645A2249	Fruitwood Grain	Retail $29 95

All Westinghouse Phonographs Carry 90 Day Parts Warranty and Service Policy Specifications and Prices Subject to Change Without Notice

YOU CAN BE SURE... IF IT'S Westinghouse

ARDAN SALES COMPANY DES MOINES, IOWA

Left: Gale's 60-hp electric-starting V Sovereign, a 4-cylinder, 2-cycle motor with slip clutch, fiberglass shroud and two-barrel carburetor.

Right: Another electric-starting Gale, the 35-hp Sovereign. It has three-position gearshift adaptable to remote controls, tilt lock and 6-gal. remote tank for fuel.

GALE

V-power dependable performance and styling highlight Gale Products' 1960 outboard line, eleven models from 3 to 60 hp. The 60-horse, V-powered Sovereign, a four-cylinder outboard with the latest engineering innovations in V-type motors including a "torpedo" underwater unit. The "torpedo" incorporates a new gear design and ratio and adapts automatically to three varied-pitch propellers; and substantially reduces underwater "drag" or resistance. The choice of propellers permits consumers to select a blade pitch especially designed to give maximum speed, torque or a combination of both.

The Buccaneer 15 is a 15 hp motor, designed to meet the demand among boatmen for a low cost, highly portable motor to be used for fishing and light water skiing.

Electric starting is standard on the V-Sovereign 60, Sovereign 35 and custom Buccaneer 25. The first two are available with integral factory-installed generators. In addition, the Buccaneer 35 and 25 hp models, featuring automatic rewind rope starting, are designed for easy conversion to electric starting.

Performance improvements include automatic "cruising range" fuel miser, snap-on gravity-feed gas line, anti-friction steering, spring-balanced motor swivel bracket, thermostat controlled cooling system, twin-barrel down-draft carburetor, recessed motor tilting handle and tilt and trailer lock.

Manufacturers are at Galesburg, Ill.

MERCURY

Nine new Mercury models, headed by the 6-cylinder, 80-hp Merc 800, major engineering improvements, quiet operation, and single-lever operation for all remote-controlled motors (10 through 80 hp models) have been announced by the Kiekhaefer Corp., Fond du Lac, Wis.

With the 800, Mercury now has five motors for cruising, water skiing and offshore fishing: the four-cylinder-in-line 35-hp Merc 300 and 45-hp Merc 400, and the six-cylinder-in-line 60-hp Merc 600, 70-hp Merc 700 and the Merc 800. All are available as electric starting models with a built-in alternator-type generator. The three six-cylinder models can be had with counter-rotating propellers for twin-engine installations. They are available with either left-hand or right-hand propeller rotation.

For fishing and smaller runabouts, four two-cylinder models round out the line: the 22-hp Merc 200, 15-hp Merc 150, 10-hp Merc 100, and the 6-hp Merc 60. All the 10-22 hp models offer glide-angle design, underwater exhaust through propeller hub, automatic transmission, and low trolling speed.

The Merc 300 and 400 single-lever remote control is a practical one-hand throttle and shift control. The conventional double lever control—one for shifting and one for throttle—is optional.

The single-lever controls for the six cylinder models have been refined for improved performance. The two-cylinder 10-22 hp Mercurys continue to feature single-lever controls.

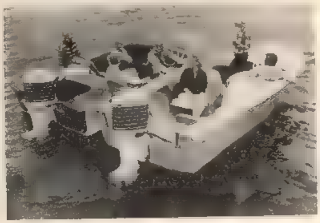
Automotive-type fixed jet carburetors are standard on models from 10-80 hp. The Merc 700 and 800 have prop-jet exhuast which discharges exhaust noise and fumes through the propeller hub. Quietness is aided by the acoustical engine compartment design and rear air intake. Salt-water corrosion resistance has been further improved through the increased use of non-ferrous alloys and new protective treatments.

All Mercs of 35 hp and up are shipped without propeller so that dealers can select the correct propeller for each boat and motor combination according to intended use. For this purpose, Mercury dealers carry a complete selection of props, designed for each specific engine.

A dual-action impact-absorption safety clutch, standard on all Mercury propellers, permits the propeller to deflect under moderate impact and to slip momentarily under severe impact. This enables the use of a shearproof propeller drive which eliminates shearpins.

The Merconomizer fuel linkage, found on four and six cylinder Mercurys, provides fuel economy at all speeds, with up to 60 percent more mpg when the motor is throttled back to cruising speed.

Left: Four-cylinder in-line Merc 300 (35-hp) has automotive-type fixed jet carburetors. Below: Two six-cylinder in-line Mercs: the 60-hp (left) and 70-hp. Line ranges from 6 to 80 hp. Counter-rotating propellers available.



Above: One of the first mass-produced lines of diesel oil-burning outboard motors is made by American Marc Inc., 1601 W. Florence Ave., Inglewood, Cal. Model above develops 9 hp at 2000 rpm. Motors use no spark plugs, carburetor, magneto, cam shafts or valves. Shroud is aluminum.

JOHNSON MOTORS

A super 75-hp Sea-Horse paces Johnson Motors' step-up in power for '60 which also introduces a 40 hp model.

The versatile "power package" incorporates mightier muscle with such features as automatic choke, high speed gear case and a selection of propellers to suit the boatman's needs.

The V-75 is offered in an electric starting model only. The 40 hp motor replaces the 35 model.

The automatic choke, created by Johnson engineers for the Sea-Horse, is standard equipment on the electric-starting 40 and 75 hp models. It regulates the degree of choking, according to the temperature of the engine block. A vacuum control permits the element to position the choke while the engine is running. Each time the engine stops, the choke closes. This produces instant starting each time the motor is re-started, hot or cold.

The choke can be operated manually. A finger lever sets the mechanism for "on" or "off" as well as "automatic."

The Super four cylinder Sea-Horse is a V-type engine, a design Johnson introduced in 1958. The new model delivers 75 hp at 4500 rpm with no appreciable weight increase over last year's V-50. Piston displacement has been enlarged from 70.7 cubic inches to 89.5.

The V-75's gear case introduces a new design. It has been trimmed for speed. Hydrodynamic studies produced a knife-edge gear housing that cuts easily through the water, especially effective for high-speed performance with small craft such as 15 to 17-foot runabouts.

The V-75 buyer can choose from three propellers, all made of light strength ductile aluminum alloy.

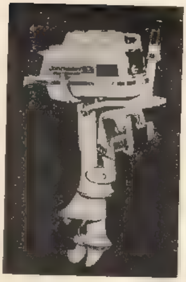
Another V-75 feature is a shock absorber transom bracket for engine mounting. Small, light brackets are bolted to the boat to mount the powerful Sea-Horse to the transom without clamp screws, assuring a safe, rugged installation. The motor can be removed by loosening two bolts.

Another extra are the two hydraulic shock absorbers built into the motor to cushion jolts to motor and transom. Into the transom bracket assembly has been designed a combination tilt lock and trailer lock.

The two cylinder 40 hp Sea-Horse comes in both electric-starting and manual models. Enlarging the piston displacement from 40.5 cubic inches (in the old 35's) to 43.9 permits a horsepower boost from 35 to 40 at 4500 rpm.

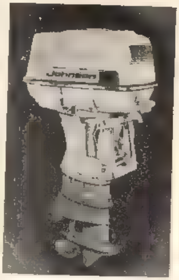
The electric-starting 40 uses the automatic choke, and both electric and manual models sport specially-designed propellers. In addition to a standard 10⅝ by 14-inch propeller, three accessory props will be available.

Johnson's 1960 fleet of Sea-Horses includes seven models: V-75, electric 40, manual 40, the 18 hp, 10, 5½ and 3 hp.



Left: The 5½-hp Sea-Horse will, Johnson says, run 6 hours on 6-gallon tank. Motor has thermostat-controlled water system, fuel pump (for non-pressurized tank, and slip clutch.

Right. Big Johnson gun is Super Sea-Horse V-75 (hp), a 4-cylinder, key-switch starting motor with twin-barrelled carburetor



OLIVER MOTORS

Oliver Outboard Motors are available with new colors and a new silhouette. Through an agreement made early last year, Oliver Motors are being manufactured by Perkins, Ltd., in England beginning with the 1960 line. The motors are of American design, built to American specifications, and parts will be available through Oliver dealers.

Highlighting the new line are the 6 hp manual, 16 hp manual, 16 hp electric and 35 hp electric, with fourteen different power combinations. Additional models are under development. All new motors are restyled and refined for stepped-up performance, and finished in Beach White and Turquoise, new English paints developed especially for outboard use.

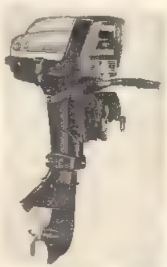
Engineering features on the engines include Dura-Drive lower units, tilt-angle adjustment devices, key switch starting, tilt-up and carrying handles, fiberglass shrouds and nylon bearings on external throttle controls.

A Twin 70 package is available, its twin set of 35 hp motors developing 70 hp. This is designed to eliminate the effects of torque and cavitation in high horsepower boat operation.

Above: Elgin outboard motors, sold at Sears, Roebuck and Co. stores, run from 2 to 60 hp. The latter, pictured here, is 3-cylinder, 3-carburetor model that has Neoprene cushioned hub, lightweight flywheel alternator with 18 to 20 ampere output, automatic bailing device, battery ignition and smokeless operation.

Left: Electric-starting 35-hp Oliver has fiberglass shroud and low tension magneto-alternator ignition. For twins model can be had with counter propellers.

Right: Manual-starting 6-hp Oliver, smallest of the line, makes good fishing model for low-speed trolling but has power enough to move out when needed.



Evinrude's 3-hp Lightwin weighs 33 pounds, comes with integral gasoline tank.

Four-cylinder, 75-hp motor, Evinrude's Starflite II has automatic choke, two hydraulic shock absorbers and slip clutch.

EVINRUDE

With an increase in horsepower over its last year's pacesetter, new streamlined lower unit, and an automatic choke, the 75-hp Starflite II heads a line of eight new models for 1960 introduced by Evinrude Motors, Milwaukee.

This four-cylinder V-type newcomer incorporates double-action hydraulic shock absorbers and offers a selection of three propellers, besides all other features of Evinrude's four-cylinder 50 horsepower Vs.

The 40-hp model, Lark II, ranks next in line, with its counterpart, the 40-hp Big Twin, a manual-start motor especially suitable for utility applications. The versatile 18-hp Fastwin, a manual-start unit which can be converted to electric starting at the owner's option; an economy motor of extreme versatility, the 10-hp Sportwin; a 5.5-hp Fisherman, designed for quiet operation at trolling speeds; and the 3 hp Lightwin and Ducktwin, stow-away motors that have found favor as auxiliary units, complete the new line.

To improve the performance of the new Starflite II, Evinrude developed the "Jet Stream" drive, a lower unit designed for operation at higher speeds with minimum water resistance.

The automatic choke, on the Starflite II and Lark II, makes for easy starting and efficient operation by assuring automatically the proper fuel and air mixture to the carburetor. The choke may also be operated manually.

The two double-action hydraulic shock absorbers on the Starflite II safeguard against damage which might result from the lower unit's striking submerged objects at high speeds. The double action cushions the initial shock set up by striking an object and also reduces the impact of the motor returning to running position.

A bracket for the Starflite II bolts directly to the transom and eliminates the use of clamp screws. The motor fits into the bracket and is bolted in place.

Three propellers have been designed for specific applications for the new Starflite II; a standard size for all normal use, a higher speed and a heavy duty model. The Lark II and the Big Twin also may be equipped with three different propellers.

All 1960 Evinrudes, from the Starflite II through the 5.5-hp Fisherman, include a full gearshift of forward, neutral and reverse with the motor running. Motors can be started in neutral position only, eliminating the danger of unexpected motion while starting. Thermostatically controlled cooling continues to be a feature of Evinrude motors.

The small motors are fitted with carburetor control knobs, safety push-button stop switches, automatic idle stops, and the Evinrude Trim-Lock to keep the motor locked in proper trim. The 3-hp motors have a wedge-shaped skeg that allows the lower unit to cut through weeds and bounce over obstructions. The Lightwin and Ducktwin have an aluminum integral gas tank; all other models have fiberglass hoods.

WEST BEND

The West Bend Aluminum Co., West Bend, Wis., has made available a new 2 cylinder 25 hp electric-starting outboard. This is an addition to the previously announced 6-model West Bend 1960 outboard line.

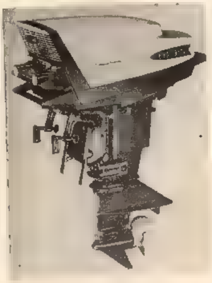
The new "25" fits between the present 18 and 40 hp models. It has big motor performance for cruising and skiing, yet is compact, and economical to run. It will power small runabouts at speeds over 30 mph.

The new motor develops 25 OBC rated hp on a weight of only 123 pounds at 4000 rpm. It has a piston displacement of 37.71 cu. in., said to be the largest in its horsepower class.

Standard equipment includes: 12-volt electric starter; dual fuel pumps; magneto ignition; full gear shift; stainless-steel underwater parts and cushion power mountings.

Synchro-drive single-lever control is available at slight additional cost.

Other West Bend models develop 8, 12, 18 and 40 hp.



Above: Evinrude's 75-hp Starflite II gets some of its sizzle from trim shape.

Right: Manual-starting 8-hp West Bend has two fuel pumps, fiberglass hood.

Far Right: Newest model in West Bend line is 25-hp (developed at 4000 rpm).

BREMER OUTBOARD UNIT

An ordinary Briggs and Stratton lawn mower engine can now be adapted for use as an outboard gasoline engine with a shaft-and-propeller unit designed by Harry Bremer, president of Bremer Mfg. Co., 4937 North 32nd Street, Milwaukee 9, Wis. The motor and lower units are detachable and interchangeable, secured by three bolts.

The lawn mower engine is a 4-cycle twin V-belt drive unit with a heavy flywheel and a neutral gear. It develops 3 hp with speeds to 8 mph. Fuel is ordinary gasoline, no mixture required. Lower unit has an underwater exhaust. Its bolt arrangement can fit any lawn mower motor.

WIZARD

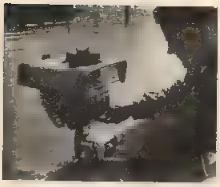
In announcing the Wizard Outboard line for 1960, Western Auto, (2101 Grand Ave., Kansas City, Mo.) has departed from the general trend and is featuring an all-new 'Fish'ency motor. A compact 7.5 hp model.

It weighs 40 lbs. and measures 30" from top to bottom, 10" smaller than last year's model. It's as easy to carry as a vacuum cleaner and compact enough to slip into a car trunk. Other features include a full-range gearshift, twist-grip throttle, snap-off hood, tilt lock, an automotive-type fuel system and an automatic bailing device that bails up to 300 gph.

Another change in the Wizard line is the addition of a 60 hp model, available with electric starting in either regular or longshaft models. The complete line comprises 60, 40, 25, 12, 7.5 and 3.6 hp models. The 25 and 40 are available with manual or electric start.

CLINTON OUTBOARD

Weighing only 30 pounds but delivering 5 hp, Clinton Engines Corp.'s (Clinton, Mich.) J-9 Apache—an air-cooled outboard motor—has a master control panel with full throttle control, a snap-off head for engine access, and an automatic recoil starter. Both carburetor and fuel pump are of automotive type, crankcase is made of die-cast aluminum. Motor's air-cooling principle goes far to eliminate danger of water flooding into engine head.



Above: For boat or lawn mower, American Chain's 2½-hp motor does job.

Left: Another mower conversion, Briggs and Stratton motor fits Bremer unit.

AMERICAN CHAIN & CABLE

A combination power package of lawn mower and outboard motor assemblies each driven by the same new gasoline engine, is introduced by the ACCO Power Products Division of the American Chain & Cable Co., Inc., Exeter, Pa. The marine unit, or Outboard Mower, is a rotary mower engine connected to a standard propeller assembly and can be quickly dismantled from the mower shell and converted for outboard use with ordinary tools.

Under test, the motor propelled a 14' boat with three men at speeds up to 7 mph. With a crew of one, it attained speeds to 10 mph. On a 13' skimmer with a crew of three, speeds to 8 mph were reached. The entire assembly weighs only 43 pounds. The engine can be detached from both mower and propeller units and is interchangeable between the two.

Power source for this convertible unit is a 2½ hp four-cycle Acco Dyna-Pak engine with a rated speed of 3600 rpm. A new mechanical governor replaces the vane-type governor on this motor, an improvement unavailable till now on gasoline-powered lawn mower engines. Consequently, up to 30 per cent more power is provided. Equipment includes an impulse-type starter for automatic starting.

SCOTT

The Marine Products Division of the McCulloch Corp., 2901 East Hennepin Ave., Minneapolis 13, Minn., which manufactures Scott outboard motors, has added a new one cylinder, 7.5 hp "fishing motor" to its 1960 line. Others comprise four electric-starting motors and five manual starting models, ranging from 60 hp through 40, 25, 12 and 7.5 to 3.6. Electric starting is standard on the 60-hp and the 40-hp Royal Scott models (deluxe version of the standard). Both electric and manual starting are available on the 40- and 25-hp standard models. The 12-, 7.5- and 3.6-hp motors are manual-starting only.

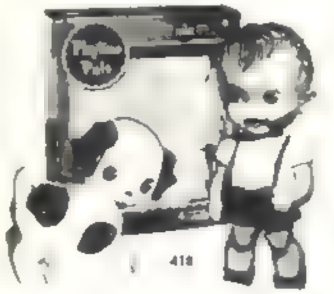
A four cylinder experimental radial motor to develop 125 hp on 90 cu. in. displacement and weigh only 260 lbs. is under development.

Electric or manual starting 25-hp Scott has automatic bailer (300 gph) and fixed jet carburetor.

Clinton's air-cooled, 5-hp J-9 Apache weighs 30 pounds; comes with 3-gal. fuel tank, full throttle.

Wizard's 7½-hp "Fishency" motor weighs 40 pounds and is 2' 6" from top to bottom—light enough to be really portable, small enough to stow.

No. 417—Chunky Has A Friend
Chunky, 8 inches tall, the lovable little all-vinyl lassie, and frisky Kitty, 4½ inches tall, are ready for many hours of play with a tiny toddler. These huggable — tubbable little toys come in a new see-through window box that will be a hit in your own toyland. Packed ½ dozen; weight 7¼ lbs.
Each $1.98



No. 418—Rompy and His Pal
Every boy should have a dog! Sun thought so, too. Now sturdy little Rompy, 8½ inch tall has a playmate, Puppy, 4½ inch tall. Rompy and Pal are as happy as can be in their new attractive gift box. You'll like them, too. Packed ½ dozen; weight 7¼ lbs.
Each $[illegible].98

No. 654/5 Blabber
Another friend of Quick Draws. 15½ inches tall of DuPont crush resistant plush of purple and pink. Washable vinyl face. Six in a carton.
Each $5.00

No. 651/6—Ba-Ba Looey
21 inches tall with hand painted vinyl face, genuine orange felt hat, neckerchief. Quick Draw's sidekick in plush. Six in a carton. Each $6.00

No. 651/4—Ba-Ba Looey
15½ inches tall, 12 in a carton.
Each $4.00

No. 653/8—Snooper
[illegible]½ inches tall Quick Draw character complete with Sherlock Holmes hat and cape and shatterproof magnifying glass. Gold and black. DuPont plush. Washable vinyl face. Six in a carton. Each $8.00

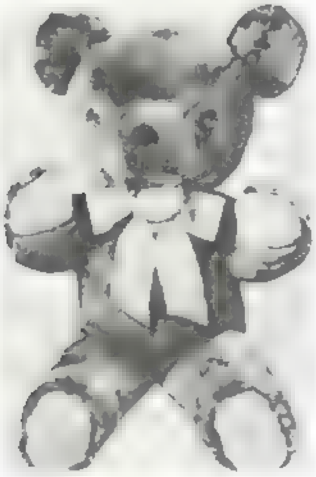
No. 650/10—Quick Draw McGraw
27 inches tall TV's most fabulous animal character. Has red cowboy hat, plastic gun and holster, neckerchief. Sapphire blue plush with white trim. Vinyl face. Four in a carton. Each $10.00

No. 650/5—McGraw
18 inch, six in a carton. Each $5.00

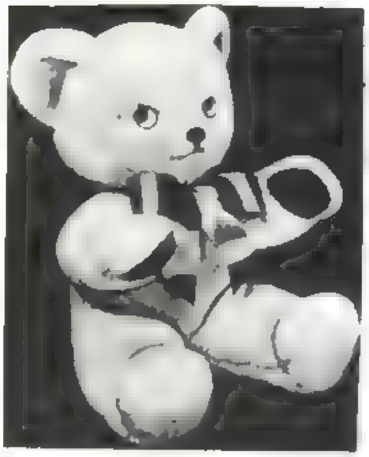
No. 1506—Burro
Non-crushable hi-pile plush featuring Mexican sombrero, colorful blanket and reins. Safety eyes. Fluff filled with new cotton. Legs reinforced with heavy-duty wire. 21 inches high. One in a box; wt. 2½ lbs.
Each $5.00

No. 7862—Smokey Bear
14 inches tall. Wears blue denim trousers, belt with "Smokey" name and ranger badge. Saf-T-Lock eyes. Sanitized for safety and stuffed with light-weight dryex and cotton. 12 in a carton; weight 12 lbs.
Each $3.00

No. 7285-0—Cuddly Bear
18 inches tall. 2-tone plush with saf-t-lock eyes and felt mouth. Ribbon bow. Sanitized and stuffed with light weight dryex and cotton. 12 in a carton; weight 19 lbs.
Each $5.00



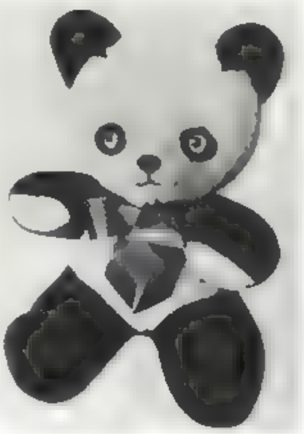
No. 1050—Giant Open Mouth Bear
31 inches tall. Made of fluffy hi-pile, non-crush plush. Has machine inserted eyes, bright satin bow around neck. Cinnamon with beige trim. One in a box, 12 in a carton; weight 70 lbs. Each $10.00



All Plush Cuddly Bear
Soft, lightweight, cuddly bear stuffed with dryex and cotton and sanitized to prevent the growth of bacteria. With safety eyes and ribbon bow. Bear packed in beige, brown, honey, for No. 7283, beige for No. 7285.

No. 7283
15 in. Box, 1 dozen to carton. Wt. 13 lbs. Each $3.00

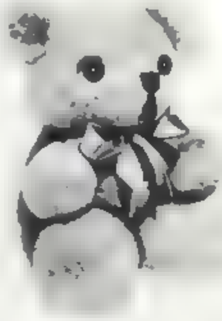
No. 7285
19 in. Box, 1 dozen to carton. Wt. 21 lbs. Each $5.00



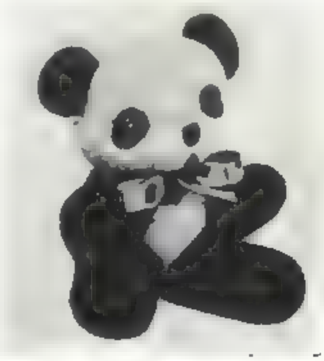
All Plush Cuddly Panda
Soft cuddly, black and white plush panda sanitized for the child's protection. Stuffed with lightweight dryex and cotton. With safety lock-in eyes and bowneck ribbon.

No. 7583
15 in. Box, 1 dozen to carton. Wt. 13 lbs. Each $3.00

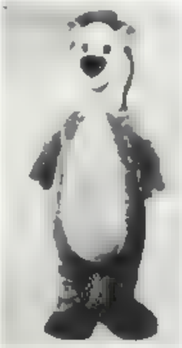
No. 7585
19 in. Box, 1 dozen to carton. Wt. 21 lbs. Each $5.00



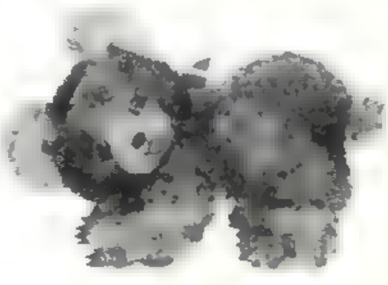
No. 7292—Cuddly Bear
Made of sanitized plush - stuffed with lightweight dryex and cotton. With saf-t-lock eyes, felt nose and mouth. Perky bow around neck. Bear can sit. Comes in beige, pink, white, assorted. 11 in. tall. Packed twelve in a carton; wt. 6 lbs. Each $2.00



No. 7592—Cuddly Panda
11½ in. Has saf-t-lock eyes with black felt eye patch; felt nose and mouth; bow around neck; sits down. Stuffed with lightweight dryex and cotton. Sanitized for safety. Black and white. Packed twelve in a carton, wt. 6 lbs Each $2.00



No. 181/5—Yogi Bear
Smiling bright vinyl face that can be washed. Made of DuPont's crush resistant plush with vinyl hands. A cute tie adorns its pudgy body. A "Joe College" perky hat sits askew on top of the head. 18½ in. tall. Color brown. Each $5.00



No. 970/20—Crouching Bear
Koala "Hugga-Bear" outstanding in design. Sits up in crouching position or stands on all four feet. Made in the finest quality very long pile rayon plush in black/silver tip and white/sable tip finish. Handpainted vinyl nose with sewed in eyes. Cotton stuffed. Packed in individual corrugated case; weight 4 lbs. Each $7.00

No. 300/3—Cuddle Cat
A beautiful, finely detailed, soft cuddly cat made of DuPont's crush resistant washable rayon plush. Stuffed with synthetic featherock. Safety locked-in eyes. Ribbon around neck. 12 inches tall. Colors black, pink and grey. Each $5.00

No. 7392—Cuddly Cat
1½ in. Features set-t-lock green eyes; felt nose and mouth, whiskers and ribbon bow round neck. Sanitized for safety, and stuffed with lightweight dryex and cotton. Cuddly Cat can sit. Pink and white assorted. Packed twelve in a ctn weight 6 lbs Each $2.00

No. 7383—All Plush Cuddly Kitten
Soft and cuddly ... sanitized to prevent the growth of germs and bacteria. Extremely lightweight, stuffed with dryex and cotton. With safety-lock eyes and ribbon bow. Black with pink. 15 in. Box, 1 dozen to carton. Weight 13 lbs. Each $3.00

No. 1024—Prince John
25 inches high. A real aristocrat in extra long pile plush. Plush is tinted at the edges to show contrast. Wide chest ribbon with gold crown tag at throat. Felt eyes. Brown, white or grey/white. One in a box; weight 5 lbs. Each $10.00

No. 1106/5—Whiskers
Giant 24 inch personality pup with fuzzy muzzle. All plush, sassy eyes, bushy brows and tail, pom-pom nose, adjustable ears. Toast Brown with white. One in a carton. Each $5.00

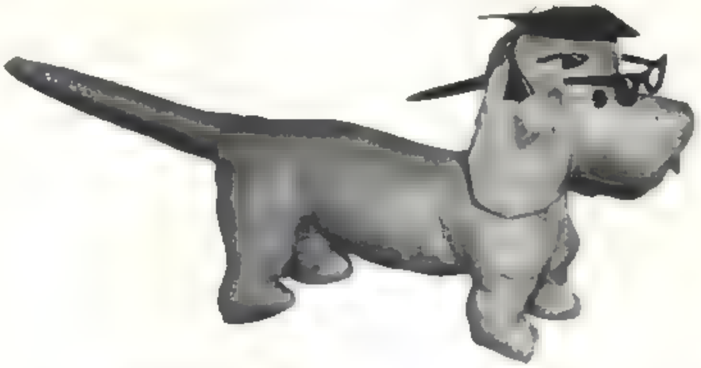
No. 655/6—Doggie Daddy
18½ inches high DuPont orange plush with white chest and black felt ears. Mischievous washable vinyl face. A TV celebrity. 6 in a carton Each $6.00

No. 652/4—Augie Doggy
12 inches high. Each $4.00

No. 180/5—Huckleberry Hound Dog
With an appealing "dog-eared" looking vinyl face which can be washed. Made of DuPont's crush resistant plush. Decorated imitation vest, perky large bowtie and [illegible] high hat. [illegible] full vinyl hands. 14 inches tall. [illegible] Each $5.00

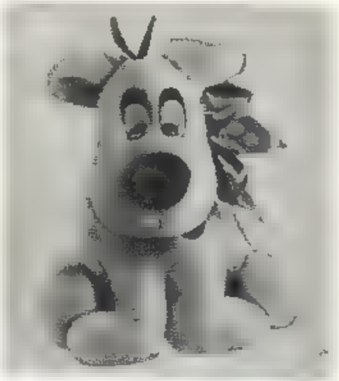
No. 180/10—Huckleberry Hound Dog
28 inches tall. Each $10.00

No. 1117—Lazy Bones
8 in. tall. Completely washable, non-crushable [illegible] plush. Foam-lined [illegible], fastened safety eyes. Packaged in clear polyethylene bags. One dozen to carton. Wt. 12 lbs. Each $[illegible]



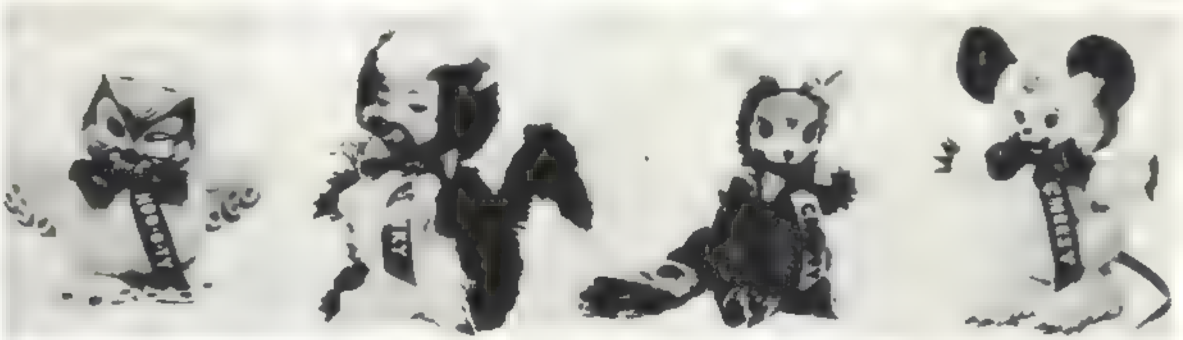
No. 753—"Professor"
21 in. High quality autograph dog. Orlon filled, washable, feather weight. Non allergic. Quick drying. Each poly bagged with free ball point pen.
Each $2.00

No. 7423—Mighty Manfred
10 inches tall. Whimsical looking canine with "cross eyed" saf-t-lock eyes, floppy ears, black and white eye patches, big black felt nose, red felt tongue, 2 black felt cowlicks, ribbon bow. 12 in a carton.
Each $3.00



Artistic
5300 line . . . $2 retailer

No. 5969—Oakes Assortment
Assortment consisting of four standing poodles and two floppy horses. Poodles made of the finest quality plush and finished with collars and lashes. The horses are made of alphabet plush and finished with bridles. Cotton stuffed. One dozen to a case; weight 12 lbs
Each $6.00



No. 5931—Assortment
Assortment consisting of four adorable little characters: Hoo-o-ty, the Owl, Stinky, a little skunk; Chippy, the chipmunk and Cheesy, a little mouse. Each with vinyl face. Made of the finest quality plush. Cotton stuffed. Finished with name imprinted on satin ribbon bows. One dozen to a case; weight 10 lbs.
Each $3.00

A new kind of portable from ROYAL!

Dramatic new styling! Brilliant new colors! Exciting new features!

THE FUTURA "800"

Here, *today*, is the portable of tomorrow! Tastefully, the Futura "800" breaks with the past in design. Decoratively, the Futura "800" tops your desk with new color. And, with its line-up of years-ahead features, the Futura "800" is the world's most modern typewriter.

Sit down to its finger-flow keys and comfortable keyboard slope, and you type smoothly and effortlessly. Flick the Magic Margin button, and you automatically set both margins. Adjust the Touch Control lever, and you tailor the keyboard to your individual touch. Observe the Royal Line Meter, and you know how many lines are left on page. Touch the Magic Column Set key, and you automatically set up columns for tabulating. Twin-Pak plastic-enclosed ribbon . . . you change it without smudging fingers. Pound away . . . its unitized construction can take it. Factory-tested, cushion-packed. With case.

Color	*Pica Type*	*Elite Type*	*Retail*
Mist Gray	**79-8504 C11150**	**79-8512 C11150**	**$147.00**
Meadow Green	**79-8520 C11150**	**79-8538 C11150**	**147.00**
Periwinkle Blue	**79-8546 C11150**	**79-8553 C11150**	**147.00**
Cocoa	**79-8561 C11150**	**79-8579 C11150**	**147.00**

THE NEW ROYAL FUTURA "400" . . . styled out of the future, yet priced within today's budget! Keywords of the keyboard are "finger flow", because fingers flow across keys in absolute comfort. And you can adjust the Touch Control Lever to your personal liking. Magic Margin and a full 84 character keyboard are additional features. Time was when hand-washing followed ribbon-changing . . . but, with Royal's exclusive Twin-Pak plastic cartridge, you make the change without your hands ever touching the ribbon! All in all, features of the factory-tested Futura "400" add up to happy hours of effortless typing. In smooth Imperial Pearl Gray finish. Carrying case included.

79-8587 C8910	Futura "400" with Pica Type	**$121.20**
79-8603 C8910	Futura "400" with Elite Type	**121.20**

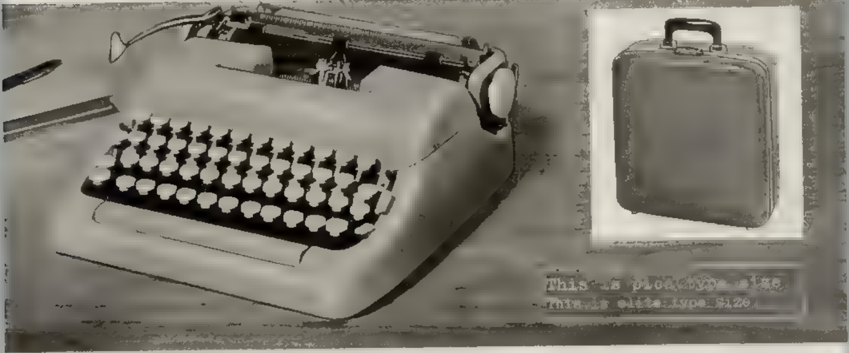
This is pica type size.
This is elite type size.

THE ROYAL "ROYALITE" . . . so compact that it's a great deal *more* portable than what's customarily called a "portable" typewriter! The height of it is a mere 3" . . . the weight of it, case and all, a very easily manageable 11 pounds, one ounce! No small wonder that you see so many "Royalite" typewriters in hotel rooms of travelers, student dormitories, offices of professional people, private homes.

One big reason for the popularity of the "Royalite" is its small size . . . but always in combination with its features! There is, for instance, a full-sized standard keyboard. There's a control for the setting of margins. There's a control for the spacing of lines. There's a neat, new, print-like type-face that goes by the name of Royal's Pica Director. Unusually easy to read and slightly more personal in the opinion of some, it's the same size as regular Pica type. The "Royalite", with a frame of cast magnesium and working parts protectively enclosed, is plenty rugged. In harmonizing two-tone gray, it comes with a case of simulated leather.

79-7142 C6245 Royal "Royalite", with case. **$79.75**

Budget-Priced Royal Portables!



SMITH-CORONA "Silent Super" . . . feature packed!

Here it is—the first, fastest and most popular portable in the world! Smart, modern lines; rich, warm finish in 4 exciting colors. It's a typewriter for the whole family to use and enjoy. Has all the features you'd get in an office model. 88-character Colorspeed keyboard has rimless, non-glare keys. Finest Keyset tabulator in portable history requires just a finger-touch to set and clear tabs and stops—right from the keyboard. Exclusive Page Gage indicates exact amount of paper remaining at the bottom of the page. Super-speed escapement permits faster action . . . means that (with correct rhythm) keys won't jam no matter how fast you type. Touch Selector adjusts keys to your most comfortable typing pressure. Quickset Margins are easiest system on any portable. Impression control dial assures perfect carbons. Completely insulated for quiet operation. Weighs just 17 lbs. with smart carrying case. (Please *specify* 1st and 2nd color choice when ordering.)

Color	*Pica Type*	*Elite Type*	*Retail*
Desert Sand	**79-8181 C11891**	**79-8199 C11891**	**$146.91**
Alpine Blue	**79-8140 C11891**	**79-8157 C11891**	**146.91**
Sapphire Gray	**79-8124 C11891**	**79-8132 C11891**	**146.91**
Seafoam Green	**79-8165 C11891**	**79-8173 C11891**	**146.91**

SMITH-CORONAS With Super-speed Action

SMITH-CORONA SUPER SPEED "STERLING" PORTABLE . . . unexcelled in the medium-price range! Truly a terrific typewriter value . . . offers many office-machine talents. Exclusive Page Gage warns you when you're within 2½" from bottom of page. 4-way Touch Selector for custom touch; easy back-spacer. Tabulator key indents at a finger-touch. Standard-size Colorspeed keyboard has non-glare keys. Floating Shift, Line Retainer, Paper Guide, Retractable Paper Supports and manually set tabulator. Sapphire Gray finish. Touch typing chart, instruction book included. Weighs just 17 lbs. with case.

79-7084 C9225 Pica Type. With carrying case **$125.71**
79-7092 C9225 Elite Type. With carrying case **125.71**

SMITH-CORONA "SKYWRITER"—WEIGHS JUST 9 LBS.! A joy to tote wherever you go. So compact, so lightweight . . . it's just what you need when traveling by plane, train or car. Handsome zippered carrying case is only 3" high, 12" long, 11" wide . . . tucks away easily in suitcase or desk drawer. It's preferred by authors, journalists, sportswriters and students . . . practical for home use too. Has office-model features despite its size and low price. Full-size keyboard; takes full-size stationery. Has Page Gage, Quickset Margins, Error Control and Touch Selector. Attractive Woodland Beige finish.

79-7126 C5979 Pica Type. With carrying case **$78.49**
79-7134 C5979 Elite Type. With carrying case . . **78.49**

FREE
touch-typing chart and instruction book

New! REMINGTON "Quiet-riter® Eleven" Portable

"Quiet-riter® Eleven"—only lightweight portable typewriter with features identical with a standard office typewriter! (1) Standard 11" carriage gives 10 3" standard writing line. Takes full size letterhead and school notebook paper lengthwise. (2) Standard keyboard . . . 44 keys, 88 characters . . . identical with keyboard on standard office model. (3) Miracle-Tab control key . . . lets you set and clear tabulator stops at the keyboard. (4) Super-strength frame gives extra years of dependable service. Single, double and triple line space selector; visible margin set; sure-grip cylinder; automatic ribbon reverse; variable line spacer. Shift key and lock at right and left; margin release key, personal touch regulator, etc. Handsome, satin-smooth finish in 4 colors. 10-lesson Touch Method Instruction Book, free cleaning brush. Weighs just 17 lbs. in luggage-type carrying case. (Please *specify* 1st and 2nd color choice when ordering.)

Color	*Pica Type*	*Elite Type*	*Retail*
French Gray	**79-8256 C11726**	**79-8264 C11726**	**$145.16**
Desert Sage	**79-8272 C11726**	**79-8280 C11726**	**145.16**
Mist Green	**79-8298 C11726**	**79-8306 C11726**	**145.16**
White Sand	**79-8314 C11726**	**79-8322 C11726**	**145.16**

REMINGTON RAND for home, school, travel

REMINGTON "LETTER-RITER" DELUXE. New, medium-priced portable . . . a speedy, accurate typewriter for business, home or school use. Has large-size, sure-grip cylinder for clearest printwork and positive feeding of carbon packs, cards, envelopes. Visible margin sets with finger-tip ease. Full 42-key, 84-character keyboard. Simplified ribbon changer. Handset tabulator. Right and left shift keys and locks. All controls located as on standard typewriter. French Gray satin finish. With touch-typing chart and booklet. Weighs 19 lbs. with handsome, stitched and bound, luggage-type carrying case.

79-7399 C8906	Pica Type. With carrying case....	**$121.38**
79-7407 C8906	Elite Type. With carrying case.........	**121.38**

REMINGTON "TRAVEL-RITER" . . . LOW-COST FAMILY PORTABLE. Check the many features of this portable . . . only Remington Rand offers such outstanding value! Has all the essentials for speedy, accurate typing—without the expensive extras. Lightweight but sturdy; takes all the wear everyone in a family can give it. Youngsters enjoy the benefits of "Travel-Riter" even in grammar school. Housewives like it for correspondence, reports, recipes. Executives prefer it on trips since it's so easy to carry. 42-key, 84-character keyboard. French Gray finish. 15 lbs. 2 oz. with case.

79-7415 C6789	Pica Type. With carrying case	**$89.75**
79-7423 C6789	Elite Type. With carrying case	[illegible]

Light and handy . . . weighs only 7½ lbs. Phone sized for counter, desk or home use!

Add-Mate adds, subtracts, multiplies, totals, sub-totals . . . all electrically!

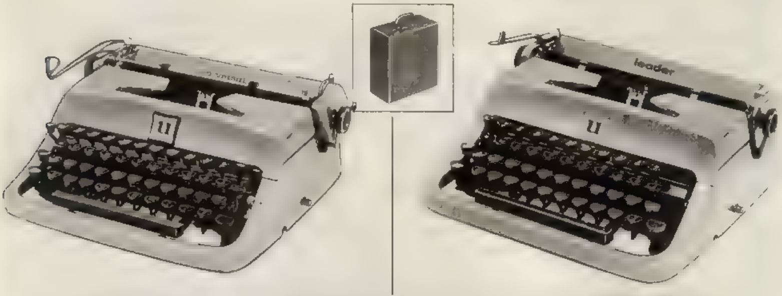
UNDERWOOD'S New All Electric Add-Mate

- **Has all the ruggedness and convenience features you would expect to find only in larger, more expensive machines.**
- **Adds, subtracts, multiplies, totals and sub-totals—all electrically.**
- **Prints all entries on a tape to give you a permanent record . . . cuts the cost of figure-file data.**
- **The 10-key keyboard is so simple to operate, anyone can do it . . . and the Add-Mate soon pays for itself in the time it saves, the errors it eliminates!**
- **So attractively styled, you'll be proud to have it on your store counter, office desk, or home work table . . . so compact in size you can move it easily from one to the other.**
- **Slips into your luggage for travel, into a drawer when not in use.**
- **Two color choices for happy harmony with any decor.**

Here's full-scale ability in an electric adding machine just the size of your telephone! The Add-Mate never crowds your desk or counter or dominates your work space. Tuck it out of sight in a desk drawer when you wish. If your business keeps you on the move, Add-Mate travels with you—anywhere.

Its accuracy and speed are not only business essentials, but a real asset at home too. Add-Mate saves you time and money by checking invoices, statements, tax forms, and by doing office and school home work. The simplified 10-key keyboard has subtraction, sub-total and total symbols, electric correction key, repeat key, digit indicator, visible tape record with transparent tear-off bar. Add-Mate weighs just 7½ lbs., lists $9,999.99 . . . totals to $99,999.99. Instruction book and cover included. AC. UL approved.

79-7225	**C13250**	Gray . . .	**$158.15**
79-7233	**C13250**	Blue	. . **158.15**



"Golden Touch" UNDERWOOD PORTABLE TYPEWRITERS

UNDERWOOD DELUXE "QUIET TAB" . . . a rugged portable with famous Golden Touch. Operates with super quiet, big machine efficiency. Tabulation operates from keyboard. Takes 10" paper, has full 84-character keyboard. Other features: "Touch Control"; "See Set" margins, Jam Release Key; Line Gauge; 1-2-3 spacing and variable line spacer; deluxe paper supports; 2-color ribbon with automatic reverse.

79-7274	**C10596**	Pica Type. Gray. With case. Wt. 24 lbs. . . .	**$139.96**
79-7282	**C10596**	Elite Type. Gray. With case. Wt. 24 lbs. . . .	**139.96**
79-7357	**C10596**	Pica Type. Blue. With case. Wt. 24 lbs. . . .	**139.96**
79-7365	**C10596**	Elite Type. Blue. With case. Wt. 24 lbs. .	**139.96**

UNDERWOOD UNIVERSAL "QUIET TAB" . . . with major features of above. Full keyboard, 9" writing line, automatic line finder.

79-7290	**C8986**	Pica Type. Tan. With case. Wt. 24 lbs. . . .	**$122.86**
79-7308	**C8986**	Elite Type. Tan. With case. Wt. 24 lbs.	**122.86**

UNDERWOOD "LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed, this Golden Touch portable is the ideal family typewriter . . . perfect for mother's correspondence, Dad's business or the children's school work. Turns out neat papers, clear carbons. Has full 9" writing line. 84-character keyboard includes arithmetic signs especially useful to students.

Loaded with features for easy operation: balanced segment shift eliminates carriage bob; finger-formed keys comfortably cradle your fingers; has easy-action back spacer. Also has right and left shift key, shift lock, adjustable hand margins with right hand bell indicator, coordinated carriage scale. Automatic line finder permits free turning of cylinder for writing between lines and accurate return to original line of writing. Has automatic ribbon reverse, adjustable paper fingers. Single, double, triple spacing. Wt. 22 lbs.

79-7316	**C6635**	Pica Type. Banff Blue. With case	**$84.05**

So tiny you can hide it in shirt-pocket, carry it in palm of your hand.
A complete pocket-size radio . . . only 14.95

All-Transistor Radios . . . Marvels in Miniature

Go modern with a tubeless radio! Transistors last forever, and batteries play for pennies a week

REGENCY MIDGET 2-TRANSISTOR RADIO

- *Weighs only 4 ounces, measures only 1½x2¼x3 inches*

Our smallest, lowest priced transistor radio. To give you an idea of how tiny the Regency Midget really is, we've placed it beside a pack of king-size cigarettes! Amazing . . . and it's just as amazing in performance. "Wear" its earphone and you can hear your favorite local programs any time, anywhere. Two transistors take so little power that the batteries keep it playing for weeks. It's new, improved, better-than-ever . . . from Regency who originated the transistor radio. And the durable plastic case is a vivid bright red

23-0003	**W997**	Regency Midget Transistor Radio	**$14.95**
23-0011	**W20**	Battery Pack for Regency Midget	**.30**

REGENCY 4-TRANSISTOR RADIO

- *Weighs only 11 ounces, measures 1¼x3x5 inches*

Right size for your pocket . . . right price for your pocketbook! Here Regency replaces tubes with transistors which, through super dynamic speaker or private earphone accessory, transmit big-set tone and clarity. Goes everywhere in its shockproof plastic case

23-0029	**W1895**	Ivory Plastic Case	**$24.95**
23-0037	**W1895**	Red Plastic Case	**24.95**
23-0045	**W1895**	Black Plastic Case	**24.95**
23-0052	**W10**	Battery for Regency above (3 needed). Each	**.15**
23-0060	**W265**	Genuine Leather Carrying Case	**3.95**
23-0078	**W325**	Earphone for Regency above	**4.95**

Everything in a handsome gift box.
Carrying case, earphone and earphone case included!

NEW GE 5-TRANSISTOR POCKET RADIO

- *Weighs 16 ounces, measures only 1⅝x3½x6⅝ inches*

Five transistors plus 1 diode (each no bigger than your thumbnail) power this handsome handful! Has GE's high fidelity audio system which explains the richness of the sound from the powerful Alnico 5-magnet speaker. No reasonably near station escapes the built-in antenna or full-band tuning dial. Dial has "Conelrad" Civil Defense markings. Ivory and black polystyrene plastic case

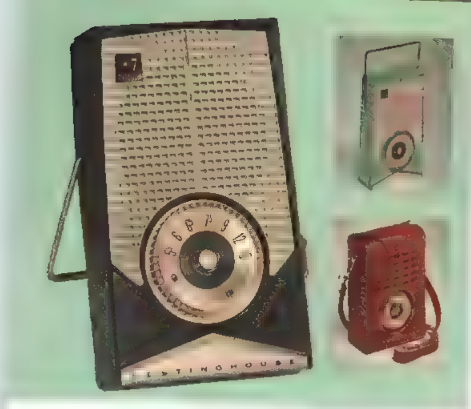
23-0086	**W2395**	GE 5-Transistor Pocket Radio	**$29.95**
23-0094	**W198**	Genuine Leather Carrying Case	**3.00**
23-0102	**W325**	Earphone for GE Pocket Transistor Radio	**4.95**
23-0052	**W10**	Battery for GE Radio (4 needed). Each	**.15**

VISCOUNT 6-TRANSISTOR RADIO

- *Only 4¾x2¾x1¼ inches; with earphone, case, battery*

Pocket sized and powerful, this ingenious import has enough range to receive a full symphony broadcast, yet it's scarcely bigger than a pack of cigarettes. Source of power is 6 tiny transistors (plus 2 diodes) that rarely if ever need replacement. Uses so little current that one battery plays for weeks. Use the earphone for private listening . . . switch to the 2¼" speaker for regular "big set" sound. Sensitive built-in antenna pulls in and strengthens weak signals. Gift boxed "package" includes radio, leather case, strap and battery; leather-cased earphone. Cabinet is black plastic with gold grille

23-0110	**W2695**	Viscount Transistor Radio and Accessories	**$39.95**



ALL TRANSISTOR
Super-7
ADMIRAL

So Tiny, They Fit in Your Palm, Pocket or Purse

Go everywhere with a transistor radio—indoors, outdoors—never miss your favorite program

WESTINGHOUSE 7-TRANSISTOR RADIO

- *Measures 4½x6⅞x2⅛ inches; has 3½" Alnico-V speaker*

This tiny Westinghouse delivers "big radio" volume, even though radio is no bigger than the palm of your hand. And the shatter-proof case makes it a rugged traveling companion. Carrying handle adjusts into a tilt stand. Long range ferrocore antenna, earphone for private listening. Plays up to 125 hours on 4 tiny penlite batteries.

23-0128	**W3195**	Charcoal and White Case	$39.95
23-0136	**W3195**	Mist Green and White Case	39.95
23-0144	**W295**	Carrying Case for Radio	4.95
23-0151	**W325**	Plug-in Earphone	4.95
23-0169	**W59**	Battery Pack (set of 4 penlite batteries)	.89

ADMIRAL SUPER 7-TRANSISTOR POCKET RADIO

- *Weighs 15 ounces, measures 1⅝x3⅜x5⅝ inches*

A powerhouse of tuning magic. Lined up within its slim silhouette are 7 tiny transistors plus 2 diodes, an Alnico 5 PM speaker and built-in ferroscope antenna . . . that's why it delivers "big radio" performance. Plays up to 100 hours on 4 tiny penlite batteries. Earphone lets you listen without disturbing others. Unbreakable plastic case. Carrying handle forms easel stand for table use.

23-0177	**W3495**	White Plastic Case	$44.95
23-0185	**W3495**	Green Plastic Case	44.95
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	.15
23-0201	**W395**	Earphone for Admiral Radio above	5.95

ADMIRAL IMPERIAL 8-TRANSISTOR POCKET RADIO

- *Weighs 15 ounces; measures 1⅝x5⁹⁄₁₆x3⅞ inches*

Mite sized, but mighty powerful . . . this new pocket-sized portable performs like a console model. Built-in antenna, 8 transistors and 1 diode all combine to pull in distant stations. Batteries last up to 400 hours for lots of pleasurable listening; plug in the earphone for "private listening". Unbreakable plastic case has molded-in color and built-in handle that forms a supporting stand.

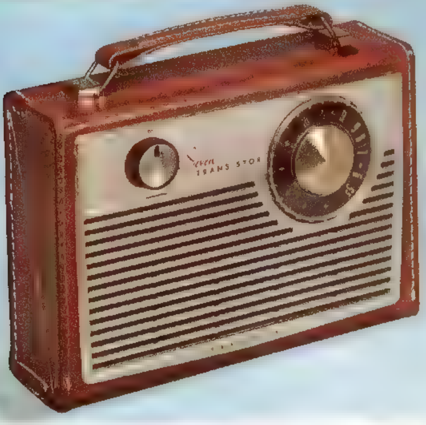
23-0219	**W4195**	Tan and White Plastic Case	$54.95
23-0227	**W4195**	Black and White Plastic Case	54.95
23-0201	**W395**	Earphone for Admiral Radio	5.95
23-0052	**W10**	Battery for Admiral Radio (4 needed). Each	.15

WESTINGHOUSE 8-TRANSISTOR POCKET RADIO

- *Measures 1⅝x3⅛x6 inches; weighs only a few ounces*

Smart new portable radio with power to spare! Plays up to 200 hours on a single low-cost battery. Travels in pocket or purse . . . performs like a big radio wherever it goes. Powered by 8 miracle transistors and a trouble-free Westinghouse Silver Safeguard Chassis. Use the earphone for private listening. Unbreakable plastic case.

23-0250	**W3995**	Chestnut Brown and Gold Plastic Case	$54.95
23-0268	**W3995**	Mint Green and Gold Plastic Case	54.95
23-0276	**W295**	Carrying Case	4.95
23-0284	**W89**	Battery (200 hour playing time)	1.29
23-0151	**W325**	Adjustable Plug-in Earphone	4.95



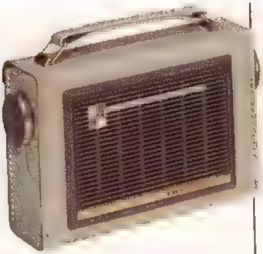
GE Transistor Portable

- *Newly designed circuits lengthen battery life!*
- *7 transistors, 1 diode! 4-inch Dynapower speaker!*
- *Genuine top-grain leather case . . . aluminum grille!*

This compact GE beauty is destined to be your constant year-round companion! You'll be amazed when you hear the performance of 7 transistors in the new maximum efficiency circuit . . . when you hear its remarkable power, range and tone. And you'll love its fast, precise tuner . . . the 4-to-1 ratio between selector knob and tuning dial easily pinpoints the exact station you want. New push-pull audio output (same circuit that's used on big console radios!) . . . lengthens batteries' life to save you money. Built-in antenna pulls in even distant stations loud and clear . . . sound won't fade out or suddenly blast away, thanks to the automatic volume control design of the printed circuits. Tuning dial is lighted by push-button on cabinet. Light goes off automatically when pressure is released, preventing accidental battery drain. Smartly saddle-stitched top grain leather case. 9x6⅜x3"

77-5106 B4495	GE All-Transistor Portable Radio	**$59.95**
77-6054 B17	Battery for radio above (3 needed). Each	**0.25**

Full, rich tone . . . luggage-type fold-down handle

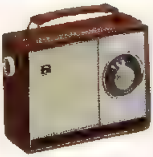


LUXURY-STYLED GE TRANSISTOR PORTABLE RADIO

- *5 Select-Quality transistors plus 1 crystal diode. Big 4-inch speaker*

Ready to go *ANYWHERE* at the drop of a hat! Has power to spare, precision tuning, highly sensitive speaker, built-in antenna, fool-proof printed circuit chassis. Covers full AM broadcast band, has Civil Defense markings. Simulated leather case, plastic grille

77-6476 B3195	Cocoa with Beige trim. 8⅝x6x2⅞".	**$39.95**
77-6468 B3195	Black with White trim. 8⅝x6x2⅞".	**39.95**
77-6534 B15	Battery for GE radio above (4 needed). Each	**0.25**



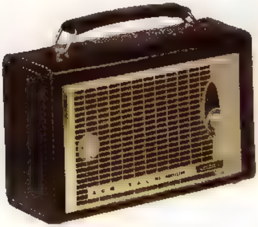
Peak Performer—powerized for perfect outdoor listening

WESTINGHOUSE ALL-TRANSISTOR PORTABLE RADIO

- *Compact, power-preserver chassis with 7 transistors plus diode*

Any time, any place—the world is at your fingertips! Size is small . . . but performance is *Big!* Vernier tuning control assures accurate station selections. Powerful push-pull audio output. Full range 4" Alnico speaker . . . automatic volume control. Earphone jack

77-5809 B3789	Tan Leatherette Case. 5 7/16x7⅛x3⅜" . . .	**$49.95**
77-5817 B3789	Gray Leatherette Case. 5 7/16x7⅛x3⅜". . .	**49.95**
77-6054 B17	Batteries for radio above (4 needed). Each	**0.25**



Small but powerful . . . slips easily into luggage

ADMIRAL ALL-TRANSISTOR PORTABLE RADIO

- *8 transistors plus 1 germanium diode. Alnico V magnet 4" speaker*

Top-notch performer, even under adverse conditions! Starts playing instantly. You get "pin-point" tuning every time with Vernier tuning dial. Volume Sentinel maintains constant volume level. Built-in Ferroscope antenna. Push-pull audio output circuit

77-5833 B4995	Black Vinyl Case. 5¼x9x2¾".	**$64.95**
77-5825 B4995	Tan Vinyl Case. 5¼x9x2¾".	**64.95**
77-6062 B17	Batteries for radio above (6 needed). Each . .	**0.25**

Crystal clear reception in cars, planes, trains, boats

GE "CROSS COUNTRY" PORTABLE RADIO

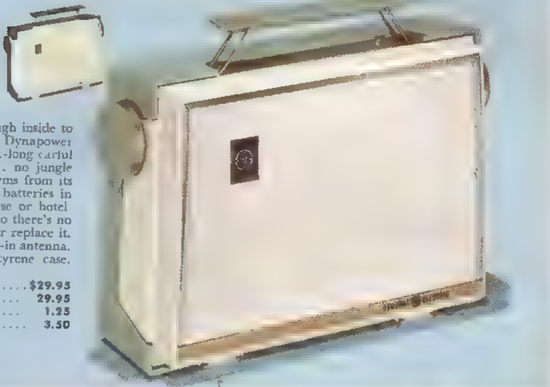
- *8 transistors plus 1 crystal diode. 5¼" Dynapower speaker*

Pulls in pleasure from far and near! 8 transistors and a diode . . . maximum efficiency circuit . . . and 5¼" speaker give unparalleled power, range and tone. New push-button dial light for easy tuning, goes off automatically to prevent accidental battery drain. Styled like fine luggage in saddle-stitched top grain leather

77-5866 B5695	"Cross Country" Portable Radio. 9x6⅜x3".	**$75.00**
77-6054 B17	Batteries for radio above (6 needed). Each . .	**0.25**

GE Portable Radio

- *Plays everywhere—indoors and out!*
- *5 tubes including rectifier! Big 4-inch speaker!*
- *Operates 3 ways: on batteries, on AC, on DC!*



To look at it, you'd never suspect there was space enough inside to hold a 5-tube "power plant" . . . let alone a large 4-inch Dynapower speaker! But GE engineers have done it as a minute-long earful will prove! Printed circuit chassis is trustworthy . . . no jungle of wires to cause trouble or be serviced. Versatility stems from its instant, trouble-free power change . . . from long-life batteries in backyard or on beach to AC or DC when inside house or hotel. Power cord glides in and out of its hideaway position, so there's no need to open the case every time you want to remove or replace it. Full range tuning with Civil Defense band markings, built-in antenna. Carrying handle folds flat against unbreakable polystyrene case. 10" long, 6½" high, 3¼" slim.

77-6013	**B2395**	Sage Green Case	**$29.95**
77-6096	**B2395**	Ebony and White Case	**29.95**
77-6039	**B90**	Burgess "A" Battery (1 needed).	**1.25**
77-6047	**B250**	Burgess "B" Battery (1 needed)	**3.50**

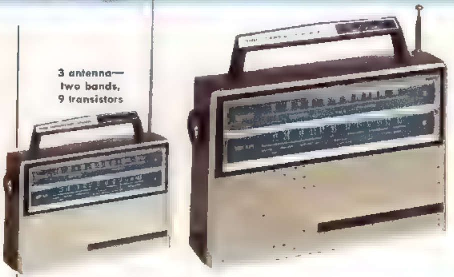
Pulls in distant stations—tunes out unwanted noise

WESTINGHOUSE SIX TRANSISTOR PORTABLE RADIO

- *6 transistors plus diode. Full range Alnico V 4" speaker*

Carry listening enjoyment wherever you go! This compact portable plays with full tone brilliance. Source of power is 6 transistors which rarely, if ever, need replacement. "Tune easy" dial, automatic volume control, push-pull audio output, sensitive antenna.

77-6104	**B2390**	White and Flame Case 6¾x7⅞x2⅝"	**$29.95**
77-6112	**B2390**	Charcoal and White Case 6¾x7⅞x2⅝"	**29.95**
77-6062	**B17**	Battery for radio above (4 needed). Each	**0.25**



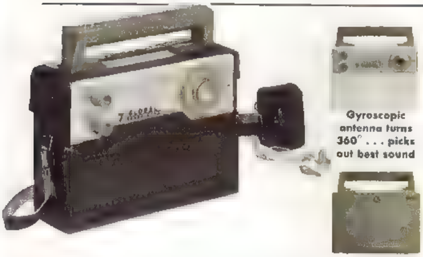
3 antenna—two bands, 9 transistors

WESTINGHOUSE DUAL BAND TRANSISTOR RADIO

- *9 transistors plus diode. 4" Alnico V speaker with powerful magnet*

TWO super-sensitive bands let you circle the world—by ear! Has standard AM band *PLUS* second band that pulls in ship-to-shore radio, marine weather stations, time signals, international short wave, aircraft signals, tropical area stations. Vernier slide rule dial tuning.

77-6138	**B6470**	Dove Gray and White Case, 9$\frac{3}{16}$x11$\frac{5}{16}$x3½"	**$89.95**
77-6120	**B6470**	Charcoal and White Case 9$\frac{3}{16}$x11$\frac{5}{16}$x3½"	**89.95**
77-6534	**B15**	Battery for radio above (6 needed). Each	**0.25**



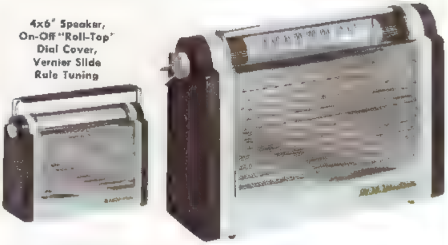
Gyroscopic antenna turns 360° . . . picks out best sound

VISCOUNT "GLOBAL 7" 3-SPEAKER PORTABLE RADIO

- *7 transistors, 1 diode, 2 varistors. 3 matched 3" speakers!*

Most "soundsational" transistor radio yet developed! Brilliant 3-dimensional sound surrounds you—because of 3 speakers: 2 in cabinet front, one in back cover. Exceptionally sensitive . . . even has bass and treble control. Green plastic case. Complete with earphone in leather case, also leather carrying case that lets the sound come through.

77-6146	**B3995**	Transistor Radio. 9$\frac{7}{16}$x6$\frac{5}{16}$x1$\frac{9}{16}$".	**$59.95**
77-6062	**B17**	Battery for radio above (6 needed). Each . . .	**0.25**



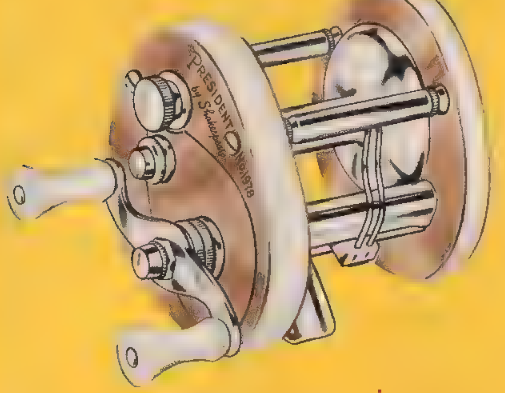
4x6" Speaker, On-Off "Roll-Top" Dial Cover, Vernier Slide Rule Tuning

RCA "GLOBE TROTTER" PORTABLE RADIO

- *8 transistors, 1 crystal diode. Big 4x6" speaker*

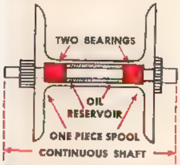
Here's year-round pleasure! Big table-radio size speaker will fill your ears with rich sound. You'll get finest fidelity; find it easy to pin-point stations. Roll up dial cover, radio turns on, roll down, radio turns off. 4 batteries give power for 100 playing hours. 6¼x9⅜x2⅞"

77-6203	**B5195**	Charcoal plastic and satin aluminum	**$65.00**
77-6245	**B5195**	Aqua plastic and satin aluminum	**65.00**
77-6054	**B17**	Battery for radio above (4 needed). Each .	**0.25**



Shakespeare | DIRECT DRIVE **President**
NO. 1978 - $32.50

NEW Tru-Axis casting reels built for new monofilament* casting line



Tru-Axis is ruggedly anchored, stays centered and runs smoothly. One piece construction withstands wedging pressure of monofilament.

New Shakespeare Tru-Axis principle, plus newly developed Shakespeare bait casting monofilament* makes the use of monofilament a practical reality for bait casters. Here is a new concept of reel construction destined to revitalize bait casting. *No. 1978 Shakespeare Direct Drive President beautiful bronze anodized finish, a 'custom-crafted masterpiece for years of dependable performance. Capacity 165 yds. 15 lb. Shakespeare B. C. Mono $32.50*

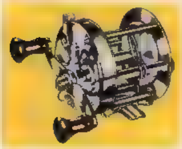
**See the reverse side for complete details on new, "B. C. MONO"—Shakespeare monofilament made specifically for bait casting.*

DIRECT DRIVE
FULL POWER

QUIET
NYLON GEARS
OUTWEAR METAL

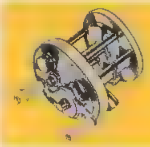
"AUTOMATIC THUMBING" NEW SPRING TENSION CASTING DRAG

Another plus from Shakespeare engineering. Easily adjusted for no-backlash casts



No. 1944T SERVICE

Tru-Axis, for use with monofilament* Chrome plated brass frame. Three-unit take-down construction ruggedly built for fresh and salt water service. Capacity 200 yds. 20 lb. B. C. Mono $17.95



No. 1976 PRESIDENT

STAINLESS STEEL Tru-Axis, Direct Drive and automatic thumb, plus Ty-Bo crank, For fresh or salt water Cap. 165 yds. 15 lb. B. C. Mono $37.50

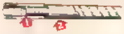
No. 1927 DIRECT DRIVE

Has exclusive Direct Drive, automatic thumb and Tru-Axis construction to handle monofilament*, Price makes it a real value. Cap. 165 yds. 15 lb. B.C. Mono . . . $16.00

No. 1923 DIRECT DRIVE

Sporty, light salt water fishing. Bait casting for musky and northerns. "Ty-Bo" crank, automatic thumb, direct drive, and Tru-Axis, Cap. 165 yds. 15 lb. B. C. Mono . . $17 50

SHAKESPEARE TUBULAR GLASS WONDERODS



DOUBLE-BILT with:

1. A reinforcing glass fiber cylindrical wall on the inside and . . . . . .
2. Thousands of parallel glass fibers on the outside for strength. There s a Shakespeare Wonderod for every type of fishing. Above, No. P1592 Presidential Casting Wonderod. 5'8" L or M, 6' L $24.95

Shakespeare

SpinWonder

NO 2065 - $32 50

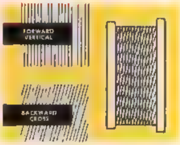
NEW popular size open-face with super-smooth "Verti-Cross" wind

TWO SPOOLS
(INCLUDING DRAG
MECHANISM) ARE
STANDARD EQUIPMENT
WITH EACH
SpinWonder Reel

Renowned Shakespeare craftsmanship, widespread consumer acceptance and powerful national advertising make the new SpinWonder the "hot one" for 1960. This new reel incorporates outstanding features of the rugged Sea Wonder, in the size most of your customers want. Corrosion-defying construction, multiple disc clutch (won't freeze or rust out), precision cut gears and bearing anchored gear mechanism assure extra ruggedness, stability and smooth operation.

No. 2065NL Two spools without line $29 95

No. 2065 with two factory-filled spools One spool (200 yds. 6-lb. monofilament, extra spool (225 yds. of 10-lb. monofilament) all only $32.50



INGENIOUS VERTI-CROSS LEVEL-WIND

New Shakespeare exclusive variable speed level-wind—slow on forward motion—faster on backward motion, alternates a layer of cross winding with level winding. Result: Line cannot wedge down, eliminates pile-up and flows off smoothly

EASY TO GET AT NON-REVERSE

Just a flick of the finger puts crank in non-reverse—conveniently located at bottom of reel, always, easily accessible.

FACTORY SEALED SPOOLS

Both spools come filled with new Shakespeare monofilament, sealed to insure factory freshness.

SEA WONDER REELS FOR SALT WATER SPINNING

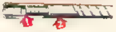
No. 2070
(Cap. 250 yds. 10 lb.)
$37 50

No 2080
(Cap. 250 yds. 12 lb.)
$39.95

No 2090
(Cap. 250 yds. 20 lb.)
$45.00

SHAKESPEARE

TUBULAR GLASS WONDERODS

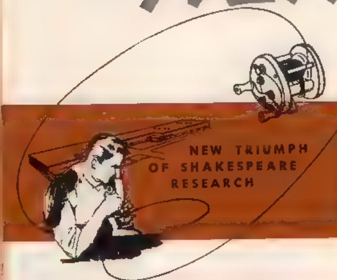


DOUBLE-BILT with:

1. A reinforcing glass fiber cylindrical wall on the inside and. . .
2. Thousands of parallel glass fibers on the outside for strength

There's a Shakespeare Wonderod for every type of fishing. Above, No. P1468 Presidential Spin Wonderod, 6'6" and 7'. $29 95

LINE-UP FOR SALES WITH NEW B C Mono for BAIT CASTING


NEW TRIUMPH OF SHAKESPEARE RESEARCH

Shakespeare
B C Mono for BAIT CASTING
DESIGNED FOR LEVEL-WIND CASTING and TROLLING REELS

MONOFILAMENT LINE SPECIFICALLY FOR BAIT CASTING

Opens New Sales Opportunities

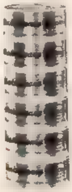
Shakespeare research and facilities to fabricate its own monofilament — now bring you an entirely new kind of monofilament — Shakespeare B. C. MONO designed specifically for bait casting and trolling. New "B. C. MONO" . . . processed for bait casting limpness . . . is smaller in diameter, strength-for-strength than braided line; nearly *doubles* reel capacity! Sealed to insure factory fresh delivery to your customers. Available in 10-lb. to 35-lb. test rating.

No. 6100X B.C. MONO in Factory Fresh 6-Pak (6, 100-yd. connected spools)

10-lb.	12-lb.	15-lb.	18-lb.	20-lb.	25-lb	30-lb.	35-lb.
$10.50	$12.00	$12.90	$13.50	$15.00	$18.00	$21.00	$24.00

B. C. MONO IN FACTORY FRESH 6-PAK

No. 6100X Now B. C. MONO comes in convenient 6-pak, 100 yds. to spool. Pak cuts apart for single spool sales. (For prices see chart at left.)



B. C. MONO IN PLASTIC BOX

No. 6100 Now available two 100-yd. spools connected in handy plastic utility box.

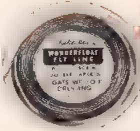
10-lb—$4.00
12-lb—$4.50
15-lb—$4.80
18-lb—$5.00
20-lb—$5.50
25-lb—$6.50
30-lb—$7.50
35-lb—$8.50

SHAKESPEARE MANUFACTURES ALL TYPES OF LINES—PRICED AND PACKAGED FOR VOLUME SALES

Shakespeare Monofilament

SHAKESPEARE "FACTORY-FRESH" MONOFILAMENT in 3 colors for varying water and bottom conditions

The ultimate in monofilament, fabricated to tolerances of less than 12/1000th of an inch. (1) uniformly strong throughout and (2) casts smoothly because of its small diameter which resists kinking and stays limp. No. 5900Q Wexford Monofilament available in 4 to 30-lb test in blue, green or charcoal to match every stream, lake, river or salt water condition. Competitively priced; for example 100 yds 8-lb . . . **$.65** *(also available in 12-pak)*



SHAKESPEARE WONDERFLOAT FLY LINE floats high and dry without dressing

A spectacular performer, the secret is in the tough, lighter than water, floating jacket. Wonderfloat fly line has body and weight to cast well. Never submerged, it picks up OFF the water with a flick of the rod tip, slithers through the guides, casts without sag, and lies limp, kinkless on the water. Wonderfloat finish level lines from $2.00; tapers from $6.00. All in new tangle proof "Quick-Pak" for easy reel loading.

WEXFORD WONDERLINE *WEARS UP TO 3 TIMES LONGER — WILL NOT WATER LOG*

Famous Wexford Wonderline wears up to 3 times longer. Exceptionally tight braid gives you a flexible, easy casting line that will not water log and provides a bonus of extra strength. Available in 10 to 40-lb. test rating in black, camouflage and invisible. All sealed for factory fresh delivery. Price example: 50 yds. 15-lb. test **$1.35**

FINE FISHING LINE
Shakespeare

LITHO IN U S A

SHAKESPEARE COMPANY, Kalamazoo, Michigan

Please send me your new 1960 illustrated price list.

NAME ____________ ADDRESS ____________

CITY ____________ ZONE ______ STATE ____________

MAIL COUPON NOW!

GET YOUR NEW 1960 ILLUSTRATED PRICE LIST

New standard of spinning line excellence

Shakespeare

super-soft,

uni-strength S/P MONO for SPIN FISHING

FINE FISHING LINE
BY
Shakespeare
MADE IN U.S.A.
Shakespeare
S/P MONO for SPIN FISHING
DESIGNED for SPINNING and PUSH-BUTTON REELS

UNMATCHED KNOT STRENGTH!

Truly, the finest spinning line ever manufactured! Extensive Shakespeare tests prove conclusively that new S/P Mono has greater tensile strength for any given diameter and retains much greater knot strength than any other monofilament line tested. Superbly soft, S/P Mono is fabricated exclusively and entirely by Shakespeare with its own facilities which permit far greater quality control. Newly perfected electronic inspection techniques result in almost perfect uniformity. Powerful Shakespeare advertising and testimonials resulting from product performance, will have your customers asking for super-soft uni-strength S/P Mono. Order now, and get your share of new S/P Mono sales!

No. 6200X New S/P Mono comes in convenient 6-pak, 100 yds. to spool, sealed in transparent acetate to insure factory fresh delivery to your customers. (Prices below are for 6, 100-yd. connected spools)

[illegible]	6-lb.	[illegible]	10-lb.	[illegible]	15-lb.	[illegible]	25-lb.	[illegible]
[illegible]	$9.00	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	$18.00	[illegible]

S/P MONO IN PLASTIC BOX

No. 6200 S/P Mono is available two 100-yd. spools connected in handy, plastic utility box. (Price below is per box, two 100-yd. spools connected)

[illegible]	6-lb	[illegible]	10-lb	[illegible]	15-lb.	[illegible]	25-lb.	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

PRICE-PACKAGED FOR BIG VOLUME, EXTRA PROFIT!

Factory Fresh Monofilament in 3 Colors for Varying Water and Bottom Conditions

No. 5900Q Wexford Monofilament available in 4 to 30-lb. test in blue, green or charcoal to match every stream, lake, river or salt water condition. (1) Uniformly strong throughout and (2) casts smoothly because of its small diameter which resists kinking and stays limp. Competitively priced; for example 100 yds. 8-lb. . . . $ .65

Write now for 1960 illustrated price list

SHAKESPEARE CO.
Kalamazoo, Mich.

Please send me your new 1960 illustrated Price List.

NAME ______________________

ADDRESS ______________________

CITY ______________________ STATE ________

LITHO IN U.S.A.

GENUINE CHINA

AMERICAN MADE . . . AT POPULAR PRICES

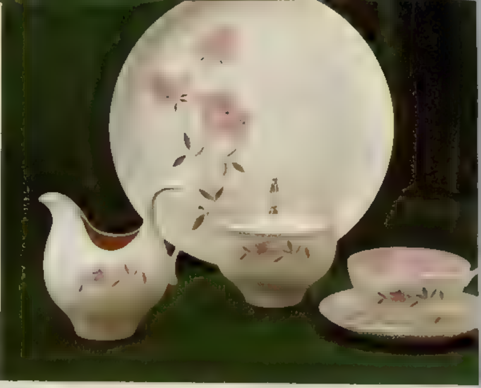
A NEW CERAMIC DEVELOPMENT BY

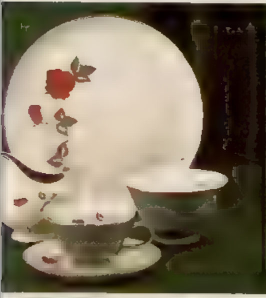
Taylor, Smith & Taylor

For the first time in the history of American potteries—Taylor, Smith & Taylor has made available genuine ALL China in a popular price range! This is superb real China—detergent-proof, oven-proof, chip-resistant—luxurious China dinnerware that brings beauty and distinction to any home. Available in a limited number of the country's leading stores—it has been enthusiastically received by home makers and interior decorators. Remember this is **not** semi vitreous dinnerware—it is genuine all China at a price within the reach of all—and is available only in the Rose Sachet pattern illustrated to the right.

ROSE SACHET An exquisitely beautiful pattern selected by Taylor, Smith & Taylor to introduce their genuine China under the famous "Taylorton" Trademark. A color combination of beauty and distinction. Two-tone Sugar, Creamer and Cups as illustrated. Years of satisfaction assured.

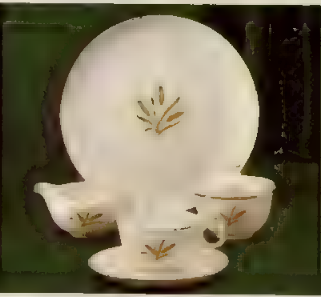
94R0509H2535—32 piece set for 6	Retail $40.50
94R0510H4000—53 piece set for 8	Retail 64.00
94R0511H7850—93 piece set for 12	Retail 125.00





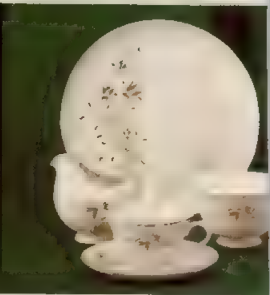
REGAL ROSE The creation of a world famous designer—features lifelike rose effect with contrasting stem and leaves. Modern glamour shape. Matching two-tone sugar, creamer and cups. Platinum band around all outer edges.

94R0512H1628—32 piece set for 6	Retail $28.50
94R0513H2686—53 piece set for 8	Retail 47.00
94R0514H4971 93 piece set for 12	Retail 87.00



HARVEST GOLD Luxurious simplicity in one of the most attractive patterns available today. A superb modern glamour shape featuring an idealized wheat motif. Warranted 22 K. gold band around all outer edges.

94R0515H1315—32 piece set for 6	Retail $23.25
94R0516H2257—53 piece set for 8	Retail 39.50
94R0517H3897—93 piece set for 12	Retail 68.50

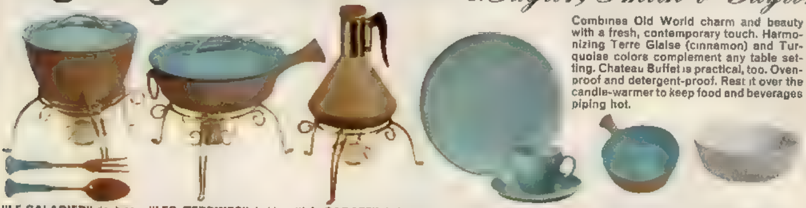


CANDLELIGHT An example of charming dignity with appealing simplicity. A modern shape with America's newest side spray treatment—exquisitely beautiful. Platinum band around all outer edges.

94R0518H1424—32 piece set for 6	Retail $25.00
94R0519H2380—53 piece set for 8	Retail 41.00
94R0520H4080—93 piece set for 12	Retail 71.00

"CHATEAU BUFFET" BY *Taylor, Smith & Taylor*

Combines Old World charm and beauty with a fresh, contemporary touch. Harmonizing Terre Glaise (cinnamon) and Turquoise colors complement any table setting. Chateau Buffet is practical, too. Oven-proof and detergent-proof. Rest it over the candle-warmer to keep food and beverages piping hot.



"LE SALADIER" doubles as a salad bowl or Boston baker. Holds 2½ quarts. Individually gift packed with lid, buffet warmer, stand and candle. Ceramic handled wood salad fork and spoon included.

94K0523H765 Retail $10.00

"LES TERRINES" holds 2½ quarts. Brass ring for hanging adds a decorator's touch to your kitchen or dining room. Individually gift packed with buffet warmer, stand and candle.

94K0524H690 Retail $9.00

"LA CARAFE" holds 10 full cups. Easy-pour, non drip spout with insulated stopper to hold in heat and flavor. Polished brass handle. Individually gift packed with buffet warmer, stand and candle.

94K0522H595 Retail $7.95

12 PIECE SET 4 plates, 4 cups & 4 saucers, in turquoise. Plates have cinnamon edge. Clean, uncluttered lines with continental charm. detergent and oven-proof

94K0521H755 Retail $10.00

"LES RAMEQUINS" Individual 10-ounce casseroles with molded handles. Gift packed, 6 to a box

94K0525H690 Retail $9.00

"LES ASSIETTES A SALADE" (Salad Bowl)—just the right size for generous individual servings. 6 in a gift pack.

94K0526H345 Retail $4.95

NO C.O.D. ORDERS ACCEPTED

Check reverse side for contents and mailing weights of Services for 6, 8 and 12.

New Designer's Triumph . . . Nationally Advertised Creations by Taylor, Smith & Taylor

"THE INVITATION SERIES"

These two charming, recently introduced patterns in an entirely new and different type of table setting, have created a sensation in fine shops from coast to coast. The "Invitation Series" (which includes only the WINDEMERE and WOODHUE patterns illustrated to the right) is available only in 54 pieces, service for 8, with the attractive Coffee Carafe and Buffet Warmer with stand and candle. Additional place settings can be obtained if desired.

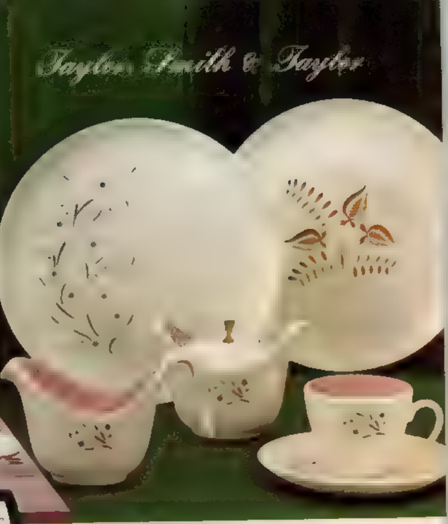
(See illustration below for special Invitation Series setting) All Taylor, Smith & Taylor creations reflect the newest mode and modern spirit in a delightful manner. ALL are oven-proof and detergent-resistant. Open stock guaranteed for 5 years.

WINDEMERE A delightful, charming modern motif in harmonious blending pinks and grays as illustrated. An aristocratic table setting with two-tone Sugar, Creamer and Cups. Truly a luxurious set at a modest price. (Pattern on the left)

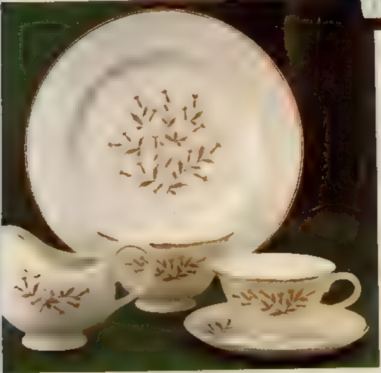
94R0501H2495—54 piece service for 8 .... Retail $39.95

WOODHUE Featuring the new warm, modern Browns and Turquoise color combinations—with two-tone Sugar, Creamer and Cups—with Turquoise inner coloring. A smart, fashionable set that always arouses favorable comment. (Pattern on the right)

94R0502H2495—54 piece service for 8 . . . Retail $39.95

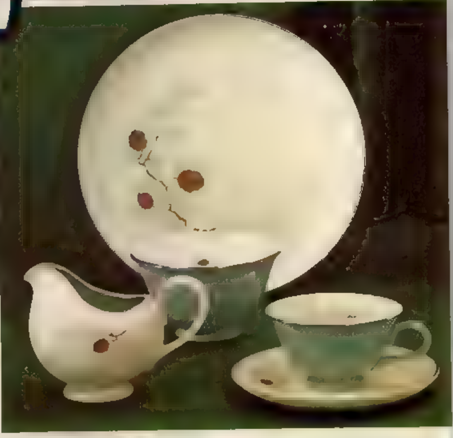


"America's finest dinnerware since 1899"



MONTICELLO In the modified modern shape, with a dainty stylized leaf and flower design. The essence of elegance and beauty of which you will always be proud. 22 K. gold edge lined, blending with color motif of the center design.

94R0503H1424	32 piece set for 6	Retail $25.00
94R0504H2380—53	piece set for 8	Retail 41.00
94R0505H4080	93 piece set for 12	Retail 71.00



SILVER SPRUCE in the modern glamour shape. Delicate blue in an engraved effect with warm spruce cones. Beautiful two-tone combination—an achievement in creative art. Platinum edge.

94R0506H1628—32	piece set for 6	Retail $28 5
94R0507H2686—53	piece set for 8	Retail 47 0
94R0508H4971—93	piece set for 12	Retail 87.0

SERVICE FOR 12—93 PIECE SET

Shipping wt. 65 lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 nappy (open vegetable dish)
1 gravy boat
1 covered sugar
1 creamer
1 covered casserole

SERVICE FOR 8—53 PIECE SET

Shipping wt. 38 lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 6—32 PIECE SET

Shipping wt. 29 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy (open vegetable dish)

NO C.O.D ORDERS ACCEPTED

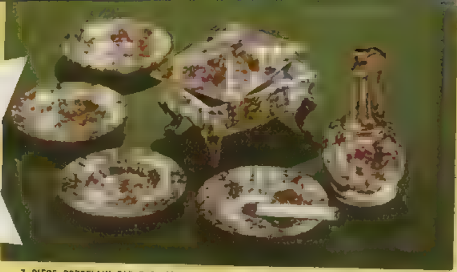
*IMPORTANT: Note that every 32 piece set includes full size 10" plate. Shipped direct from pottery in East Liverpool, Ohio . . Allow 2 Weeks for Delivery

For the discriminating hostess . . .

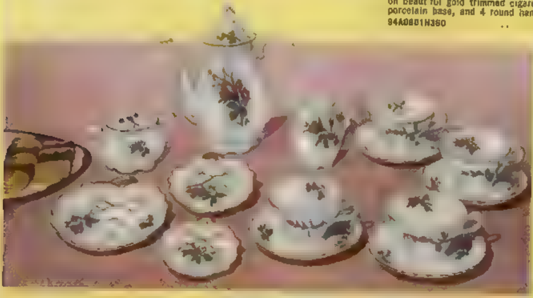
IMPORTED GIFTS

LOVELY CHINA and Imported CERAMICS

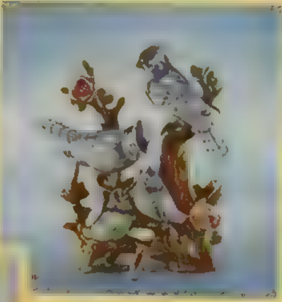
by SPHINX



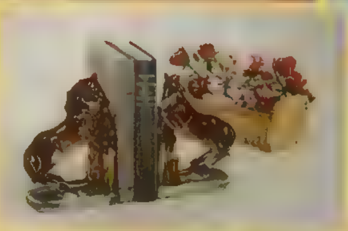
7 PIECE PORCELAIN TABLE CIGARETTE SET Multi color English type chintz decoration on beautiful gold trimmed cigarette box with cover, polished brass lighter tightly set in porcelain base, and 4 round handy ash trays.
94A0601H360 .. . Ret. $5.98



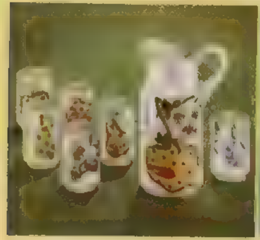
16 PIECE CHINA TEA SERVICE—Gracious serving set with charming "Moss Rose" pattern, and sparkling gold trim, is hostess-right for every occasion. 4 cups, 4 saucers, large tea or coffee pot with cover, covered sugar bowl and creamer, plus 3 leaf shaped bon-bons with gold vein.
94A0602H600 . ... Ret. $9.98



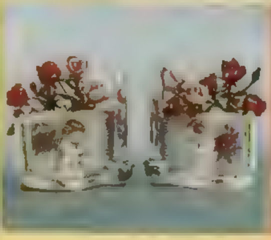
8½" HIGH DECORATIVE BIRD FAMILY ON TREE—A charming conversation piece—Lifelike birds on a forest branch in colorful Bisque China finish.
94A0604H360 ....Ret. $5.98



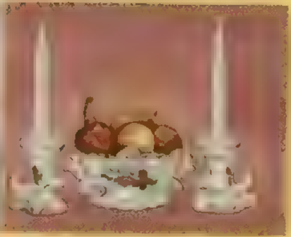
DECORATIVE HORSE BOOKENDS—AND BASKET PLANTER WITH 3 KITTENS—Lifelike horses on felt lined base will hold your books securely adding charm to your book collection.
PLANTER WITH 3 LOVELY KITTENS will enhance any room. Flowers not included.
94A0603H300 (Bookends & Planter) Ret. $4.98 Complete



7 PIECE CERAMIC JUICE SET Large pitcher 6 large size tumblers with colorful raised fruit design, ideal for juices, water and other beverages.
94A0605H240 Ret. $3.98



PORCELAIN LORD'S PRAYER CHILDREN'S PLANTERS—Full text of the Lord's Prayer with kneeling angels, is a gift to inspire any child. Flowers not included.) Porcelain candles and planters decorated with floral spray and gold trimmings.
94A0606H270 ....Ret. $4.50 pr.



8 PIECE PORCELAIN CONSOLE SET WITH ARTIFICIAL FRUIT—Traditional "Moss Rose" design on large center piece with 5 lifelike fruits, and exquisitely curved candle holders will make excellent mantel piece.
94A0607H360 .... .Ret. $5.98

Modern Beauty by ROYAL

Contemporary shapes blended with deft touches of color; quality semi-vitreous ware.

SORRENTO—A Royal example of the richness of restraint . . . flower freshness and simple elegance feature this colorful platinum-edged dinnerware. Shape and decoration harmonize beautifully

94R0701H1192	32 Pc. Set, serves 6	Retail **$18.65**
94R0702H2122	53 Pc. Set, serves 8	Retail **$33.25**
94R0703H3666	93 Pc Set serves 12	Retail **$57.35**

FESTIVE—A smart magenta floret sparked by delicate blue buds and flattered by soft gray leaves on a Royal shape that bespeaks modern cleanness.

94R0704H1192	32 Pc Set, serves 6	Retail **$18.65**
94R0705H2122	53 Pc Set serves 8	Retail **$33.25**
94R0706H3666	93 Pc Set, serves 12	Retail **$57.35**

QUEEN'S ROSE—A delicate pink rose bouquet blended with Baby's Breath on a white background with a rich platinum edge Here is a set that harmonizes in many surroundings and makes a lovely table.

94R0707H1192	32 Pc. Set, serves 6	Retail **$18.65**
94R0708H2059	53 Pc. Set, serves 8	Retail **$32.20**
94R0709H3594	93 Pc. Set, serves 12	Retail **$56.25**

EXOTIC—A modern floral motif with the clean freshness of simple beauty, flawlessly produced Pattern and form are a lovely entity in this adaptable Royal masterpiece.

94R0710H1192	32 Pc. Set, serves 6	Retail **$18.65**
94R0711H2122	53 Pc. Set, serves 8	Retail **$33.25**
94R0712H3666	93 Pc. Set, serves 12	Retail **$57.35**

32-PC. SET—SERVICE FOR SIX Ship. Wt. 21 lbs.

6 Cups
6 Saucers
6 Fruit Dishes
6 Dinner Plates
6 Bread & Butter Plates
1 Medium Vegetable Dish
1 Meat Platter 11½"

53-PC. SET—SERVICE FOR EIGHT Ship. Wt. 36 lbs.

8 Cups
8 Saucers
8 Fruit Dishes
8 Bread & Butter Plates
8 Lug Soup Dishes
8 Dinner Plates
1 Medium Vegetable Dish
1 Meat Platter 13"
1 Covered Sugar
1 Creamer

93-PC. SET—SERVICE FOR TWELVE Ship. Wt. 67 lbs.

12 Cups
12 Saucers
12 Fruit Dishes
12 Bread & Butter Plates
12 Salad Plates
12 Dinner Plates
12 Lug Soup Dishes
1 Medium Veg Dish
1 Deep Veg Dish
1 Meat Platter 11½"
1 Oval Platter 13"
1 Gravy Boat
1 Boat Tray
1 Covered Sugar
1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

No C.O.D. Orders Accepted

CHEMICAL WONDERS

CHEMICAL WONDERS—Junior chemists will love the amazing, yet simple experiments in this set. Over 12 different experiments. Includes [illegible] chemicals, 7 test tubes, instruction booklet, other components. 11⅛x9⅛x1½". Packed 1 & 2 doz—6 toys assorted. Weight 6 & 12 lbs
No. SS2 Retail: $1.00

CHEMISTRY EXPERIMENT LAB
Hundreds of Exciting Experiments!

No. 12006 GILBERT EXPERIMENT LAB

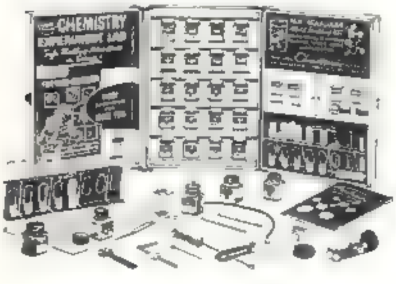
The Basic Starter Set — provides material for hundreds of exciting experiments.

Career-building fun with Chemical Magic, Secret Writing, Invisible Inks, Food testing, making Jewels

Contains SAF-T-TEST brand test tubes, illustrated manual.

Box is 18" long, 10" wide, 1½" deep.

Packed: 12 per carton. Shipping weight, 32 lbs.
Each $2.98



No. 12037 CHEMISTRY EXPERIMENT LAB

Fascinating Crime Detection experiments!

Chromatography — analyzing chemicals by color!

Molecular Model Building Kit for building actual models of compounds

Safe, interesting assortment of chemicals enables young experimenter to conduct wide variety of experiments

High quality steel cabinet brightly decorated, with rolled edges

Safety-Rolled Edge Steel Cabinet 9½" wide, 13¾" high, 4½" deep.

Packed 3 per carton. Shipping weight, 25 lbs
Each $9.98

CHEMISTRY EXPERIMENT LAB

No. 12015 CHEMISTRY EXPERIMENT LAB

New, re-packaged, vastly improved! Ideal set for young chemist — more chemicals, more equipment, more experiments. Sparkling white foam tray displays chemicals beautifully, provides better shipping qualities. Illustrated manual and new ADVENTURES IN SCIENCE books. Experiments in secret writing, color printing and many, many more. Steel chest 9½" wide, 13¾" high, 3¼" deep. Packed 6 per carton. Shipping weight 20 lbs. Each $5.98

No. 12026 CHEMISTRY EXPERIMENT LAB

Features new Molecular Model Building Kit — colored spheres permit young chemist to construct actual models of chemical compounds he has just made! Big assortment of chemicals; apparatus includes Pyrex brand test tubes, brush, holder, rack, measure, etc. Dazzling white foam display tray. Steel cabinet 13¾" high, 3¼" deep, 9½" wide. Packed 3 per carton. Shipping weight 25 lbs.
Each $7.98

No. 12056 CHEMISTRY EXPERIMENT LAB

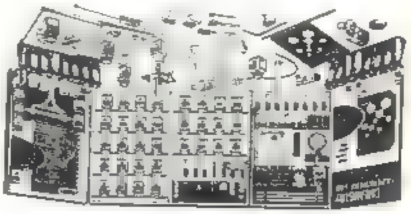
All the features of smaller sets PLUS professional type PRECISION BALANCE, Glass Blowing equipment, larger assortment of chemicals

Completely redesigned inner packaging for greater display value

Molecular Model Building Kit

Safety Rolled Edge Steel Cabinet opens out to over [illegible] feet wide, 13¾" high

Packed 3 per carton. Shipping weight, 35 lbs
Each $17.98



No. 12067 CHEMISTRY EXPERIMENT LAB

New! 24K gold plating!

New! valance chart of chemical elements

Complete Home Laboratory for the junior chemist

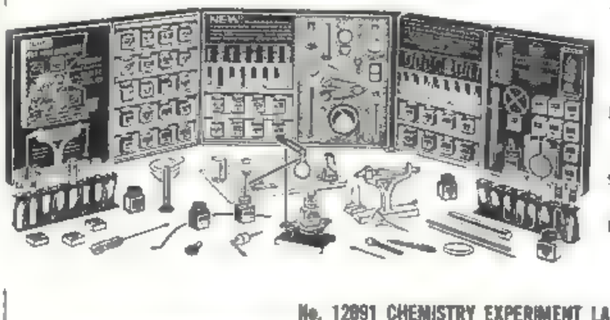
Big 5-compartment steel cabinet opens out to nearly 4 feet

Abundance of chemicals and apparatus to perform hundreds of experiments — Chemical Magic, Glass Blowing, Atomic Energy, Hydroponics, Chromatography

Precision balance — Molecular Model Building Kit — Blue Styrofoam Display Tray

Safety-Rolled Edge Massive Steel Chest 19" long, 13¾" wide, 3" deep

Packed 2 per carton. Shipping weight, 14 lbs.
Each $22.98



No. 12091 CHEMISTRY EXPERIMENT LAB

DESIGNED for the advanced experimenter — ages 12 to [illegible] — can be used for ACTUAL RESEARCH

EXCITING EXPERIMENTS in Electro-Chemistry, Crystallography, Qualitative and Quantitative Analysis, Metallurgy, Chromatography

NEW! Professional Laboratory Apparatus — Erlenmeyer flask, Florence flask, ring stand, retort, thistle tube, beaker, crucible and cover, mortar and pestle, 2 test tube racks, precision balance for exact weighing.

NEW Periodic Table of Elements — complete illustrated instruction manual

NEW Plating with 24K GOLD

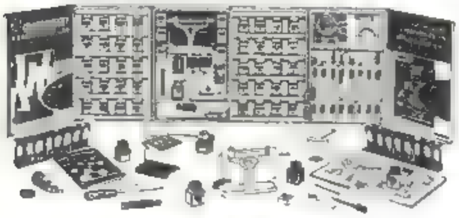
MOLECULAR MODEL Building Kit

NEW colorful, sales appeal packaging with blue Styrofoam for chemicals and apparatus

SAFETY ROLLED EDGE, MASSIVE STEEL CHEST: 19" wide, 13¾" high, 3¼" deep, opens out to over 4 feet

PACKED individually. Shipping weight [illegible]8 lbs

Each $39.98



No. 12077 CHEMISTRY EXPERIMENT LAB

NEW 23K GOLD PLATING!

NEW Periodic Table of Elements

GIANT 6-Compartment steel laboratory stocked with huge quantity and variety of chemicals and equipment

HUNDREDS of experiments. Crime detection, Hydroponics, Glass Blowing, Minerology, Chromatography, Plastics, etc.

MOLECULAR MODEL Building Kit

PRECISION equipment. Professional-type balance [illegible] beam [illegible] under atomic [illegible]

SAFETY ROLLED EDGE, MASSIVE Steel Cabinet 19" wide 13¾" [illegible] 5 feet

PACKED [illegible] Shipping weight 16 lbs

Each $23.98

No. 13044 GILBERT MICROSCOPE AND LAB SET

All-electric microscope set with Color Vu filters to bring out brilliant colors in specimens. Group Viewer, Plug-In Electric Illuminator

Magnification at 60, 250 [illegible] and lenses in rotating turret

Set includes: Dissecting equipment, live shrimp eggs ready for hatching into swimming shrimp, chemicals, apparatus, illustrated manual

Steel Chest beautifully lithographed 9½" wide [illegible] high [illegible] deep

Packed [illegible] Shipping weight, 17 lbs

Each $17.98

No. 13064 GILBERT MICROSCOPE

Terrific new "Jewel-Case" Styrofoam Package! Complete visibility yet pilfer-proof — has spectacular display possibilities

Precision microscope with 60-, 90- and 400-power magnification

Group Viewer, Ramsden eye piece, parfocalized lens system, optical glass, rack-and-pinion table focus, fully-illustrated manual

Package is [illegible] high, 8[illegible]" wide, 3½" deep

Packed 3 per carton. Shipping weight 4 lbs

Each $7.98

No. 13017 JUNIOR MICROSCOPE AND LAB SET

New colorful Box packed with SET

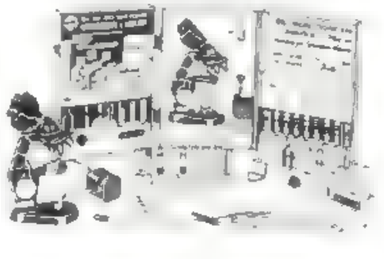
New electric ILLUMINATOR

Microscope has 60-power magnification, professional table focus, [illegible] mirror, precision ground lenses

Set includes: Glass slides, forceps, dissecting needles, specimens, manual

Box 18" long, 10" wide, 4" high

Packed 4 per carton. Shipping weight 15 lbs. Each $5.98



No. 13054 GILBERT MICROSCOPE AND LAB SET

Professional-type Binocular Eyepiece on Giant 4-objective turret that rotates to give 4 magnifying powers — 60, 150, 250, 500

Plug-in Electric Illuminator, Ramsden eyepiece, precision lens system, gear-driven table for minute adjustment

Real shrimp eggs for hatching into shrimp before your eyes

Set also includes [illegible] of specimens, chemicals, slides, stains, test tubes

Steel Chest [illegible] deep

Packed 3 per carton. Shipping weight 20 lbs

Each $24.98

No. 13073 GILBERT MICROSCOPE

Professional-type precision microscope with 60, 250 and 500 powers

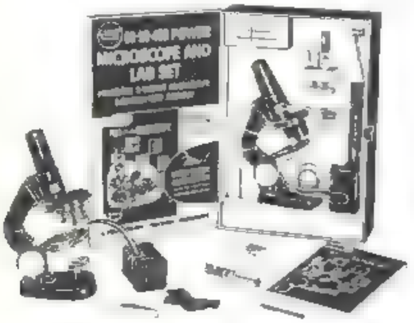
Plug-In Illuminator directs beam of light along curved neck to slide being viewed

Group Viewer provides fun and education for 2 or more at same time

Steel Chest: 13¾" high, 9½" wide, 3⅞" deep

Packed 3 to carton. Shipping weight 11 lbs

Each $ 1.38



No. 13025 SENIOR MICROSCOPE AND LAB SET

New [illegible] lighting above and below stage

Microscope has [illegible] turret

[illegible] table action assures minute focusing. Parfocalized [illegible] Set includes [illegible]

Steel Chest [illegible] high [illegible] deep

Packed 3 per carton. Shipping weight 12 lbs. Each $9.98

No. 13057 GILBERT MICROSCOPE AND LAB SET

New, improved compound Slide!

The Ultimate in home microscope laboratories

Group Viewer allows 2 or more people to look through microscope at once plus Binocular eyepiece like the pros use!

2-Way Slide Holder for [illegible] slide adjustment. 4-objective turret with powers of 60, 150, 250, 500, plug-in illuminator, Color Vu Filters, [illegible] dissecting equipment, etc.

Steel Cabinet 9½" wide, 13¾" high, [illegible] deep

Packed 3 per carton. Shipping weight 20 lbs

Each $29.98

No. 13084 GILBERT BINOCULAR MICROSCOPE

The Finest microscope with the mostest features. Has both Binocular and Group Viewer eye-pieces powers of 60, 150, 250, 500

Plug-in Ray Illuminator gives bright pin-point lighting both above and below stage. Includes compound slide, specimen slides, dissecting equipment, illustrated manual

Steel Chest: 13¾" high, 9½" wide, [illegible] deep

Packed 3 per carton. Shipping weight [illegible] lbs

Each $19.98

LAB TECHNICIAN SET

No. 13131 DELUXE GILBERT LAB TECHNICIAN SET

Now with plug-in Electric illuminator — gives brilliant above and below stage lighting

Deluxe outfit in attractive pastel zipper case

Features 3-objective turret microscope with powers of 60, 90 and 400. Contains live shrimp eggs to hatch for interesting observations of development stages. Color-Vu Filters to bring out specimen colors, assortment of stains, chemicals, specimens, apparatus

Packed individually. Shipping weight 5¼ lbs

Each $14.98

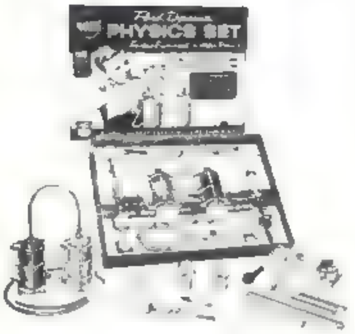
No. 13130 GILBERT LAB TECHNICIAN SET for Girls

Deluxe outfit in attractive, pastel zipper case with peel-off outside label. Features 3-objective turret Microscope with powers of 60, 90 and 400 powers and new girder-type construction. Live shrimp eggs hatch into swimming shrimp in 24 hours; Color-Vu Filters bring out brilliant hues in specimens. Lab Set includes assortment of stains, chemicals, specimens and apparatus. Packed individually. Shipping weight 3¼ lbs Each $[illegible]

No 13121 GILBERT LAB TECHNICIAN SET for Girls

This popular set, exclusive with Gilbert, has been improved in numerous ways and features a precision 60-power girder type Microscope with positive rack-and-pinion focus. Styro-foam insert trays provide striking display background plus reliable shipping qualities. Professional lab outfit designed for basic experimentation in biology, food testing, medicine and other fields. Exclusive Color-Vu Filters enable viewer to see specimens in natural, brilliant hues. Real live shrimp eggs hatch into swimming shrimp in 24 hours. Assortment of stains, chemicals. Steel chest 13¾" high, 9½" wide, 3⅝" deep. Packed 3 per carton. Shipping weight 15 lbs

Each $9.98



No. 15170 FLUID DYNAMICS LAB SET

Find out how water behaves under the pressures of [illegible]

Make interesting experiments in hydraulics. Diffusion. Convection, air pressure versus water [illegible]

All the parts needed to make a Water Piston, Syphon, Force Pump, others

Only Set on the market to teach the principles of Water Pressure!

New, full-color box is 16¾" long, 12" wide, 2¼" deep

Packed 4 per carton. Shipping weight 12 lbs.

Each $5.98

PHYSICS SET

No. 15180 GILBERT PHYSICS LAB

NEW Intermediate set provides laboratory equipment for hours of self-demonstration of the laws of heat, dynamics, light, optics, fluid dynamics, temperatures, air and water pressures

Colorful instruction manual teaches basic principles of physics, gives step-by-step procedure

Packed in beautifully-designed box that does a stand-out job of self-selling

Packed 6 per carton. Shipping weight 24 lbs

Each $9.98

PHYSICS SET

No. 15100 GILBERT PHYSICS LAB

Nothing like it anywhere — a set every science-minded boy and girl in America will want! Contains large quantity of professional laboratory equipment, yet designed to provide hours of endless fun. Permits experiments in heat, light, optics, fluid dynamics, temperatures, air and water pressure, solar heat experiments, light bending and many others. Contains beaker, flask, radiometer, parabolic reflector, illuminator, optical bench, polarizing filters, alcohol lamp, glass cylinders and much more. Box is 21" long, 14" wide, 4" high. Packed 2 per carton. Shipping weight 10 lbs. Each $14.95

ELECTRICAL
ENGINEERING

No. 11022 ELECTRICAL ENGINEERING SET

Everything in Basic Set PLUS many, many more exciting experiments in electrical phenomena

Make [illegible] materials, set up magnetic field lines of force with 2 types of magnets

Make miner's lamp, searchlight blinker, battery, hand lantern

Brand New colorful package is effective silent salesman

Packed 6 per carton. Shipping weight 14 lbs

Each $4.98

No. 11033 ELECTRICAL ENGINEERING SET

Many additional components such as rheostat to control voltages, selector switch, magnetic crane

Make experiments in charging by contact and induction, testing positive and negative electricity, frictional [illegible]

Make electric spider, pendulum, buzzer, sounder, lamps

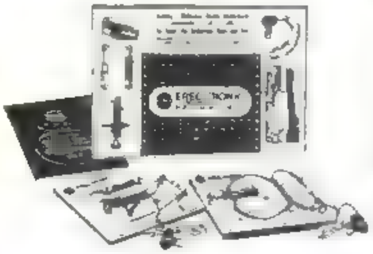
Set up telegraph communication with code practice set, magnet [illegible] and [illegible] experiments

New, colorful box for powerful point-of-sale help

Packed 4 per carton. Shipping weight 16 lbs

Each $7.98

EREC-TRONIC
TRANSISTOR SET



No. 11062 GILBERT EREC-TRONIC TRANSISTOR SET

Builds NINE different radio sets — any one in 10 happy minutes! No soldering, no tools, no special skill, perfectly safe

So easy and such fun to build your own broadcasting station! Also make Code Practice Set, varied receiver circuits — templates and pegboard, Jiffy-clips, step-by-step instructions will teach anyone basic electronics if desired.

Many varied components nest in Styrofoam blocks for neat storage, practical shipping

Packed 3 per carton. Shipping weight 7½ lbs. Each $4.98

No. 11052 GILBERT EREC-TRONIC TRANSISTOR SET

Simple as A-B-C to make: Code Practice set, Transistor radio set, Crystal radio set, Combination radio receiver

Printed templates, on pegboard, show where parts go: lay parts in place, make jiffy connections — and set is built — ready to operate

Variety of professional-quality parts includes: Crystal diode, 250 mmfd. Capacitor, Code Sending Key, Tuner, Transistor Mounting Board, Jiffy Connectors, 25 feet antenna wire, other equipment, complete instructions.

Packed 4 per carton. Shipping weight 8½ lbs. Each $9.98

No. 11042 EREC-TRONIC RADIO KIT SET

Builds 5 different Crystal Diode radio receivers in minutes

Includes: Station Selector, crystal diode, templates, crystal earphone, condenser, all necessary wire and connectors, instruction book

Packed in attractive box with Styrofoam compartments for neat, easy parts storage

Packed 6 per carton. Shipping weight 5 lbs. Each $5.98

EREC-TRONIC
ELECTRON TUBE

No. 11072 GILBERT EREC-TRONIC ELECTRON TUBE SET

Build your own broadcasting station in 15 minutes or less with this big set — make any one of 15 different radio sets with no tools, solder or technical knowledge

Electron tube with other high quality parts makes it easy to build short wave set to pull in foreign broadcasts

All the parts to make 2 crystal radios, 6 crystal and tube radios, 2 pentode tube super radios and voice transmitters — many other terrific sets!

Packed individually. Shipping weight, 4 lbs

Each $21.98

EREC-TRONIC
ELECTRON TUBE

No. 11082 GILBERT EREC-TRONIC BROADCAST AND RECEIVER SET

New deluxe kit features Loud Speaker, Photo-electric Cell, Electronic Relay, Two electron tubes for terrific versatility

Operate motors, trains, buzzers, accessories with Electronic Relay. Photoelectric cell operates burglar alarm when used with relay — controls motors, on-off switches, etc

Build miniature amplifier for public address system. Two tubes to permit more powerful sending and receiving circuits

Scores of interesting components to build as many as 19 different electronic circuits. Perfect equipment to teach beginning electronics

Packed individually. Shipping weight, 5 lbs

Each $34.98

FUN WITH
Electricity

No. 11021 GILBERT FUN WITH ELECTRICITY

Learn about electricity safely — and have real fun doing it! Contains equipment and parts to make magnetic boat, jumping cork, many other things. Builds 1½ volt motor. Set contains powdered iron, ammonium chloride, bars, etc. New four-color package has display lid that packs real sale-appeal wallop. Packed 12 per carton. Shipping weight 23 lbs. Each $5.98

No. 11032 GILBERT FUN WITH ELECTRICITY SET

Every boy who loves to find out why things happen, will want this exciting set that builds a rheostat, telegraph system, performs experiments in magnetism, static electricity and includes a DC-3 electric motor. Set completely safe in every way. Large selection of chemicals and apparatus. New four-color package has lots of display appeal. Packed 6 per carton. Shipping weight 24 lbs. Each $9.98

40 POWER TELESCOPE

No. 13203 GILBERT TELESCOPE

Low-cost 40-power telescope for junior astronomers

New all-steel mounting clamp, padded, will adjust from ⅛" to 1¾"

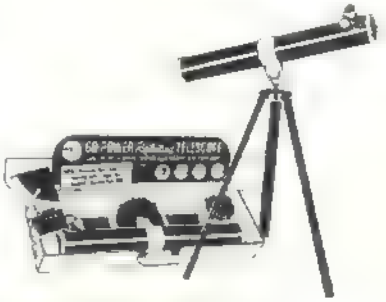
Instrument will swivel full 360° and lock in any position

Packed fully assembled with Star Map and illustrated instruction booklet

New, attractive, self-selling package

Packed 3 per carton. Shipping weight, 9¼ lbs

Each $9.98



No. 13206 GILBERT 60-POWER REFLECTING TELESCOPE

New Rack-and-pinion Eyepiece Drive for precision focusing

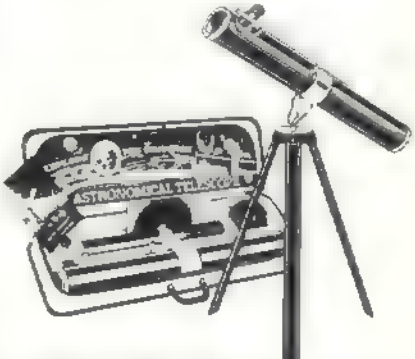
Swivels full 360° . . Precision-ground mirror 2¼" in diameter . . . Optical glass lenses

Barrel is 26" long . . . has black simulated leatherette outer wrap with white hi-impact plastic end caps.

Packed with tripod, Star Map, Instruction Manual in box with attractive 4-color pop-up display panel

Packed 3 per carton. Shipping weight, 21 lbs

Each $14.98



No. 13214 DELUXE GILBERT TELESCOPE WITH NEW SUN VIEWER

Explore the universe with this exciting 80-power instrument — close-ups of the Moon, Jupiter, Saturn, Mars and other wonders of space

Observe the Sun in perfect safety with new SUN VIEWER easily and quickly attached to eyepiece

New gear-driven eyepiece for quick, precise focusing

Tripod is sturdy die-cast and heavy gauge steel, permits telescope to swivel full 360° and lock firmly in position

Packed in handsome simulated leather zippered case for handy carrying

Packed 2 per carton. Shipping weight, 13½ lbs

Each $19.98

GRAMPUS JUNIOR

(Continued from page 113)

fairly gentle stop. All would step overboard into ankle-deep water. I would cling to the tiller and open the throttle. We would rock her and she would waddle into shin-deep water where we climbed aboard. With a great roaring she would gather speed, much as an old Jenny airplane, taking off from a farmer's hay field, bump a few times and then rise up and go skimming on her way!

How many boats will take this kind of treatment? For my true utility runabout this was all in the day's work

I must confess my bills for copper-bottom paint and gear-type water pumps, (that do not take kindly to a 50% sand solution), were greater than those of most of my friends'

Grampus Junior was 17 feet over all. Her beam was about 5½ feet At rest, when not loaded with spare fuel cans, a second heavy weather anchor and its line, a pulpit forward, assorted grains, and other murderous-appearing fishing gear, she drew slightly less than a foot. Forest Johnson, of Prowler fame, built her

The original power plant was a 25 hp. four cylinder Gray With one person aboard this urged her through the water at somewhere between 15 and 17 statute miles per hour, and provided an all-day cruising speed of 12 or 13. Many tunnel stern boats go astern poorly, and cannot steer while doing so I used to swing Grampus Jr. in a canal not much wider than her length by "backing and filling."

Her first use being as a tender to a large boat, weight was thought important so she had little freeboard. It was obvious she would be a bit wet in a cross chop at any but slow speeds. She was!

At cruising speeds and above her bow rose four or five inches and her stern did not settle

Even with her low freeboard she soon proved herself a better-than-average sea boat. With Commander Carey on board I slid her across the shoals from Soldier Key to Cape Florida, to his amazement, at low tide. Then, equally to his amazement, we went out the old ship channel bucking a tide rip with steep five-foot waves. He was impressed when we turned between two of these waves and ran in again quite comfortably. Grampus' behavior was so lamblike we agreed we would take her anywhere we'd take a Down East dory.

Later, when I no longer owned the larger boat, we used her for longer and longer trips, often having to run across a bay chop for many miles Though I doubt if she was much worse than most non-planing craft would have been, this was rather damp fun

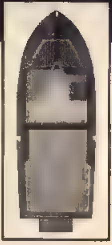
The following season our boat had noticeably more freeboard. The extended frames followed out the lines of the old ones to which they were fastened. This added flare and particularly flam forward and increased considerably the area of her deck. The added weight meant only a little more draft, but hurt her speed

During the summer the 25 hp Gray was disposed of and a 45 hp Kermath was installed We were now well in the familiar vicious circle that affects airplanes, automobiles, boats, and even railroad trains. More weight, more power; more power, more weight!

It is, therefore, not surprising that we bumped into a strange phenomenon. Up to perhaps 15 mph trim was about as before and behavior was excellent Unfortunately it is human nature to want to use more power and get places faster, if this power is available

I knew performance with the greater power than the hull was designed for might be odd, but was unprepared for what did happen Had the bow risen too high and permitted air to enter the tunnels and cause excessive cavitation it would not have been surprising.

When the engine was nicely run in, the oil changed, and a few adjustments made, the throttle was opened bit by bit.



TROJAN

Bimini Model 220-B SPORTS FISHERMAN Rugged and roomy . . . at a popular price . . . Trojan's Bimini Model 220-B gives you an exceptional amount of cockpit and shelter cabin space for fishing chairs, tackle, bait boxes and a party of fishing friends. With Trojan's heavy framing and exclusive, trouble-free lapstrake construction, her thoroughly tested hull assures you of years of carefree boating fun and safety. Offering all-weather protection, this Bimini's shelter cabin features stand-up headroom, fully opening windshield and two king-size berths forward. Truly, she's a deep sea fishing boat . . . specially designed for the purpose . . . providing all of the "most wanted" features you, and thousands of others like you, have asked for.

Send for free, colorful booklet of the bright, new, 1960 line of Trojan Boats.

TROJAN BOAT COMPANY • LANCASTER 14, PENNSYLVANIA

A Past Full of Progress . . . A Future Full of Promise

The further it was opened the higher the stern rose and the flatter the boat ran! A little more throttle caused the bow to drop lower and lower until she looked like one of the old time speed boats built with engine way forward in the belief the bow must be held down at all costs. A beautiful plume bow wave swept upwards on each side from the cutwater obscuring nearly three-quarters of the hull. This was spectacular! The sensation of speed was impressive! Steering became a hairline proposition. With her forefoot so deep in the water and her stern so high the only things that prevented her from swapping ends and "looking at herself" were the box keel and quick action with the rudder!

Something had to be done. Possibly I could be satisfied with no more speed than I had before changing engines but it seemed likely if I loaned her to anyone without a "check out" I might be responsible for an unpleasant dunking!

I had some ideas but wrote to Billy Atkin, enclosing photographs taken at increasing speeds. He suggested quite wide spray rails just above the chines extending about a third of the way aft from the bow. These proved an immediate cure. The stern lifted at speed but so did the bow, maintaining a constant very satisfactory trim. I feared air getting under the boat but we would only occasionally get cavitation and that never occurred except when traveling at reduced speeds and rolling heavily in a steep cross chop. Often I've seen more conventional hulls act in the same manner.

Of course these spray rails would once in a while douse us with a fairly high velocity stream—a bit of a surprise to the uninitiated or over-dressed! Several things are certain. Billy could easily eliminate these minor faults from a similar design today. He has in fact, done so. Given reasonable performance requirements such a design would meet them.

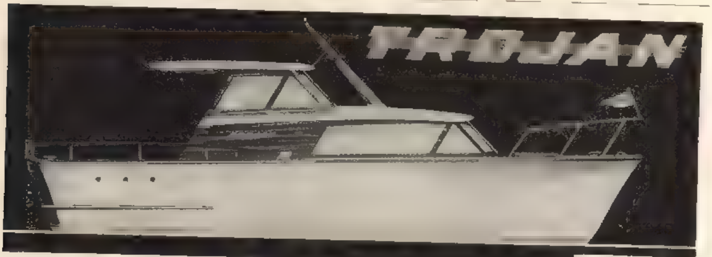
The owner of such a wonder boat should make no changes not approved by the designer. This type of hull requires very special knowledge and experience on the part of the naval architect. Even the most knowledgeable amateur should not attempt to design a craft of this form. If you like the idea, build from one of the number of such plans in MoToR BoatinG's Ideal Series, or "let Billy do it!"

Would I build another of this type? You bet I would! Billy made for me a set of plans for a 22 footer with 6 feet beam, a draft of 1 foot and a 100-hp engine intended to cruise all day at 20 mph. (which for me means a 25 mile top speed). This new boat will incorporate all Atkin's experience and he has designed into her special features I found desirable during many happy years' use of Grampus Jr. on Biscayne Bay.

One feature will be a more rigid pulpit on the bow. Once a tall, heavy friend who had just been made a Deacon in a New England village church visited us in the South. He wished to grain a whipray. We found one off Fiddler's Beach and chased it. Excitement was intense. We were almost on top of it, when it turned. I put the helm hard over and "bent the throttle." The Deacon leaned far out. The pulpit collapsed depositing six feet of Deacon, the "pair of grains," grains pole, 200 feet of line and tub in a foot of water.

Truly, all kinds of boats are fun! If you want a motorboat with a useful turn of speed, one that will navigate on a heavy dew, play around in "impossible" gunk holes without risking a bent propeller, shaft or rudder, and withal be safe in rough water, try one of these.

In MoToR BoatinG's extensive library of boatbuilding plans are several excellent shallow-draft tunnel stern boats of the type described in Mr. Ludington's article. Typical of these are the 18-footer Nibble and the 19-foot Rescue Minor. Everhope (a 20-footer) and Little Water (24') are shallow-draft tunnel stern but are of round bilge lapstrake type closely related to the original Sea Bright model. Little Water has a shelter cabin. Write the Editor, MoToR BoatinG, 572 Madison Ave., New York 22, N. Y., for a free catalog describing these.—Editor



Sea Breeze Model 304 SEMI-ENCLOSED FLYING BRIDGE **EXPRESS CRUISER**

To fully comprehend the true magnificence of this lovely Queen of the Trojan fleet, nothing less than a personal inspection and close appraisal of her specifications will do. Both in construction and appointments, you've never seen anything like her for there has never before been so much built into a boat of her size. For example, teak decks, solid mahogany planking, double-planked bottom and transom. Selected white oak framing **is up to 50% heavier** than many other boats of comparable size. In addition, Trojan has added more modern live-aboard conveniences for four adults . . . more comfort and safety features per foot of length . . . than you'll find anywhere. **See for yourself** and you'll agree, she's the most beautiful . . . most beautifully built boat afloat.

Send for free, colorful booklet of the bright, new, 1960 line of Trojan Boats.

TROJAN BOAT COMPANY • LANCASTER 10, PENNSYLVANIA

A Past Full of Progress . . . A Future Full of Promise

DEPTH SOUNDER FOR YOUR BOAT

(Continued from page 109)

greater than full-scale depths by turning up the sensitivity control until a flash is seen on the "second trip around" of the rotating arm. In the preceeding example if the water was known to be quite deep, and a weak reading of 60 feet was indicated with the sensitivity control well advanced, it could mean an actual depth of 300 feet, full scale of 240 plus 60. Some units are now calibrated with two sets of numbers on the dial for the first and second revolutions of the indicating light. Caution is essential to avoid misreading the depths as being much greater than is actually the case.

With the recording type of sounder, a permanent record is made of the depths, and notations as to the boat's location can be entered directly on the paper trace. The paper moves horizontally from a supply roll to a take-up spool at the rate of one inch in several minutes. A dry method of chemically marking the paper is normally used to avoid the messiness of ink. A recording type sounder has definite advantages in many applications, but despite recent significant price reductions, they remain more expensive than the indicating type.

Depth sounders are available in models using either conventional vacuum tubes or transistors. The units using tubes do not draw enough current to appreciably affect the electrical system of the boat, only 2 to 3 amps at 12 volts; but the transistorized models draw less than ½ amp, so little that some are operated from their own self-contained batteries.

When installing an electronic depth sounder, the only unique problems encountered are in mounting the transducer. It is possible to operate a sounder with the transducer installed *inside* the hull, but the efficiency is less and this is not recommended except in compelling circumstances. It should also be noted that while a transducer "can" be mounted on the exterior of a boat's bottom while it is afloat, such procedure should be avoided. Proper installation can only be accomplished when the boat is out of the water. For accurate readings it is essential that the transducer send the pulses straight down. Unless the hull is flat bottomed, this will require tapered blocks on the inside and outside of the bottom planking (see Fig. 2). Also the addition of a tapered wooden fairing block ahead of the transducer will reduce turbulence and drag as well as providing physical protection.

The installation of a depth sounder can be done in two phases. The transducer can be mounted when the boat is hauled out for repairs or routine maintenance. The other components can be installed at the same time, or either before or after as may be more convenient. In the case of many models, these two units can even be purchased separately to spread the cost of the equipment.

The mounting of the main unit and the indicator is a simple do-it-yourself job requiring no special skills or tools. All that is normally required is securing the unit in place, connecting the cable from the transducer, and running power leads to the boat's electrical system. Most models will have an integral off-on switch, but some may require the mounting or use of a separate switch on the instrument panel. All power wires carrying DC should be twisted together to eliminate any possible magnetic field which might affect the compass.

The location of the indicator is not critical. It should be within easy view of the helmsman but must not block his vision. Some sets come with a relatively small unit for the indicator only, with the remainder of the electronic components in a separate unit which can be mounted in an out-of-the-way location below decks. However, the trend now seems to be more to the manufacture of integrated single packages with their bulk being kept small through the use of transistors.

An interesting possibility on medium and large cruisers particularly those with flying bridges, is the use of a second.

Sea Queen 17 RUNABOUT and Marlin 17 FISHERMAN

. . . two outboard powered beauties whose roomy, rugged construction will provide years of carefree fun afloat. The glamorous Sea Queen is slim . . . trim . . . with luxurious two-toned upholstery and bright trim, mirrored in gleaming mahogany planked decks. If plenty of room for fishing tackle and gear, sleeping accommodations for two, and all-weather protection is more to your liking, you'll really "go" for the Marlin 17. Both boats are exceptionally fast and maneuverable; ideal for water skiing and designed for the largest size outboards available. Whichever you choose, remember . . . they're both Trojans, built to meet Trojan's traditionally high standards for rugged durability and to provide years of carefree pleasure.

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remotely located, indicator as shown in Fig. 1. More and more models are being produced which can have two indicators, or a recorder and an indicator, at separate locations

Following installation, the depth sounder should be checked out. First, with the boat absolutely still, preferably tied snug to a pier, turn the set on while watching the magnetic compass. No change in reading should occur, but if one does, verify that it results from the sounder and then try to improve your installation. Quite frequently the depth sounder will be needed at the same time that steering is being done by compass. Therefore it is essential that no additional deviation errors be created by the use of the electronic sounder

The depth indicator should next be checked for accuracy. In shallow waters, check the readings against depths as measured with a lead line allowing of course, for the distance that the transducer is beneath the surface of the water. In deeper waters, compare with the charted depths, but don't forget to compensate for the state of the tide. In depths up to about 100 feet, sounder readings should agree within about one foot. In greater depths, errors should not be more than approximately 1%.

Having properly installed and checked out your depth sounder, let's get more familiar with it. Assuming that it is of the more frequently encountered indicating type, look at the dial with its scale and flashing lights. The figures may be for "feet" or "fathoms," and in a few cases both will be shown. You will note two flashes, one at the zero mark and the other somewhere further around the scale. The second flash may be sharp and distinct, or it may be broad and fuzzy as will be explained later. In any event, read the "trailing" edge or *least* indicated depth; this is the correct value. Learn the proper use of the sensitivity control. Turn it back, counter-clockwise, to reduce the gain of the receiver until the clearest indication is seen. Less amplification is required for shallow waters and hard bottoms. *(Continued on page 354)*

★ WILDA III ★

(Continued from page 117)

Instead of being amidships in the widest, steadiest part of the ship, Wilda III's engines and auxiliary machinery are located all the way aft. Walters V drives on the twin 375 hp GM 6-110 turbo-charged diesel engines make this type of installation possible. The yacht will make a good 15 knots and has a cruising range of 438 miles.

Her 73' x 68'4" x 17'6" x 4'6" hull is double planked African mahogany over Alaskan cedar on white oak frames and strength members. All fastenings are bronze, decks are teak and the trim mahogany.

Because she is intended for year round cruising, the vessel has air conditioning and heating in each room. The cooling installation was especially designed to use circulating cold water in individually controlled units. Heating is done by hot water through the same units on reverse cycle operation

Captain Humphreys' yacht is laid out and equipped for maximum cruising comfort and living aboard. The owner's cabin, forward of the engineroom bulkhead, is a large, cheerful compartment and, like the two guest staterooms, has its own shower-equipped bathroom. Galley, dining area and lounge are in that order abaft the pilot house

To meet the ship's electrical supply requirements, Wilda III is equipped with two Mercedes Benz 10 KW 110/220 AC generators, a 1500-watt Onan motor generator, a main engine belt-driven 5 KW 110-v DC battery charging generator, a large bank of 216 ampere Surrette 110-v DC batteries and Constavolt converter. All of this apparatus is installed in an engineroom protected by Kidde automatic and manual CO$_2$ fire extinguishing systems.

Navigating and maneuvering Wilda III will be done with the maximum of mechanical and electronic assistance. The vessel has a Sperry automatic pilot, Panish controls, Edo loran, Raytheon radar, radiotelephone and depth finder.

Sea Breeze Model 244 SEDAN CRUISER ... the most boat for your family cruising dollar today! Offering complete cruising accommodations for four adults, the 1960 Trojan Family Sedan offers more **indoor** living space than ever before . . . and does it without sacrificing **outdoor** cockpit space! Unique "fold down" bulkhead-window-and-door, between cabin and self-bailing cockpit, makes **one tremendous living area** for family and friends. With **stand-up headroom throughout the cabin,** she's comfortable as a cottage for weekend cruises or all summer long.

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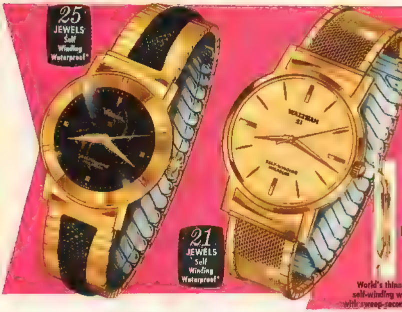
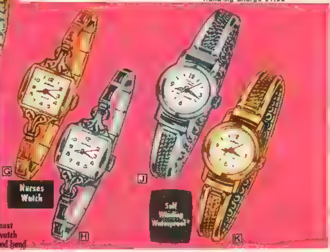
Handling Charge $1.00


25 JEWELS Self Winding Waterproof*
21 JEWELS Self Winding Waterproof*



Pacesetter "25": 25 Jewels. Self-winding waterproof dress watch. Unusual wrap-around crystal. 10K yellow gold filled case, non-corrosive back. Textured black dial Hour marks on dial and bezel Gold-filled combination expansion band with leather trim. **Incabloc. Non-break mainspring.**
10-5700 V 4775...Retail $120.00

Century Belvedere "21": 21 Jewels. The thinnest self-winding waterproof* Waltham watch ever made! Real beauty! Yellow case, non-corrosive back. 10K gold-filled combination expansion band Distinguished champagne dial. **Incabloc shockproof, unbreakable mainspring.** A wonderful gift!
10-5718 V 4500...Retail $115.00

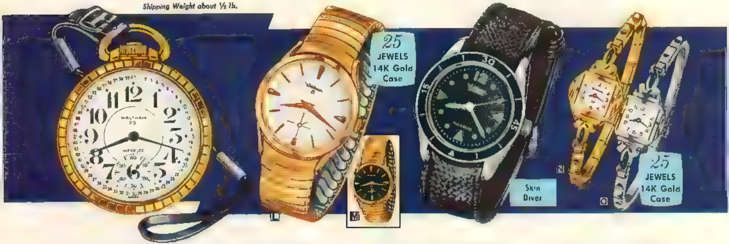
G Lady Elizabeth: For nurses, career women, homemakers. 10K yellow rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet with leather trim. Sweep second hand. 17 Jewels. **Incabloc.**
10-9991 V 2640 Retail $65.00

H Lady Theresa: As above in white.
29-3126 V 2640. . Retail $65.00

J Salome: Self-winding waterproof* watch for ladies. Chrome top case, non-corrosive back. Steel combination expansion bracelet. Luminous dial, sweep second hand. 17 jewels.
29-3183 V 3850 Retail $97.50

K Pavlova: As above in yellow.
29-3191 V 4060 Retail $100.00

Shipping Weight about ½ lb.



Casey "25": 25 Jewels. Railroad style ideal for drivers, farmers, mechanics. 10K yellow rolled gold plate case. Very legible dial with black enamel figures. Fully numbered minute track. **Shockproof with Incabloc. Unbreakable mainspring. Leather fob included.**
29-3175 V 2995. Retail $75.00

Watches illustrated are ⅞ actual size.

L Boone "25": 25 Jewels. Solid 14K gold case. Super-slim styling. Very dressy, valued gift! Gold-filled expansion band. **Incabloc, unbreakable mainspring.**
10-9975 V 4960......$125.00

M Boone "25"B: As above, with jet black dial.
10-9983 V 4960. $125.00

Skindiver: 100% waterproof*. Perfect for fishing, all sports. Turning bezel shows elapsed time. Luminous dial visible in total darkness. Chrome case, non-corrosive back. Plastic band. **Incabloc shockproof.** 17 Jewels. **Unbreakable mainspring.**
29-3134 V 2995 . . . $75.00

N Madeline "25": 25 Jewels. Gorgeous case of **solid 14K yellow gold** with gold-filled expansion bracelet. Has very legible dial. **Incabloc. Unbreakable mainspring.**
10-9959 V 3600 . .Retail $90.00

O Julia "25": As above in white
10-9967 V 3600. Retail $90.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**
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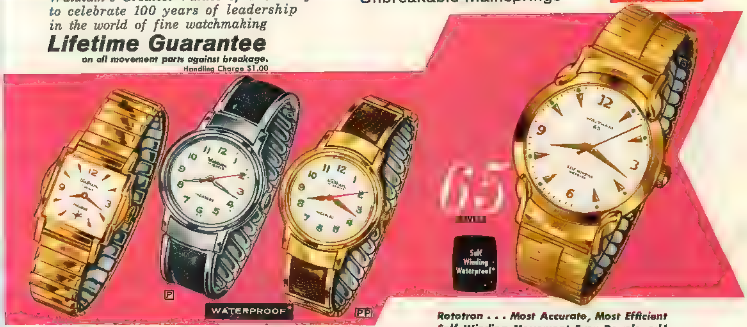
Shockproof with Incabloc.
Unbreakable Mainsprings



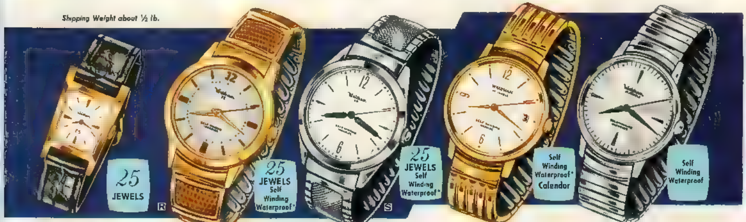
Moultrie: Contoured detailing on this fine watch makes it a true classic. Ideal for presentation. 10K yellow rolled gold plate case with non-corrosive back. Matching gold-filled expansion band. 17 jewel movement. **Shockproof with Incabloc. Unbreakable movement. Nonbreak mainspring.**
10-9892 V 2395.......**$59.50**

Shipping Weight about ½ lb.

P **Sea Escort W:** Waterproof* naval or military style watch . . . the most practical you can buy at this price! Chrome top case has non-corrosive back. Steel combination expansion band, leather trim. Sweep second hand. All-arabic luminous dial. 17 jewels. **Incabloc shockproof. Unbreakable mainspring.**
29-3332 V 1885..........Retail **$47.50**
PP **Sea Escort Y:** As above, in yellow
10-5742 V 2095......... Retail **$52.50**

Rototron . . . Most Accurate, Most Efficient Self-Winding Movement Ever Developed!

Century Rototron "65": Self-winding waterproof*. 65 functional jewels transform every motion of wrist into accurate timekeeping energy. Built-in shock absorbers. Masterpiece of the watchmakers' craft. 10K yellow rolled gold plate case with non-corrosive back. Gold-filled combination expansion band. Sweep second hand.. **Unbreakable mainspring.** Sensational watch value!
10-5759 V 5250. ... . Retail **$130.00**



Catalina "25": 25 jewel sports watch styled for him or her. Designed in the modern missile-age mood. Yellow case has non-corrosive back. Genuine black leather strap to complete the debonair effect. **Shockproof with Incabloc. Unbreakable mainspring.**
10-5767 V 2820....Retail **$71.50**

R **Northampton "25": 25 jewel self-winding waterproof*.** 10K yellow gold-filled case, non-corrosive back. Matching combination expansion band with leather trim. Sweep second hand, luminous dial. **Incabloc.**
29-1153 V 4575 .... Retail **$115.00**

S **Anthony "25":** As above. All steel case and combination expansion band. **Self-winding.**
10-5775 V 3780 .. ..Retail **$95.00**

Archer: Self-winding calendar watch tells time, tells date. Accurate to the second. Easy to read. Yellow case with non-corrosive back. Gold-filled combination expansion band. Red sweep second hand. 17 Jewels. **Incabloc unbreakable mainspring. Waterproof*.**
10-5783 V 3675 **- $90.00**

Blazer: Self-winding waterproof* sports watch with unusual features. Dashing charcoal dial, luminous hour dots and hands. Sweep second hand. High quality all steel case and combination expansion band. 17 jewel movement. **Incabloc. Unbreakable mainspring.**
10-5791 V 3100 **$77.50**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
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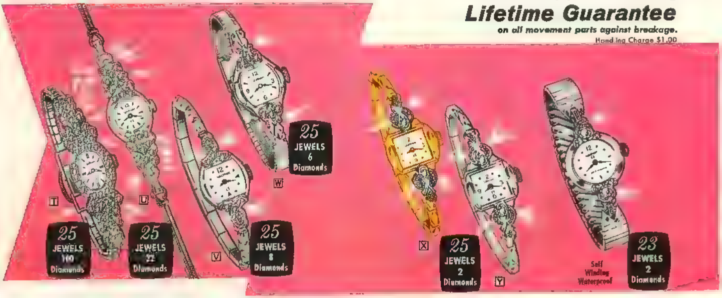


T Diamond Century "25": Blaze of 100 genuine diamonds set in 14K white gold case and bracelet. 25 Jewel movement. **Incabloc. Non-break mainspring.**
10-5809 V 32500 . $800.00

U Royal Crest "25": 22 diamonds set in solid 14K white gold case. Mesh bracelet and safety chain are 10K white gold-filled. **25 Jewels. Incabloc.**
29-1690 V 11500 .$285.00

V Diamond Eugenie "25": 8 fiery diamonds set in solid 14K white gold case. Gold-filled expansion bracelet. 25 Jewels. **Incabloc. Non-break mainspring.**
29-3290 V 5925 $150.00

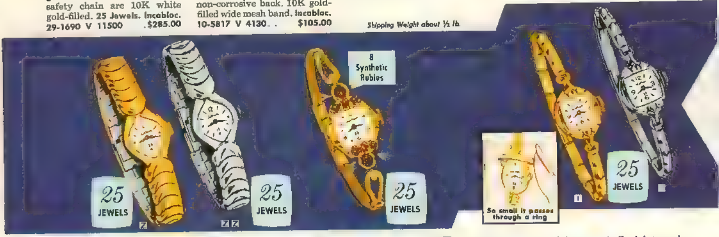
W Diamond Cascade "25": 6 blazing diamonds. 25 Jewels. White rolled gold plate case, non-corrosive back. 10K gold-filled wide mesh band. **Incabloc.**
10-5817 V 4130. . $105.00

X Diamond Patrician "25" Y: 25 Jewels. Two brilliant diamonds set in a gorgeous sculptured case of yellow rolled gold plate. Non-corrosive back. 10K gold-filled expansion bracelet. **Incabloc. Unbreakable mainspring.**
29-3308 V 3225 .... Retail **$80.00**

Y Diamond Patrician "25" W: As above in white rolled gold plate.
29-3316 V 3225 ....Retail **$80.00**

Shipping Weight about ½ lb.

Diamond Sylvia "23": 23 Jewel self-winding waterproof* with 2 brilliant diamonds set in a country-club styled case of 10K white gold plate. Non-corrosive back. Wide gold-filled expansion bracelet. **Incabloc. Non-break mainspring.**
29-1807 V 4825 $120.00



Z Biarritz "25" Y: 25 Jewels. Stunning new sports watch . . . designed for casual or dress wear. Classic case of 10K yellow rolled gold plate has non-corrosive back. Beautiful wide link gold-filled bracelet. **Shockproof with Incabloc. Unbreakable mainspring.**
10-5825 V 3125 ... .Retail **$79.50**

ZZ Biarritz "25" W: As above, in white.
10-5833 V 3125 .... Retail **$79.50**

Watches illustrated are ⅞ actual size.

Ruby Rita "25": Strikingly lovely for the lady who prizes something distinctive! **8 synthetic red rubies** set in a case of 10K yellow rolled gold plate. Non-corrosive back. Gold-filled metal cord with safety chain. **25 Jewels. Incabloc shockproof.**
10-5841 V 3050. . $77.50

1 Holly "25" Y: 25 Jewel dress watch. So dainty and trim it will grace any wrist that wears it. Magnificently simple case of 10K yellow rolled gold plate has non-corrosive back. Matching gold-filled expansion bracelet. Modern skip figure dial. **Incabloc shockproof. Unbreakable mainspring.**
10-5858 V 2795 ....Retail **$69.50**

2 Holly "25" W: Same as above. White RGP.
10-5866 V 2795. .... Retail **$69.50**

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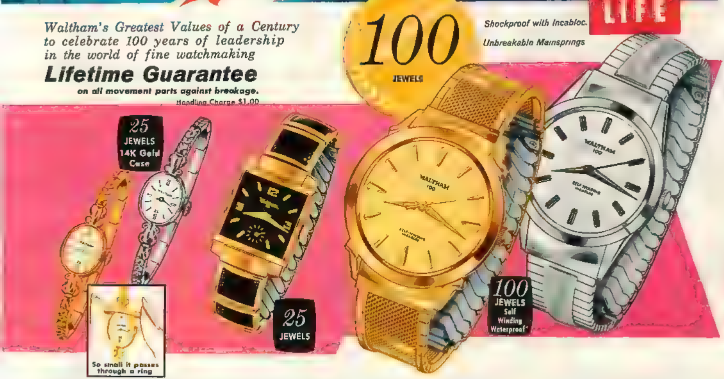
Shockproof with Incabloc.

Unbreakable Mainsprings



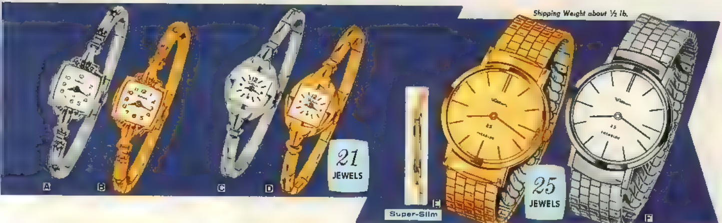
Marigold "25": 25 Jewels. Solid 14K yellow gold case will pass through a ring! 10K gold-filled expansion bracelet. **Incabloc, unbreakable mainspring.**
10-9942 V 4185.... $105.00
Jasmine "25": As above. 14K white gold case.
10-5684 V 4185 $105.00

Jean Lafitte "25": 25 Jewels. Debonair dress watch with a dashing black dial. Magnificently styled. 10K yellow rolled gold plate case, non-corrosive back, matching gold-filled combination expansion bracelet with leather insets. **Incabloc. Unbreakable mainspring.**
10-9868 V 2795... Retail **$69.50**

Century Rototron "100" Y. Self-winding guaranteed waterproof*. 100 working jewels. Built-in shock absorbers. 10K yellow gold-filled case with matching combination expansion band. Rich champagne dial and gilt sweep second hand. **Unbreakable mainspring.**
10-5668 V 6350. Retail **$160.00**

Century Rototron "100" W: Ultimate triumph of more than a century of fine watches. **100 jewel self-winding movement.** Waterproof* all-steel case and combination expansion band. Modern stick-figure dial, sweep second hand. **Unbreakable mainspring. Shockproof.**
10-5676 V 5550 Retail **$140.00**

Shipping Weight about ½ lb.



A Abigail Adams: Lovely dress watch 10K white rolled gold plate case, non-corrosive back. Gold-filled expansion bracelet. 17 Jewels. **Incabloc. Non-break mainspring.**
10-9900 V 2295 . . Retail **$57.50**

B Washington: As above, in yellow rolled gold plate.
10-9918 V 2295. Retail **$57.50**

C Amy "21": 21 Jewels. Petite case of 10K white rolled gold plate, non-corrosive back. Gold-filled expansion bracelet. **Incabloc. Unbreakable mainspring.**
10-9926 V 2610. Retail **$65.00**

D Katherine "21": As above in yellow rolled gold plate.
10-9934 V 2610 . Retail **$65.00**

E Putnam "25" Y: 25 Jewel Super-Slim dress watch with continental styling. Yellow case with non-corrosive back. Gold-filled combination expansion band. Champagne colored dial. **Incabloc.**
29-3167 V 3365 ... Retail **$85.00**

F Putnam "25" W: As above. Chrome case, non-corrosive back Steel band. White dial
10-5692 V 2950 . Retail **$75.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
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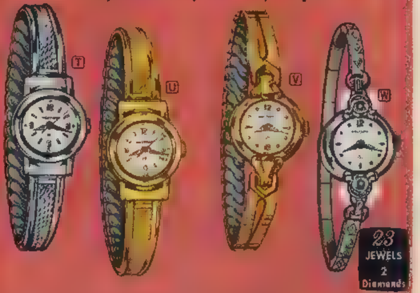


T **Salome: Lady's self-winding waterproof*** watch for sports women, home-makers. Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
E07680-3895 Retail **$100.00**

U **Pavlova:** As above. Yellow color case, gold-filled bracelet.
E07681-4075 . . . . Retail **$110.00**

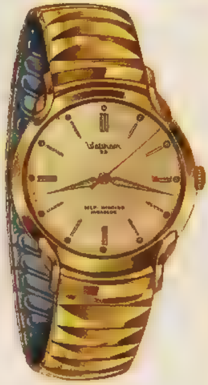
V **Magnolia: Lady's waterproof* self-winding** dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
E07682-3995 Retail **$100.00**

W **Sylvia: 23 Jewel self-winding waterproof*** watch with 2 diamonds. White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet **Unbreakable mainspring, Incabloc.**
E07683-4950. . . . .Retail **$135.00**

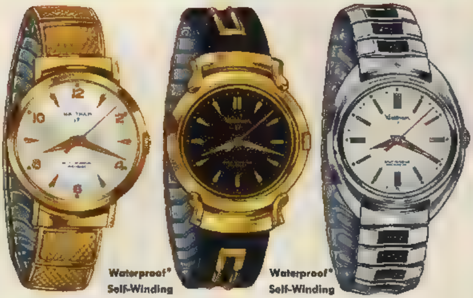
53

Functional JEWELS

Self Winding Waterproof*



Rototron 53: More efficient, more accurate self-winding waterproof* watch. Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
E07684-4865 . . . . Retail **$135.00**



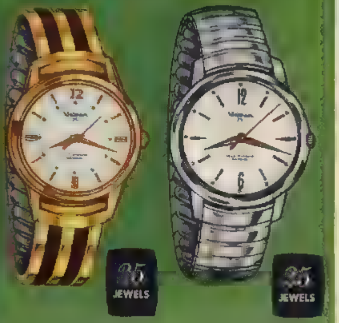
Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.** Retail
E07685-3695 **$95.00**

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band, black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected.** Retail
E07686-3795 . **$95.00**

Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection.** Retail
E07687-3485 **$90.00**

Unconditional Lifetime guarantee on all movement parts against breakage.

*Self-Winding Waterproof**



Northampton: 25 Jewels. Self-winding waterproof*. Yellow gold filled case, non corrosive back. Matching combination expansion bracelet with leather trim. Sweep second hand, luminous hands. **Unbreakable mainspring. Incabloc shock protection.** Retail
E07688-4575 **$120.00**

Southland. 25 Jewels. Self-winding waterproof*. Military style chrome case, stainless steel back and matching all-steel expansion bracelet. Luminous hands, hour dots, red sweep second hand. With **Incabloc shock protection, unbreakable mainspring.** Retail
E07689-3725 **$92.50**

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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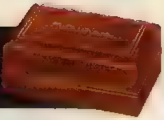

on all movement parts against breakage

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Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet. **Unbreakable main-**
E07694-11500
Retail $300.00

25 **JEWELS**

22 **Diamonds**
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches

50 **Diamonds**

8 **Diamonds**

2 **Diamonds**

Heritage Royal: 25 Jewels. 50 diamonds. 14K white gold case. Gold-filled expansion bracelet. **Incabloc. Non-break mainspring.**
E07690-17265 . . . . Retail $450.00

Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold-filled expansion bracelet. **Incabloc shock-protection and unbreakable mainspring**
E07691-5925. . . Retail $150.00

Patrician Y: 25 Jewels. 2 diamonds in yellow RGP case, stainless back. Gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
E07692-3325 Retail $85.00

Patrician W: As above. White RGP case, gold-filled bracelet.
E07693-3325 Retail $85.00

Watches illustrated are ⅞ actual size.

Super Value!

Waterproof*

Sea Escort: Waterproof* military or naval style watch . . . the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All-arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement
E07695-1990. . . . . Retail $49.50

Junior Achievement Series

Waterproof*

Debutante Sue: Budget priced fashion flair for Miss Teen! Dainty yellow rolled gold plate case, steel back. Matching gold filled expansion bracelet. 15 Jewel movement with **Incabloc protection and unbreakable mainspring.**
E07696-2095 Retail $39.95

Debutante Anne: Same as above. White rolled gold plate case, gold-filled bracelet.
E07697-2095 Retail $39.95

Space Major: Super value for men and young men! Debonair black dial, accurate, dependable 15 jewel movement. Smart case is color of gleaming yellow gold, has non-corrosive stainless steel back. Matching 10K yellow gold-filled expansion bracelet. Movement has **unbreakable mainspring, shock-protected with Incabloc.**
E07698-1995 Retail $39.95

Four Colorful Costume-Matching Straps Included FREE

Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.**
E07699-2125. Retail $39.95

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

INCABLOC *Shock Protected*

More Accurate *More Efficient*

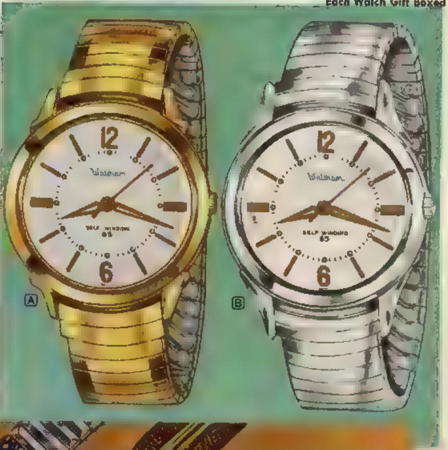
65 Functional JEWELS

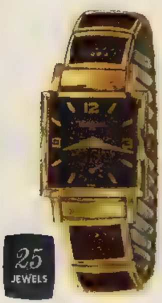
Waterproof*

Self-Winding

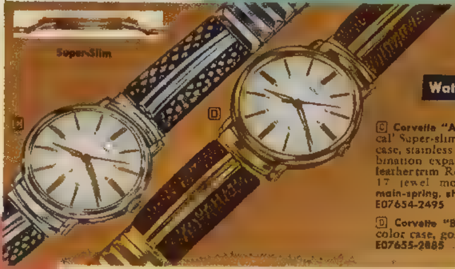
[A] **Presentation Rototron 65:** New, different. Finest self-winding movement made Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold-filled case with stainless back Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
E07646-5995. Retail $175.00

[B] **Ship'N Shore Rototron 65:** as above. All steel case, band.
E07647-5310 Retail $150.00





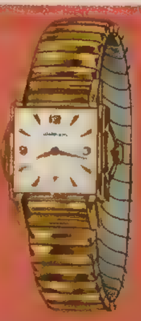
Jean LaFitte: 25 Jewels Dashing dress watch with black dial Yellow rolled gold plate case, non-corrosive back. Gold-filled expansion band with leather inserts **Unbreakable mainspring, shock-protected** Waltham movement.
E07648-2830 Retail $79.50



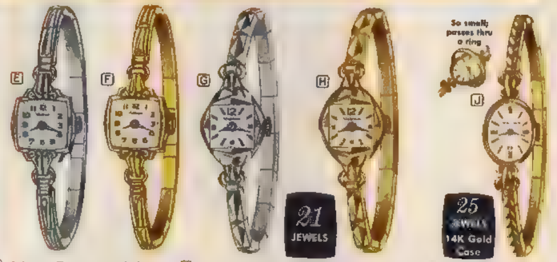
Waterproof*

[C] **Corvette "A":** Dressy and practical' Super-slim waterproof* chrome case, stainless steel back Steel combination expansion bracelet, black leather trim Red sweep second hand, 17 jewel movement **Unbreakable main-spring, shock-protected.**
E07654-2495 Retail $65.00

[D] **Corvette "B":** As above. Yellow color case, gold-filled bracelet.
E07655-2885 . . . . . . .Retail $75.00



Moultrie: Dignified presentation watch 10K yellow rolled gold plate case with non corrosive back. Matching gold filled expansion bracelet. 17 jewels **Unbreakable mainspring, shock-protected with Incabloc.**
E07658-2395 Retail $65.00



[E] **Adams** Easy to read dress watch White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels. **Non-break mainspring. Incabloc.**
E07659-2395 Retail $65.00

[F] **Washington:** As above Yellow RGP case, G.F. bracelet.
E07660-2395 . Retail $65.00

[G] **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc protected.**
E07661-2675 . . . Retail $72.50

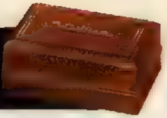
[H] **Katherine:** As above. Yellow RGP case. Gold-filled bracelet.
E07662-2675 Retail $72.50

[J] **Marigold 25 Jewels; 14K yellow gold case** so dainty it will fit through a ring. Matching gold-filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
E07663-4185 Retail $115.00

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

ADVERTISED IN LIFE

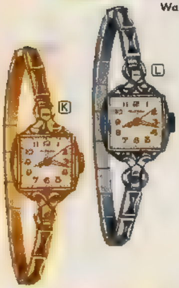
WALTHAM *Unconditional Lifetime Guarantee*



Watches illustrated are 7/8 actual size.

on all movement parts against breakage

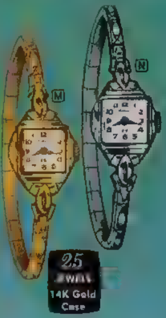
Each Watch Gift Boxed

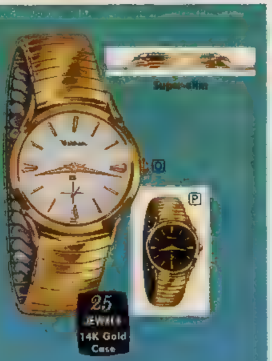


For Women at Work

[K] **Lady Elizabeth· For nurses, career women, homemakers.** Dust-protected case of yellow rolled gold plate with stainless back Gold-filled expansion bracelet. Sweep second hand. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected.**
E07671-2685
Retail **$71.50**

[L] **Lady Theresa:** As above. White rolled gold plate case, gold filled bracelet
E07674-2685
Retail **$71.50**





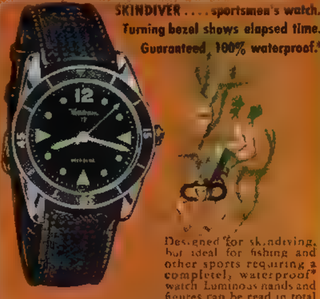
[M] **Madeline: 25 Jewels.** Breath-taking magnificence of an artfully carved case of solid 14K yellow gold Matching gold filled "Queen" expansion bracelet. Very legible all Arabic numeral dial with raised crystal Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability
E07665-3625 Retail **$100.00**

[N] **Julia.** As above, 14K white gold case, matching gold-filled bracelet.
E07668-3625 Retail **$100.00**

[C] **Boone. 25 Jewels.** Man's presentation watch with a super slim case of solid 14k yellow gold Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick-figure dial Matching gold-filled expansion bracelet Movement has **unbreakable mainspring and famous Incabloc shock-protection.**
E07669-4950 Retail **$135.00**

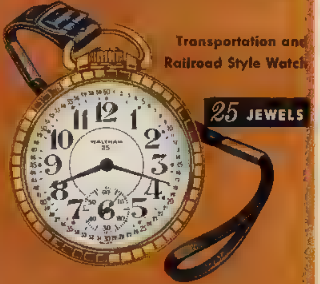
[P] **Bowie.** Same as above, but with black dial and gilt raised stick-figures
E07670-4950 Retail **$135.00**

SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed, 100% waterproof.*

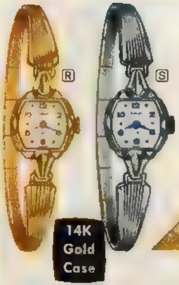


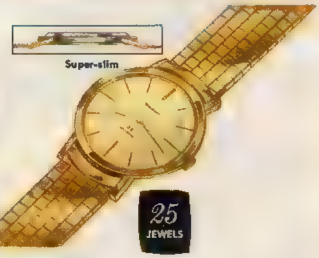
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band 17 Jewels. **With Incabloc. Unbreakable mainspring.**
E07675-2995 . . . . Retail **$85.00**

Transportation and Railroad Style Watch



For drivers, farmers, mechanics, sportsmen. 25 Jewels. Milled case of 10K yellow rolled gold plate. Legible black enameled dial, completely numbered minute track. 25 Jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.
E07679-2995 . . . . Retail **$85.00**





[R] **Jasmine. Solid 14K yellow gold case** is thrillingly sculptured in a subtle design. Matching gold-filed combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet. Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
E07676-3195 . . Retail **$85.00**

[S] **Daffodil:** As above. Solid 14K white gold case with gold-filled bracelet.
E07677-3195 . . . Retail **$85.00**

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man' Simple and smart as it gracefully hugs his wrist. Case is color of yellow gold and has a non-corrosive back Matching gold filled combination expansion bracelet looks like expansive solid gold band. Elegant champagne colored dial with modern stick-figures. Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
E07678-3340 . . . . . Retail **$95.00**

Unconditional Lifetime guarantee on all movement parts against breakage.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

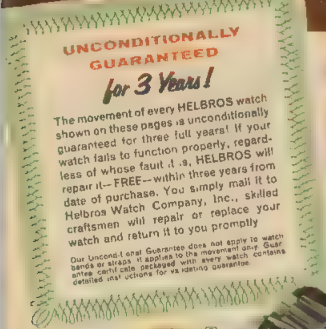
HELBROS

World renowned watches of supreme accuracy and unexcelled beauty . . . backed by an unconditional 3-year guarantee! Mastercrafted, precision-engineered timepieces . . . in distinguished dress or sport styles for men and women. Nationally advertised in Life, Look, The Saturday Evening Post, Good Housekeeping, on TV and Radio.

LIFE The Saturday Evening POST LOOK Guaranteed by Good Housekeeping

Ⓐ **RACER "W."** A smart, dependable timepiece with accurate 17 Jewel movement. Self-winding—winds itself with your every wrist motion—and waterproof* too! Anti-magnetic, shock-resistant. Sparkling chrome top case has stainless steel back . . matching expansion bracelet with leather inserts.
15 K 1164 TK2855 each . . . . Retail **$62.50**

RACER. Same as above but with yellow top, stainless steel back case.
15 K 1165 TK3145 each . . . . Retail **$69.75**



UNCONDITIONALLY GUARANTEED

for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc., skilled craftsmen will repair or replace your watch and return it to you promptly

Our Unconditional Guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with every watch contains detailed instructions for validating guarantee.

Ⓑ **CRUISER.** Masterpiece of design and accuracy Waterproof*! Shock protected; anti-magnetic. Gleaming yellow top case, stainless steel back . . . matching leather expansion bracelet. 17 Lifetime Jewels.
15 K 1166 TK2195 $45.00

CRUISER "W" Same as above but all stainless steel
15 K 1167 TK2195 $45.00

Ⓒ **SHIELD "W."** New low price for a self-winding, waterproof* sport watch! Anti-magnetic! Handsome chrome top with stainless steel back. Matching leather expansion bracelet. 7 Jewel movement.
15 K 1168 TK1895 $39.75

SHIELD. Same as above but yellow top case, steel back.
15 K 1169 TK2095 $45.00

Ⓓ **RESOLUTE.** You'll wear this waterproof* watch for both dress and sport! Shock-protected, anti-magnetic. Yellow top case, stainless steel back . . leather inlaid link and expansion bracelet. 7 Jewels.
15 K 1170 TK1575 $33.75

RESOLUTE "W." As above but chrome top case, steel back
15 K 1171 TK1375 $29.75

Teen-Age Specials!

Ⓔ **PROM.** For the style-conscious young lady Yellow top case stainless steel back matching expansion bracelet Perfect for any occasion—from classroom to prom! 7 Jewels
15 K 1172 TK1495 $27.50

PROM "W." As above, white top, steel back
15 K 1173 TK1495 $27.50

Ⓕ **DEFENDER.** Built to take the rugged treatment of the young man on the go Waterproof*, shock resistant anti-magnetic! Handsome enough for dress wear, too Sparkling chrome top case with stainless steel back . matching expansion bracelet 7 Jewels.
15 K 1174 TK1315 $27 50

Ⓖ **PATIENCE.** Beauty and accuracy in a nurse's dress watch. Glamorous 10K yellow RGP case, stainless steel back . expansion bracelet. Sweep second hand. 17 Jewels.
15 K 1175 TK2655 $59.95

PATIENCE "W." As above but 10K white RGP case steel back.
15 K 1176 TK2655 $59.75

Ⓗ **RADIANT.** Trim tailored simplicity, styled to please any woman! Gleaming yellow top case, stainless steel back . . . matching expansion bracelet. 17 Lifetime Jewels.
15 K 1177 TK2295 $49.75

RADIANT "W." As above but white top, steel back case.
15 K 1178 TK2295 $49.75

Ⓙ **ESCAPADE.** Regal beauty at a practical price. Dainty yellow top case with stainless steel back . trim matching expansion bracelet. Dependable 7 Jewel movement
15 K 1179 TK1535 $29.75

ESCAPADE "W." As above with white top, steel back case.
15 K 1180 TK1535 .$29.75

SUBJECT TO 10% FEDERAL EXCISE TAX

**Waterproof provided crystal and crown are intact, case unopened. RGP is an abbreviation for rolled gold plate.*

HELBROS

Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jeweled Movements, Guaranteed unbreakable mainsprings! Nationally advertised on TV and Radio, in Life, Look, The Saturday Evening Post and Good Housekeeping.

LIFE The Saturday Evening POST LOOK Guaranteed by Good Housekeeping

Ⓐ **SEA KING.** Special value in a sport watch that defies rugged treatment. Expensively styled, yet priced-perfect for any pocket! Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case has stainless steel back, matching expansion bracelet with distinctive leather inserts. Accurate 17 Lifetime Jewel movement.
15 K 1181 TK1795 each Retail **$39.75**

Ⓑ **DYNAMIC.** 49-Jewel movement! Self-winding Calendar window shows day of month. Waterproof*, shock-resistant, anti-magnetic. 10K yellow RGP case, stainless steel back. Leather expansion bracelet.
15 K 1182 TK5475 $137.50

DYNAMIC "W." As above but chrome top case, steel back.
15 K 1183 TK4895 $125.00

Ⓒ **VIKING.** Supreme styling, split-second accuracy! Self-winding! 30 Lifetime Jewels! Waterproof*, anti-magnetic. Distinctive yellow top case, stainless steel back. Leather expansion bracelet.
15 K 1184 TK4615 $110.00

VIKING "W." As above but chrome top case, steel back.
15 K 1185 TK4055 $87.50

Ⓓ **RAVEN "B."** Superb masculine good looks! Sleek black dial contrasts brilliantly with the yellow top, stainless steel back case. Combination leather expansion bracelet. 17 Lifetime Jewels.
15 K 1186 TK2235 $45.00

RAVEN. Same as above, but with white dial.
15 K 1187 TK2235 $45.00

UNCONDITIONALLY GUARANTEED
for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.

Our Unconditional Guarantee does not apply to watch bands or straps; it applies to the movement only. Guarantee certificate packaged with every watch contains detailed instructions for validating guarantee.

E
F
G
H
J
Bangle Bracelet

Ⓔ **LAMOUR.** A triumph in sophisticated beauty! 25 Lifetime Jewel movement. 10K yellow rolled gold plate case, stainless steel back. Matching expansion bracelet.
15 K 1188 TK3215 $69.95

LAMOUR "W." As above in 10K white RGP case, steel back.
15 K 1189 TK3215 $69.75

Ⓕ **FABULOUS "W."** Two brilliant diamonds lend enchantment to the 10K white rolled gold plate case, stainless steel back. Matching expansion bracelet. 17 Jewels.
15 K 1190 TK3075 $65.00

FABULOUS. As above in 10K yellow RGP case, steel back.
15 K 1191 TK3075 $65.00

Ⓖ **PETITE.** Captivating, dainty 10K yellow rolled gold plate case with stainless steel back combined with a lovely matching expansion bracelet. 17 Life-time Jewels.
15 K 1192 TK2855 $65.00

PETITE "W." As above in 10K white RGP case, steel back.
15 K 1193 TK2855 $62.50

Ⓗ **CHARMING.** Sophisticated beauty! Chic yellow top case, stainless steel back . . . combined with a glamorous matching bangle bracelet. 17 Lifetime Jewels. Safety chain.
15 K 1194 TK2375 $62.50

CHARMING "W." As above, white top, stainless steel back.
15 K 1195 TK2375 $49.75

Ⓙ **HEYWOOD.** A watch he'll wear with pride! Super-slim yellow top case, with stainless steel back . . . sleek matching combination leather-inlaid expansion bracelet. Ultra-modern numeral and marker dial. Precision engineered 17 Lifetime Jewel movement.
15 K 1196 TK2235 $49.75

**Waterproof provided crystal and crown are intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

SUBJECT TO 10% FEDERAL EXCISE TAX

BENRUS

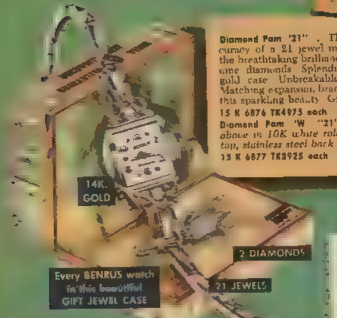
Spring Sale!

[illegible]

Whether you choose a BENRUS watch for yourself, or as a fine gift, you make the smart choice. For, every BENRUS watch regardless of price is the finest precision timepiece that skilled craftsmen can make . . . the last word in fashion. Yes, BENRUS, the fine watch of guaranteed accuracy is truly your best watch buy!

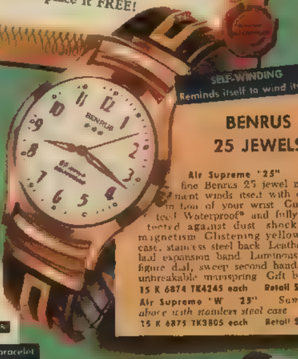
BENRUS THREE YEAR UNCONDITIONAL GUARANTEE

Your BENRUS watch movement MUST run perfectly or BENRUS will repair it or replace it FREE!


14K. GOLD
2 DIAMONDS
21 JEWELS
Every BENRUS watch in this beautiful GIFT JEWEL CASE

Diamond Pam "21". The precise accuracy of a 21 jewel movement plus the breathtaking brilliance of two genuine diamonds. Splendid 14K white gold case. Unbreakable mainspring. Matching expansion bracelet enhances this sparkling beauty. Gift packed.
15 K 6876 TK4975 each Retail $100.00

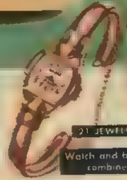
Diamond Pam "W" "21". *Same as above in 10K white rolled gold plate top, stainless steel back*
15 K 6877 TK2925 each Retail $79.50


SELF-WINDING
Reminds itself to wind itself!

BENRUS 25 JEWELS

Air Supreme "25". The fine Benrus 25 jewel movement winds itself with every motion of your wrist. Guaranteed Waterproof* and fully protected against dust, shock and magnetism. Glistening yellow top case, stainless steel back. Leather inlaid expansion band. Luminous full-figure dial, sweep second hand, and unbreakable mainspring. Gift boxed.
15 K 6874 TK4245 each Retail $85.00

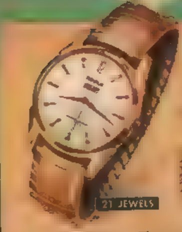
Air Supreme "W" "25". *Same as above with stainless steel case*
15 K 6875 TK3805 each Retail $75.00

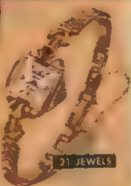


Prices do not include Federal Excise Tax
© 1960 Benrus Watch Company, Inc.

Embraceable Belle "21". 21 jewel movement heightens the value of this entrancing bracelet-watch combination. Magnificent 10K yellow rolled gold plate top, stainless steel back. Full figure, easy-to-read dial. Unbreakable mainspring. Safety chain. A real charmer to grace any woman's beauty.
15 K 6882 TK3619 ea. $71.50

Embraceable Belle "W" "21". *Same as above in 10K white rolled gold plate top, stainless steel back.*
15 K 6883 TK3619 ea. $71.50



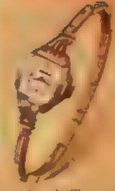


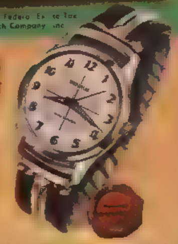
Citation Claude "21". The superb accuracy of a 21 jewel shock-absorbing movement in an exciting, sculptured all-yellow case of lifetime elegance. Adjustable expansion band harmonizes with case. Unbreakable mainspring. Gift boxed.
15 K 6878 TK4000 each Retail $79.50

Citation Claude "Z" "21". *Same as above with black dial*
15 K 6879 TK4000 each Retail $79.50

Citation Cluster "21". 21 jewel ultra-precise movement. The classic beauty of its exquisite all yellow case gives it a truly luxurious appearance. Unbreakable mainspring. Flexible, adjustable expansion bracelet with safety chain. Truly a gift to win her heart. Gift boxed.
15 K 6880 TK4000 each Retail $79.50

Citation Cluster "L" "21". *Same as above in white*
15 K 6881 TK4000 each Retail $79.50





Lady Claire. 17 jewels. Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view, full-figure dial. Expansion bracelet matches the exquisite case to perfection. Unbreakable mainspring. Gift packaged.
15 K 6885 TK2690 each Retail $49.50

Lady Claire "W". *Same as above in 10K white rolled gold plate top, stainless steel back*
15 K 6886 TK2690 each Retail $49.50

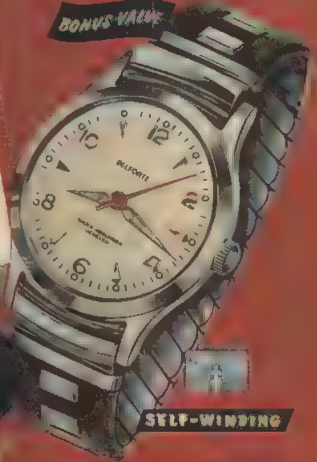
Water Devil. 17 jewels. The finest Guaranteed Waterproof* watch you can buy! Modern, rugged, stainless steel case. Luminous hands, full figure dial with sweep second. Shock-absorbing movement. Unbreakable mainspring. Inlaid expansion band. No water, moisture or dust can harm this Benrus waterproof*. The perfect gift for men of every age. Gift packaged.
15 K 6884 TK2680 each Retail $49.50

*Waterproof [illegible]

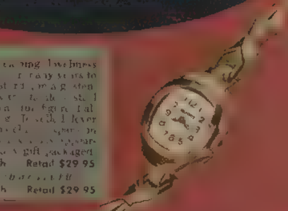
A Fine Jeweled Watch . . . A Remarkable Value!

What distinguishes a *good* watch from a *cheap* watch? A jewelled movement? Yes! Because a watch with a fine jewelled movement has been crafted with care and tested every step of the way to make sure it will keep accurate time for years to come. *Every* Belforte watch has jewels at the very heart of its delicate mechanism to cushion against wear, to assure longer, better service. Belforte brings you classic styling, unbreakable mainspring, precision workmanship and scientific inspection that is your guarantee of accuracy. When you buy a Belforte, you buy dependability and value. Beautifully packaged . . . makes an impressive gift.

BELFORTE
Subsidiary of the BENRUS Watch Company

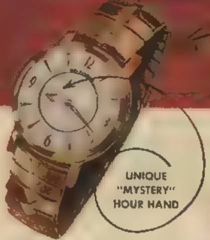


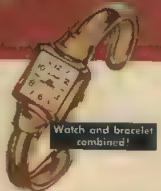
Gaiety A gem of gleaming loveliness that will be appreciated for many years to [illegible] Jewelled lever movement. [illegible] gift packaged.
15 K 5944 TK1488 each Retail $29 95
Gaiety "W" [illegible]
15 K 5945 TK1488 each Retail $29 95

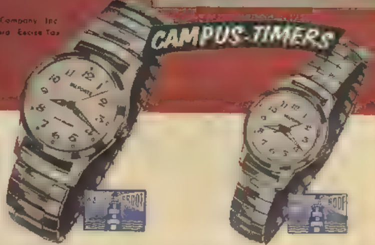


Ocean Major [illegible] accurate self winding watch [illegible] Guaranteed Waterproof* [illegible] Unbreakable mainspring [illegible] Beautifully gift packaged.
15 K 5946 TK1795 each Retail $39 95
Ocean Major "Z" [illegible]
15 K 5947 TK1795 each Retail $39 95

© 1960 Benrus Watch Company, Inc.
Prices do not include Federal Excise Tax




Watch and bracelet combined!



Lord Simpson 17 jewels. Bold, masculine styling with a regal yellow top, stainless steel back. Modern classic dial with an attention-getting "mystery" hour hand feature that appears to "float." Imagine the comments you'll receive from your friends about this new watch wonder. Jewelled lever movement. Unbreakable mainspring. Matching expansion band.
15 K 5948 TK1577 each Retail $35.75

Embraceable Julie 17 jewels. Circles the wrist with glamour in the most fitting way. A stunning watch and bracelet combination in one. Stylish 10K yellow rolled gold plate top case, with stainless steel back. Unbreakable mainspring. Jewelled lever movement. Gift packaged.
15 K 5949 TK1797 each Retail $39 95
Embraceable Julie "W" *Same as above in white*
15 K 5950 TK1797 each Retail $39 95

Midshipman. . .Specially created for young boys—it's the finest Guaranteed Waterproof* watch in its class! Gleaming chrome top case with stainless steel back. Luminous dial, sweep second hand. Lifetime jewelled lever, shock-absorbing movement. Matching "junior" expansion band will fit any lad's wrist. Unbreakable mainspring. 7 jewels. Gift packaged for presentation.
15 K 5942 TK1229 each. Retail $27.50

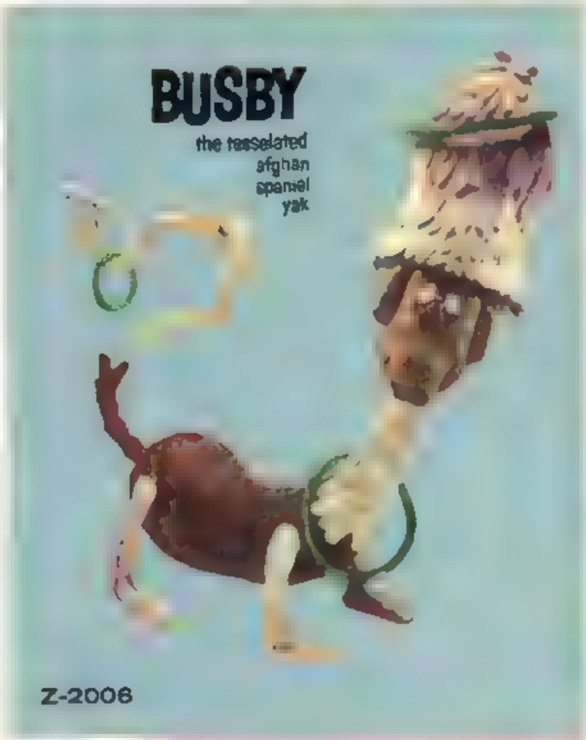
Nymph . . . Youthful, exquisite styling for young girls has an exciting Guaranteed Waterproof*, dustproof case. Brilliant chrome top, stainless steel back. Luminous dial, sweep second and Unbreakable mainspring. Precise jewelled lever movement. Matching expansion bracelet sized for the "Junior Miss." 7 jewels. An ideal watch for every occasion. Gift packaged.
15 K 5943 TK1444 each Retail $29.95

presenting YOUR DR. SEUSS DEPARTMENT!

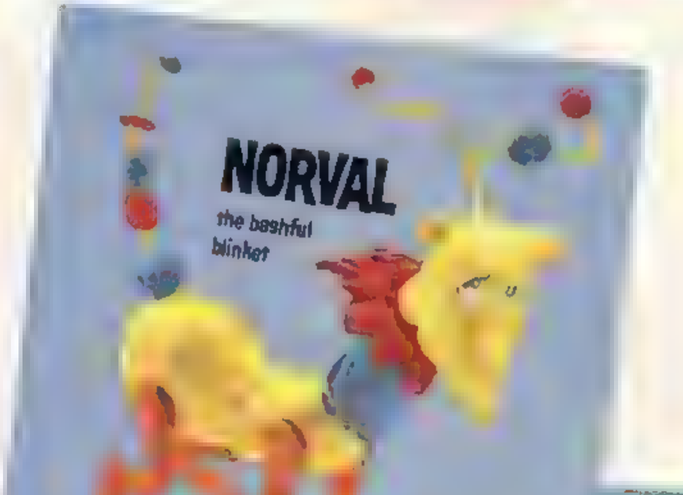
THE DR. SEUSS ZOO *creative, snap-together toys*

NOW THERE ARE 6 — with brand new MAGIC SNAP FIT — such an easy, secure fit that even pre-schoolers can snap 'em together pull 'em apart at will. And, parts of all animals are interchangeable — which makes for more fun for your customers, and more multiple sales for you!

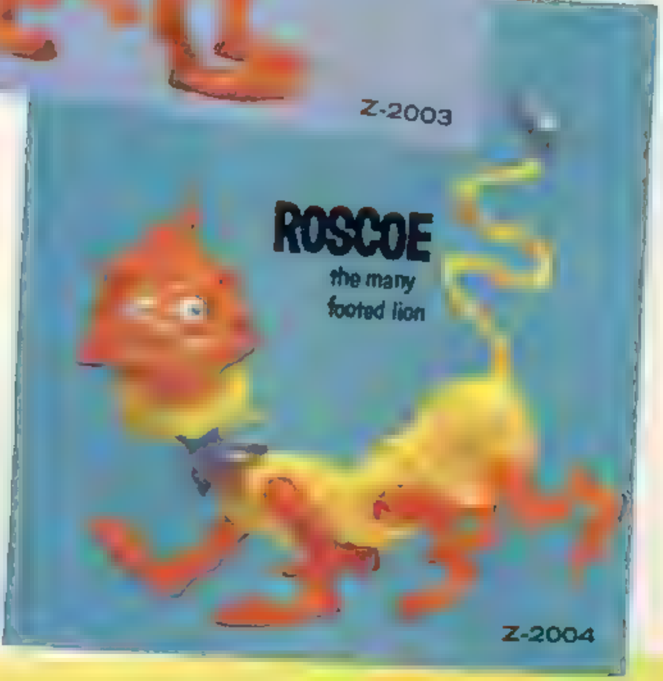
Did we say "pre-schoolers"? Ah — but there's a much bigger market in store for you — in age it ranges clear up to 12, also includes a lot of teen-agers and parents who are under the spell of Dr. Seuss.


BUSBY
the tasselated afghan spaniel yak

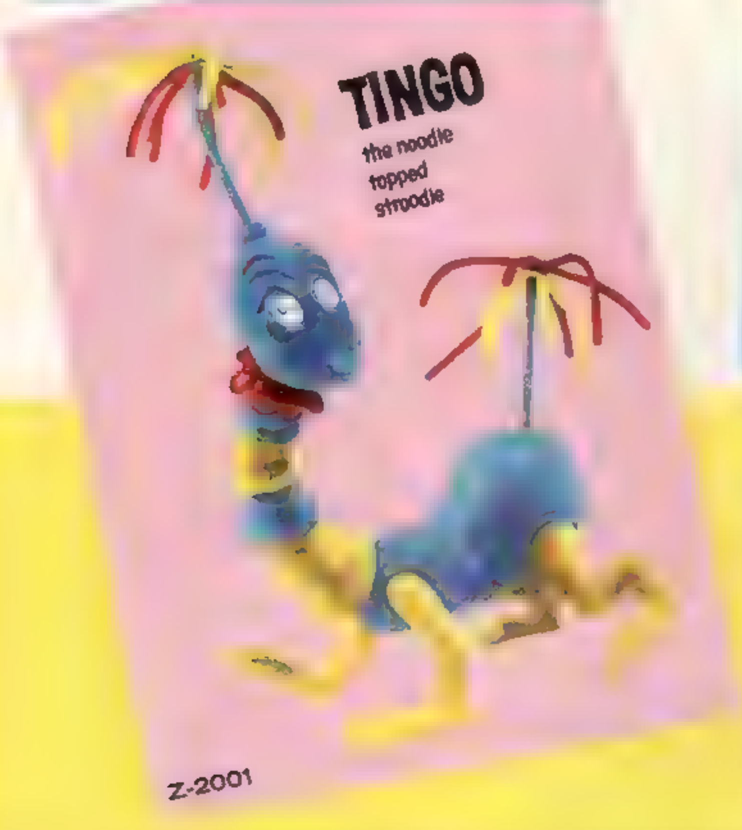
Z-2006


NORVAL
the bashful blinket

Z-2003

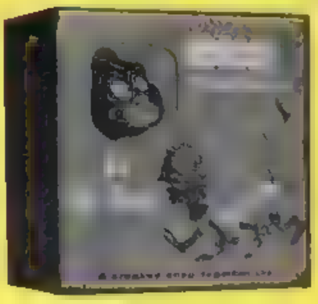

ROSCOE
the many footed lion

Z-2004


TINGO
the noodle topped stroodle

Z-2001

Look at the new box — designed by Dr. Seuss! Each animal says "Buy Me" as he looks out of his clever, colorful picture window box. The head is clearly visible but protected by a clear plastic bubble. All other parts are sealed in a poly bag so they can't get lost, strayed or stolen.



Great Product . . . Great Package . . . Great Price!

Retail **$1.98** ea

Revell

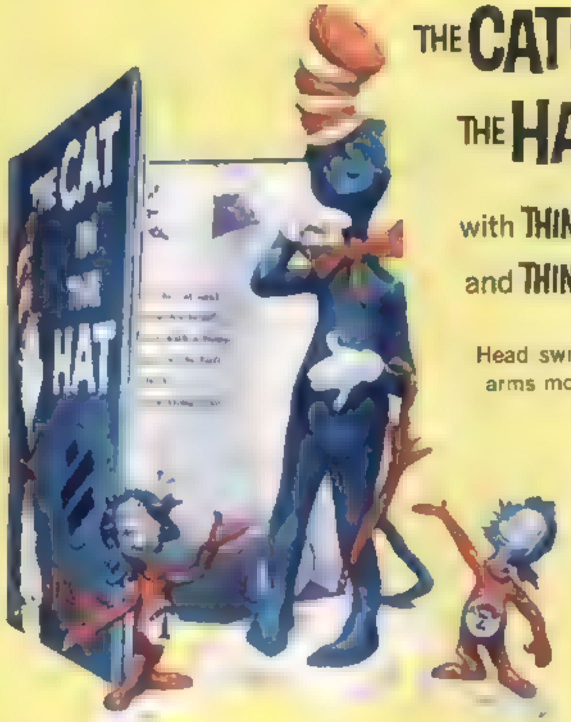
BEGINNER HOBBY KITS

A breakthrough to a new age level of customers .. from the world leader in hobby kits.

Here is the perfect way to attract this group of boys and girls. These easy-to-assemble models of favorite characters from the best-selling Dr. Seuss books combine the magic appeal of Dr. Seuss with the tremendous consumer acceptance of Revell.

THE CAT IN THE HAT

with THING 1
and THING 2



Head swivels, arms move!

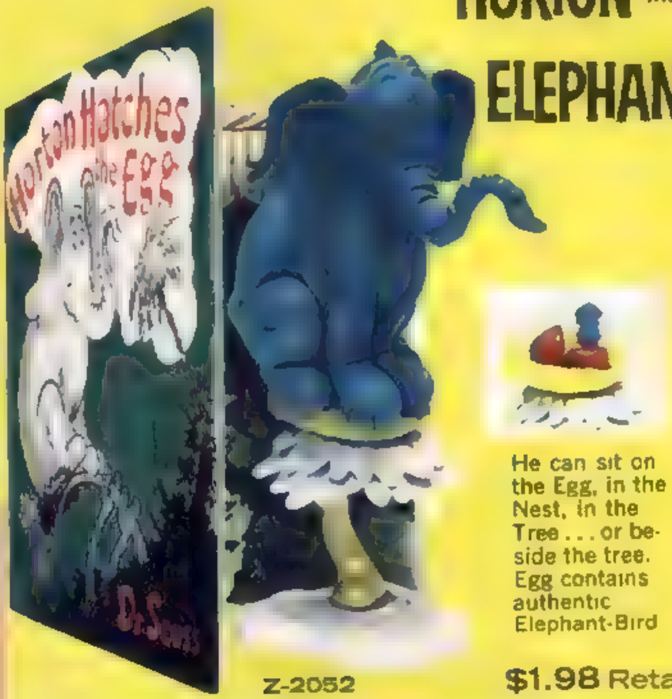
Z-2050 **$1.69** Retail

All in bright-colored plastic . . . need no paint!

All with big, easy-fit, interlocking pieces . . . no cement needed.

All with features that offer extra play value

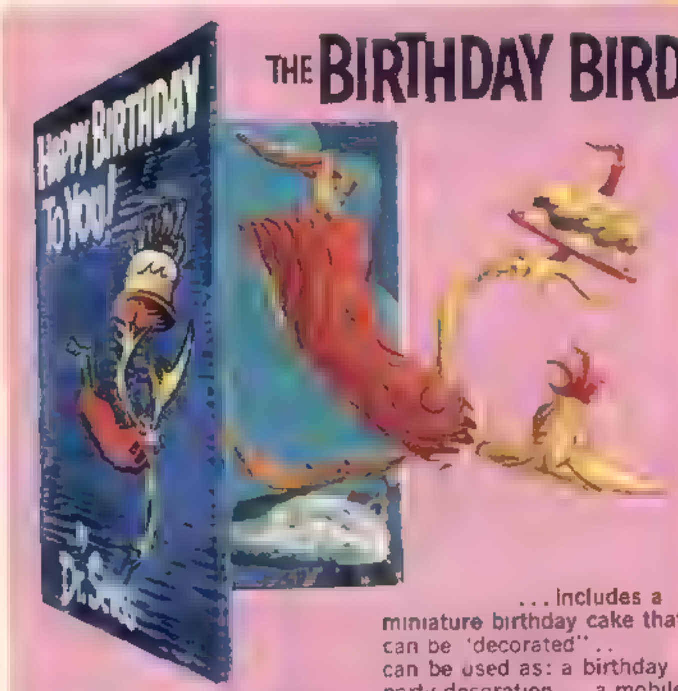
HORTON THE ELEPHANT



He can sit on the Egg, in the Nest, in the Tree . . . or beside the tree. Egg contains authentic Elephant-Bird

Z-2052 **$1.98** Retail

THE BIRTHDAY BIRD

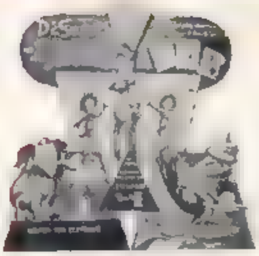


. . . includes a miniature birthday cake that can be "decorated" . . can be used as: a birthday party decoration . . a mobile for a child's room . The ideal birthday gift!

Z-2051 **$1.98** Retail

Z 60-14-290

FREE SALES AIDS:



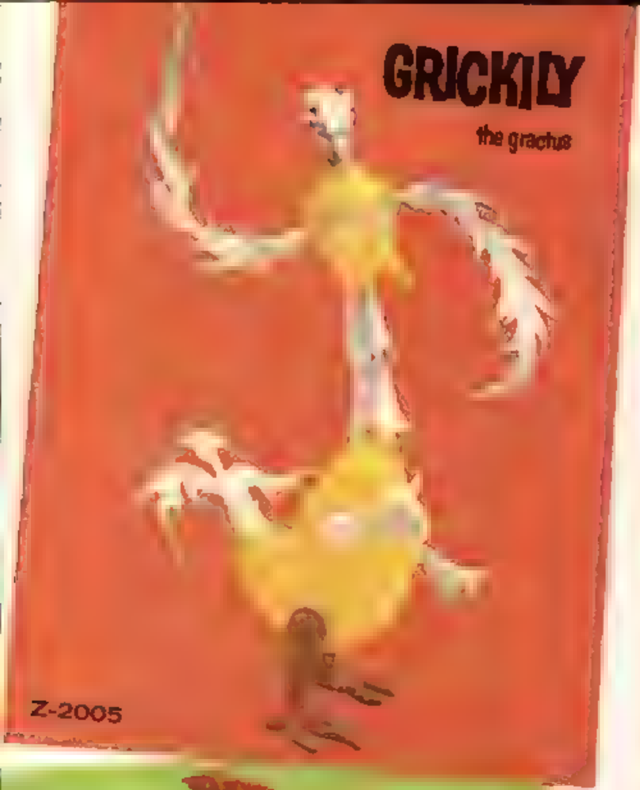
A charming, colorful display designed to make your customers want all 3 Dr. Seuss Beginner Kits!

A full color window banner shows all 3 to help you really cash in on the huge, untapped beginners' market!

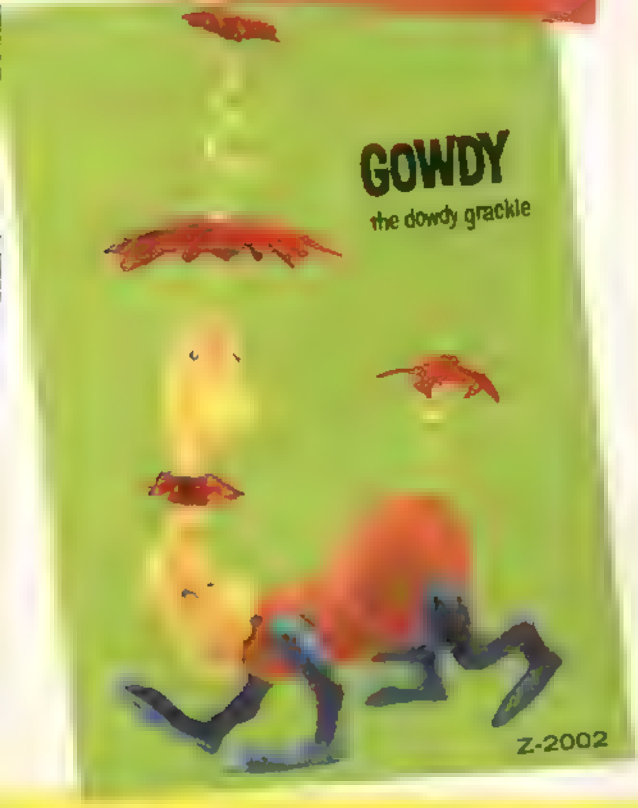
Sales-stimulating ad mat available upon request.

SOMETHING ELSE TO THINK ABOUT!

Alert toy and hobby store dealers . . . even those who never carried books before . . . tell us that the Dr. Seuss books are an **added** source of handsome profits. Somehow, when the books **and** the Revell line of Dr. Seuss items are featured together, **both** sell better!



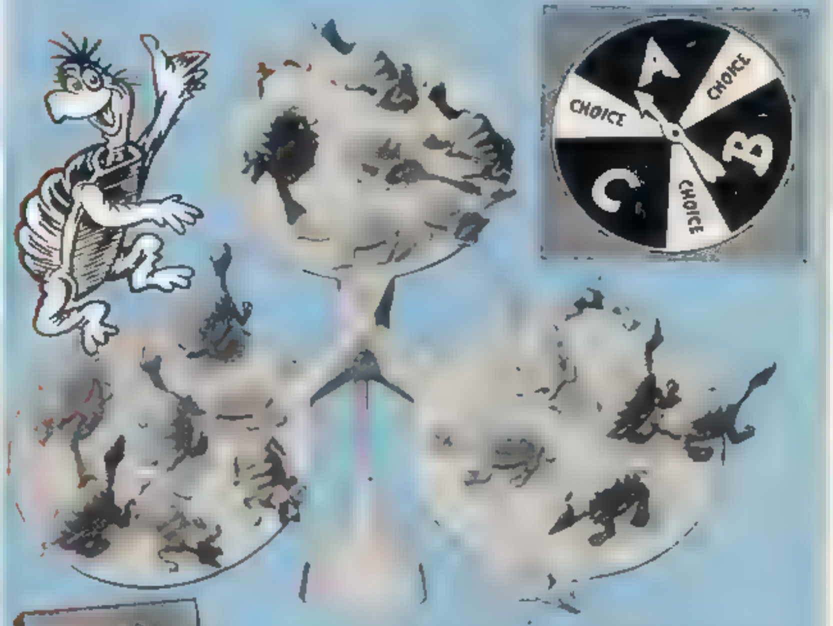
Z-2005

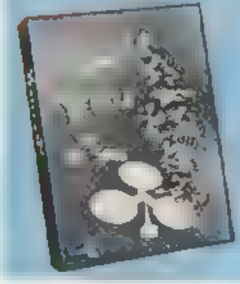


Z-2002

THE GAME OF YERTLE

Great Name . . . Great Game . . . Marking the entrance of the powerful Dr. Seuss name into this profitable, year-round field.





Z-2100 Retail **$1.98**

. . . Any number . . . any age . . . will enjoy playing!
. . A balancing game of skill and chance.
. . . It capitalizes on the popularity of "Yertle the Turtle," best-selling Dr. Seuss book!

Zany eye-stopping **WINDOW BANNER FREE.**
AD MAT—FREE on request

PARTS OF ALL ANIMALS ARE INTERCHANGEABLE FOR ENDLESS FUN!

Dr. Seuss
ZOO
Set 1

Zoo Set #1 G-2080

Dr. Seuss
ZOO
Set 2

Zoo Set #2 G-2081

The Zoo Animals are even more of a bargain in the two attractive Zoo sets. Each contains 3 animals
Retail Price: $4.98 each set

FREE SALES AIDS

Designed to help build **more sales, more profits** for you.

A NEW DISPLAY—Three-dimensional and in full color . . . it will make your customers want all six of the Zoo Animals. Actual body parts of animals are strung on the display, to invite customers to test the new MAGIC S-N-A-P F-I-T.

A BRIGHT WINDOW BANNER to announce the New Zoo to one and all

FREE AD MAT—available on request.

Revell

The Wonderful World
of Dr. Seuss

The man is Ted Geisel -- Dr. Seuss to the moppets of America. He is the best known, best read author of children's books in the world today.

There are now 3 product lines created by Dr. Seuss
and produced by Revell

Beginner Hobby Kits -- a breakthrough to a new age level of customers -- from the world leader in hobby kits.

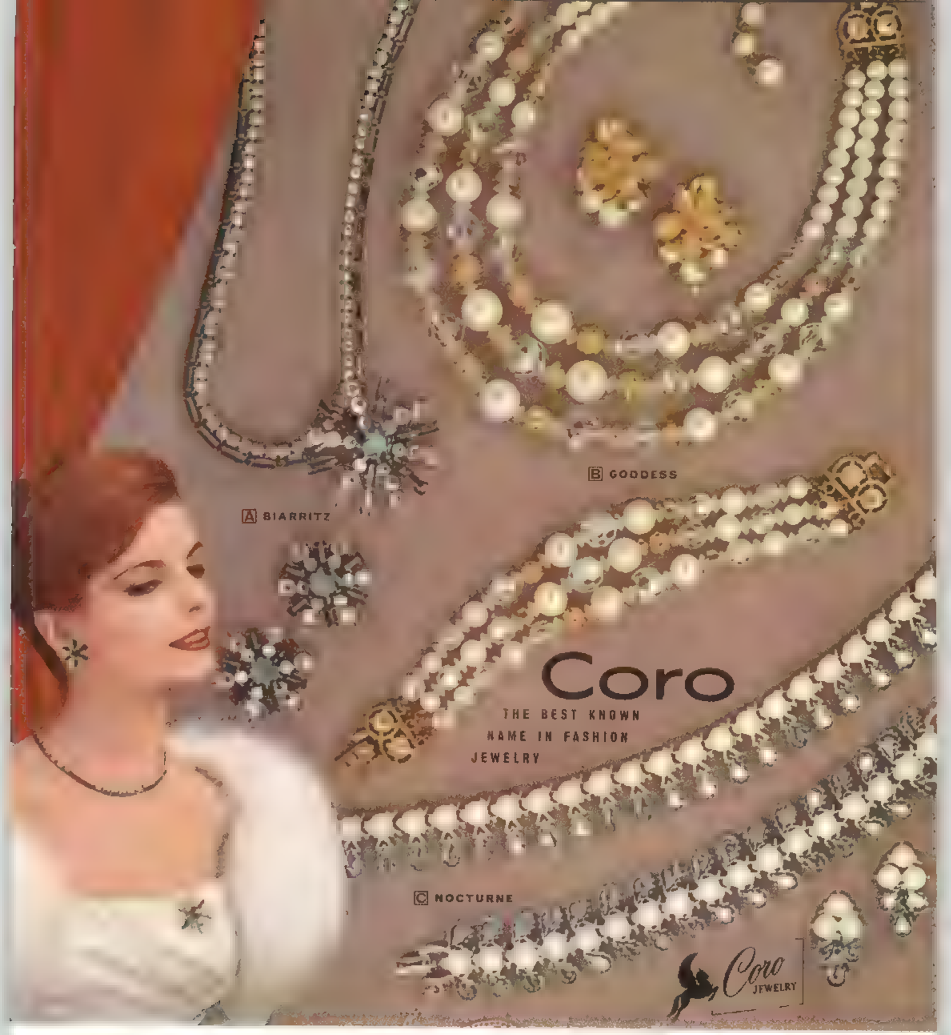
The Dr. Seuss Zoo -- creative snap-together toys -- newly designed and newly packaged -- now including 6 animals.

The Game of Yertle -- for young and old -- a broad appeal game of chance that tests skill and balance.

And now, it's possible for you to tie in with the fantastic popularity of the entire Wonderful World of Dr. Seuss.

HERE'S HOW

[illegible] PRINTED IN U.S.A. [illegible] SEUSS



Ⓐ **BIARRITZ** . . For the woman who appreciates the beauty of distinctive design . . . a truly exciting creation! Can be worn as a necklace and pin combination . . . or separately as an individual pin and earring set, or an individual necklace and earring set . . . necklace is adjustable.

Necklace, Pin and Earrings .

1J125X3000 3-Pc. Set.	**$60.00**
1J126X2100 Neck/Pin Combination only	**42.00**
1J127X900 Earrings only	**18.00**

Ⓑ **GODDESS** . . . To you, lovely lady . . . the freshness of Aurora Borealis Crystal beads and Fresh Water Pearls combine to make an enchanting ensemble to enliven your wardrobe . . Adjustable necklace.

Necklace and Earrings . .

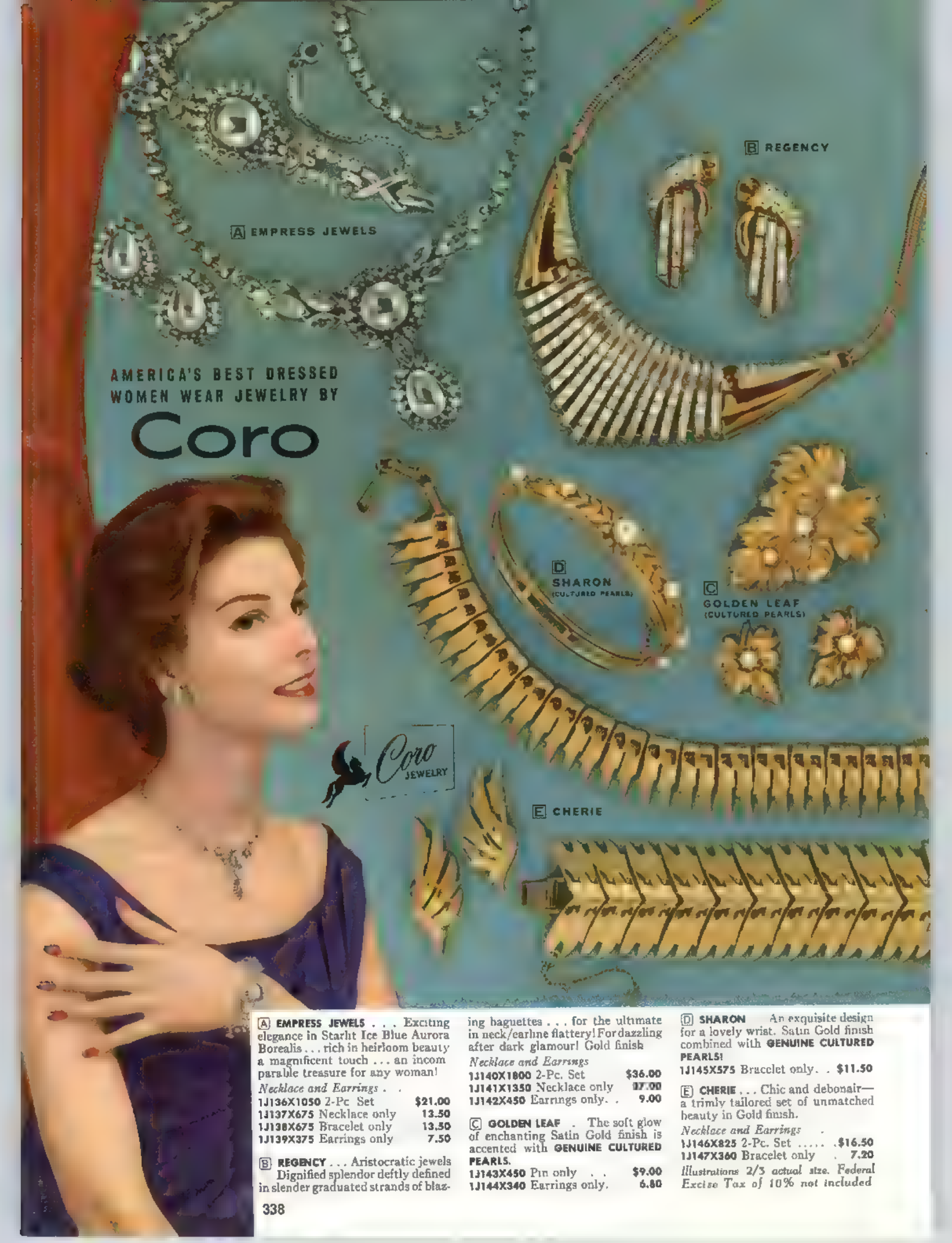
1J128X1725 2-Pc. Set	**$34.50**
1J129X1125 Necklace only	**22.50**
1J130X675 Bracelet only	**13.50**
1J131X600 Earrings only	[redacted]

Ⓒ **NOCTURNE** . . . For that lovely dewy fresh look—here's elegance in shimmering Ice Blue Aurora Borealis stones combined with teardrop Fresh Water Pearls. Adjustable necklace; matching bracelet and earrings. A wonderful gift!

Necklace and Earrings . .

1J132X1140 2 Pc Set	**$22.80**
1J133X825 Necklace only	**16.50**
1J134X825 Bracelet only	**16.50**
1J135X315 Earrings only	**6.30**

All necklaces are adjustable for perfect, easy fit . . all earrings have comfortable clip-ease mountings . . all pins have safety clasps . . all jewelry beautifully gift boxed Illustrations 2/3 actual size. Federal Excise Tax of 10% not included


A EMPRESS JEWELS
B REGENCY
AMERICA'S BEST DRESSED WOMEN WEAR JEWELRY BY
Coro
D SHARON (CULTURED PEARLS)
C GOLDEN LEAF (CULTURED PEARLS)
Coro JEWELRY
E CHERIE

Ⓐ **EMPRESS JEWELS** . . . Exciting elegance in Starlit Ice Blue Aurora Borealis . . . rich in heirloom beauty . . . a magnificent touch . . . an incomparable treasure for any woman!

Necklace and Earrings . .

1J136X1050 2-Pc. Set	**$21.00**
1J137X675 Necklace only	**13.50**
1J138X675 Bracelet only	**13.50**
1J139X375 Earrings only	**7.50**

Ⓑ **REGENCY** . . . Aristocratic jewels . . . Dignified splendor deftly defined in slender graduated strands of blazing baguettes . . . for the ultimate in neck/earline flattery! For dazzling after dark glamour! Gold finish

Necklace and Earrings

1J140X1800 2-Pc. Set	**$36.00**
1J141X1350 Necklace only	**27.00**
1J142X450 Earrings only. .	**9.00**

Ⓒ **GOLDEN LEAF** . . . The soft glow of enchanting Satin Gold finish is accented with **GENUINE CULTURED PEARLS.**

1J143X450 Pin only . .	**$9.00**
1J144X340 Earrings only.	**6.80**

Ⓓ **SHARON** . . . An exquisite design for a lovely wrist. Satin Gold finish combined with **GENUINE CULTURED PEARLS!**

1J145X575 Bracelet only. .	**$11.50**

Ⓔ **CHERIE** . . . Chic and debonair—a trimly tailored set of unmatched beauty in Gold finish.

Necklace and Earrings .

1J146X825 2-Pc. Set	**$16.50**
1J147X360 Bracelet only .	**7.20**

Illustrations 2/3 actual size. Federal Excise Tax of 10% not included

Ⓐ **LOVER'S KNOT** . . . Fashion flavor on a tailored note! Looks chic with all your outfits. Gold finish only. Trim adjustable necklace, matching bracelet and comfortable clip-ease earrings.

Necklace and Earrings . . .

1J165X750	2-Pc. Set	**$15.00**
1J166X450	Bracelet only	**9.00**

Ⓑ **ETUDE** . . . Delicate leaves bloom in a symmetrical band of gleaming beauty . . . lustrous gold finish. Adjustable necklace, matching bracelet, comfortable clip-ease earrings.

Necklace and Earrings . . .

1J167X600	2-Pc. Set	**$12.00**
1J168X300	Bracelet only ..	**6.00**

Ⓒ **TREASURE** . . . There's a charm in your life . . . a fascinating treasure on your wrist! Perfection captured in this truly adorable bracelet . . . simulated rubies, simulated sapphires, imported rhinestones and pearls in a beautiful gold finish setting! Engrave back with your own special dates.

1J169X900 Bracelet only. **$18.00**

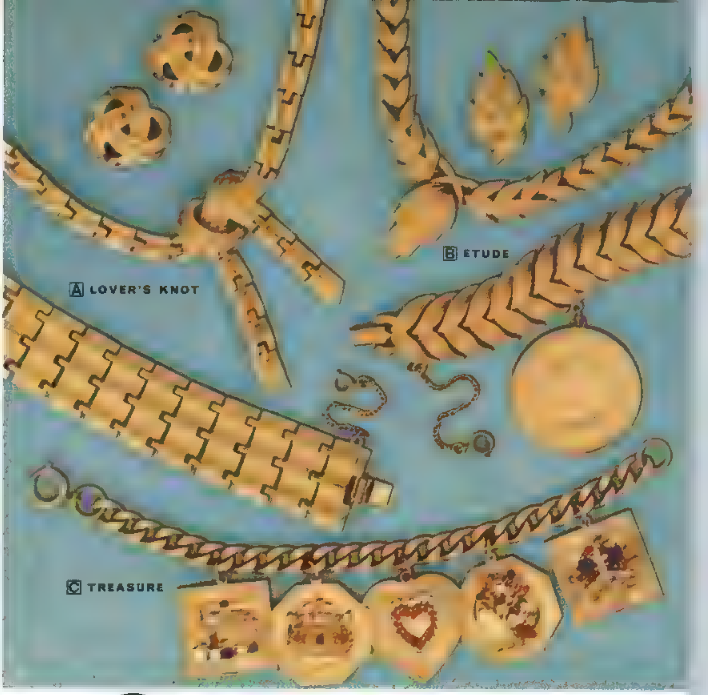
Ⓓ **LAURY** . . . For the little young princess of your heart! A special occasion gift she will cherish and always remember! Adjustable necklace and matching bracelet.

1J170X250 2-Pc. Set **$5.00**

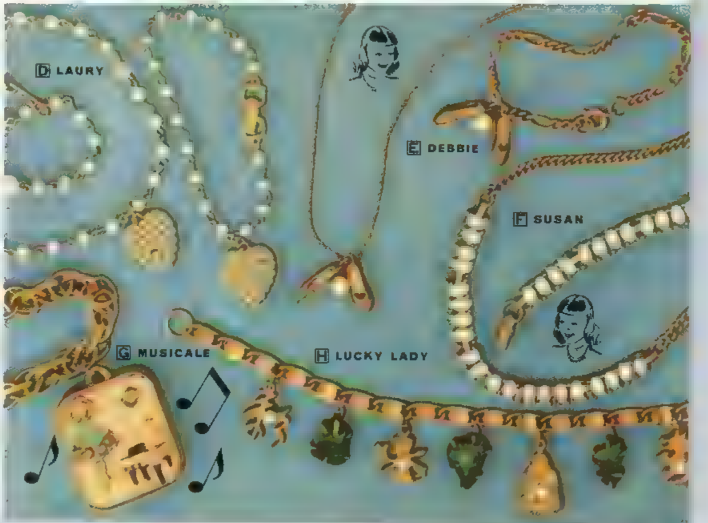
Ⓔ **DEBBIE** . . Her young heart will dance with joy when she wears this adorable set . . . dainty ballet slippers combined with a simulated pearl! It's the magical, precious gift for your little sweetheart. She'll love this set! Adjustable necklace and matching bracelet.

1J171X250 2-Pc. Set....... .**$5.00**

Coro JEWELRY



Coro DELIGHTFULLY FASHIONABLE . . . NATIONALLY ADVERTISED



Ⓕ **SUSAN** . . . Please the "Little Miss", make her feel she is growing up with this lovely set! An adorable ladylike ensemble for the wonderful enchanted world of little girls! Necklace and matching bracelet.

1J172X250 2-Pc. Set..... . **$5.00**

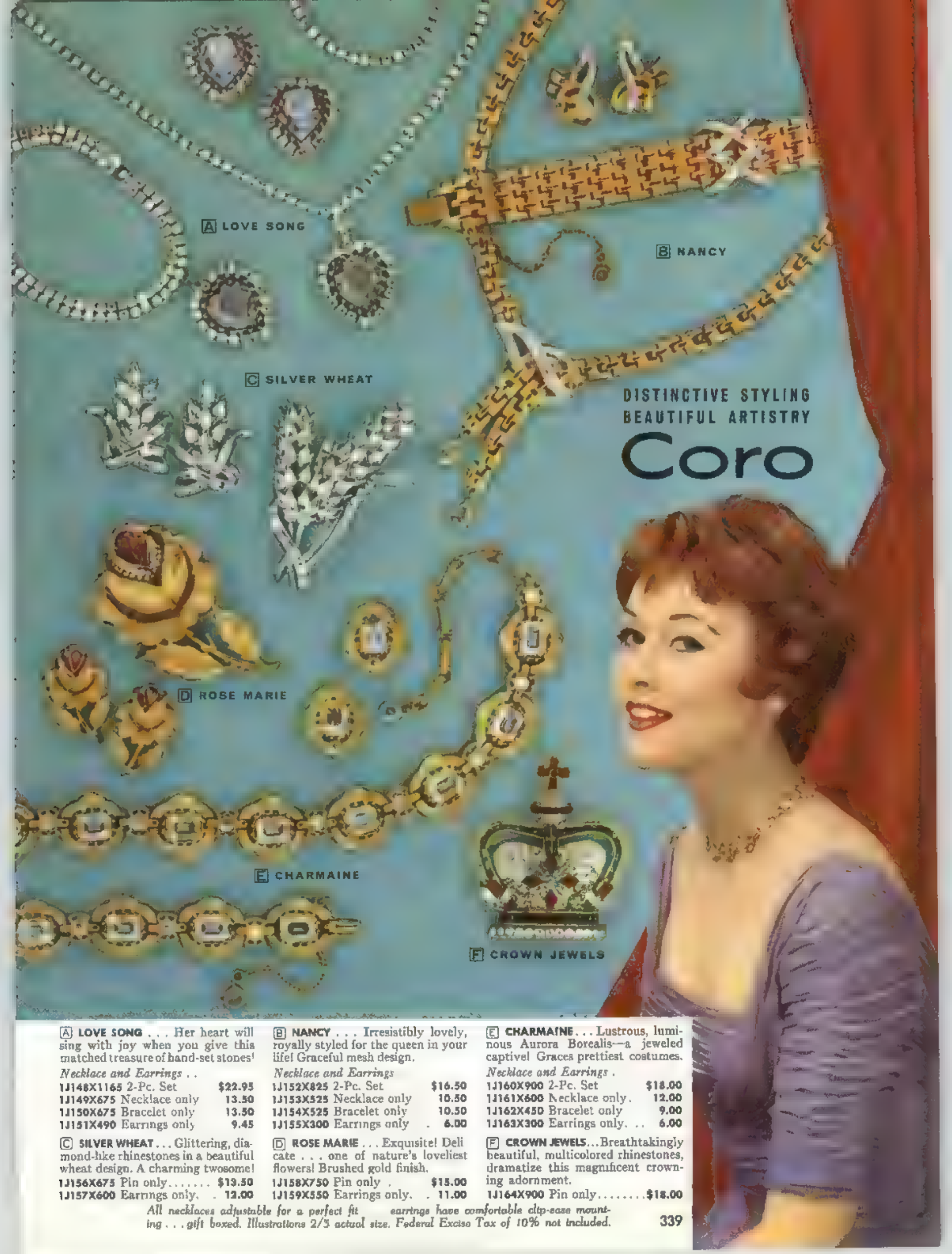
Ⓖ **MUSICALE** . . . She'll have music wherever she goes with this exciting creation! Gaily decorated . . . plays a merry tune at the touch of a button. Beautifully finished in polished gold.

1J173X750 Bracelet only **$15.00**

Ⓗ **LUCKY LADY** . . . GENUINE JADE stone charms combined with **GENUINE CULTURED PEARLS!** The "plus" piece, charmingly fashionable for her wrist.

1J174X525 Bracelet only. **$10.50**

All necklaces adjust for faultless fit . . . earrings have gentle clip ease mountings. Beautiful gift boxes for all jewelry. Illustrations are 2/3 actual size. Federal Excise Tax of 10% not included



A LOVE SONG . . . Her heart will sing with joy when you give this matched treasure of hand-set stones!

Necklace and Earrings . .

1J148X1165	2-Pc. Set	$22.95
1J149X675	Necklace only	13.50
1J150X675	Bracelet only	13.50
1J151X490	Earrings only	9.45

C SILVER WHEAT . . . Glittering, diamond-like rhinestones in a beautiful wheat design. A charming twosome!

1J156X675	Pin only.......	$13.50
1J157X600	Earrings only. .	12.00

B NANCY . . . Irresistibly lovely, royally styled for the queen in your life! Graceful mesh design.

Necklace and Earrings

1J152X825	2-Pc. Set	$16.50
1J153X525	Necklace only	10.50
1J154X525	Bracelet only	10.50
1J155X300	Earrings only .	6.00

D ROSE MARIE . . . Exquisite! Delicate . . . one of nature's loveliest flowers! Brushed gold finish.

1J158X750	Pin only .	$15.00
1J159X550	Earrings only. .	11.00

E CHARMAINE . . . Lustrous, luminous Aurora Borealis—a jeweled captive! Graces prettiest costumes.

Necklace and Earrings .

1J160X900	2-Pc. Set	$18.00
1J161X600	Necklace only.	12.00
1J162X450	Bracelet only	9.00
1J163X300	Earrings only. . .	6.00

F CROWN JEWELS . . . Breathtakingly beautiful, multicolored rhinestones, dramatize this magnificent crowning adornment.

1J164X900	Pin only........	$18.00

All necklaces adjustable for a perfect fit . . . earrings have comfortable clip-ease mounting . . . gift boxed. Illustrations 2/3 actual size. Federal Excise Tax of 10% not included.

FINEST OF ITS KIND

53 Functional JEWEL

Self-Winding Watches

WATERPROOF*

Hallmark 17, 21, 25, 53

Jewel Watches

UNCONDITIONAL

LIFETIME GUARANTEE

on movement parts against breakage

WITH UNBREAKABLE MAINSPRINGS

Self-winding
Waterproof
25
JEWELS
Ultra-thin

Presentation Cyclomatic 53: Has new, more efficient self winding movement. Waterproof* case of yellow rolled gold plate and stainless steel back. Matching gold filled expansion bracelet with alligator trim Luminous hands, hour dots. **Incabloc protection and unbreakable mainspring.**
2J744X4790.. Retail $150.00

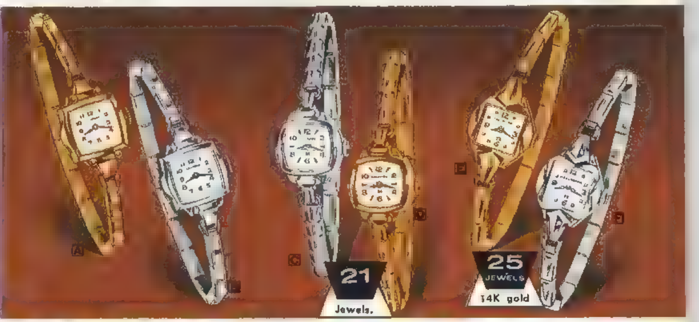
Cyclomatic 53: For dress wear or sports use 53 jewel self winding waterproof* watch Case has chrome top and steel back Combination expansion bracelet is steel with black trim. Red sweep second hand, luminous hour dots, hands **Incabloc protected. Unbreakable mainspring**
2J745X4395. Retail $135.00

Newton: Self winding waterproof* dress watch Yellow gold color case, non corrosive back Has matching gold filled combination expansion bracelet with black lizard trim. Luminous hands and hour dots. Sweep second hand 17 Jewels **Incabloc shock protected. Unbreakable mainspring.**
2J746X2995 Retail $97.50

Caldwell "Y": Ultra-thin 25 Jewel dress watch Yellow gold color case, stainless back, matching gold filled expansion bracelet. **Incabloc protected and unbreakable mainspring.**
2J747X3115.................Retail $100.00

Caldwell "W": As above Chrome top case with steel back. Steel expansion bracelet
2J748X2680 Retail $85 00

25
JEWELS
waterproof*



Sea Rover: 25 Jewel waterproof* watch built for dependable service. Chrome top case, stainless back Matching steel combination expansion bracelet with leather trim Luminous hands hour dots Sweep second hand **Unbreakable mainspring. Incabloc protected.**
2J749X2375 ...Retail $80.00

A Carioca "Y" Romantically styled Yellow rolled gold plate case with stainless back Gold-filled expansion bracelet 17 Jewels. **Unbreakable mainspring. Incabloc protected.**
2J750X2195.........Retail $71 50

B Carioca "W": As above White R G P case Gold filled bracelet
2J751X2195.........Retail $71.50

C Sabrina: 21 Jewels. Dramatic design White rolled gold plate case, stainless back. Gold filled expansion bracelet. **Incabloc shock-protected. Unbreakable mainspring**
2J752X2385.........Retail $75.00

D Rhumba: As above Yellow rolled gold plate case, gold filled band
2J753X2385.........Retail $75.00

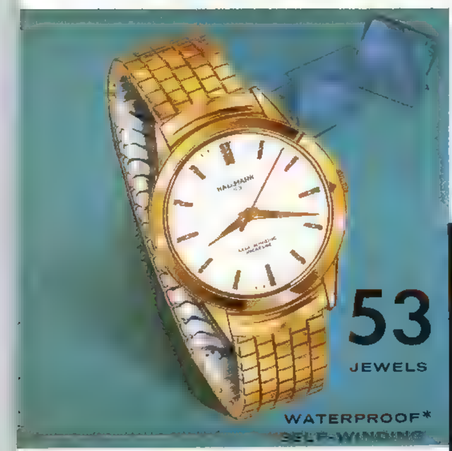
E Chevy Chase: 25 Jewels; 14K yellow gold case delightfully carved Matching gold filled expansion bracelet. Skip figure dia **Unbreakable mainspring and Incabloc**
2J754X2885 ...... .Retail $95.00

F Briarcliffe. As above. 14K white gold case, gold filled bracelet.
2J755X2885.........Retail $95.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

Hallmark



JEWEL WATCHES

SHOCK PROTECTED BY INCABLOC

With Unconditional

LIFETIME GUARANTEE

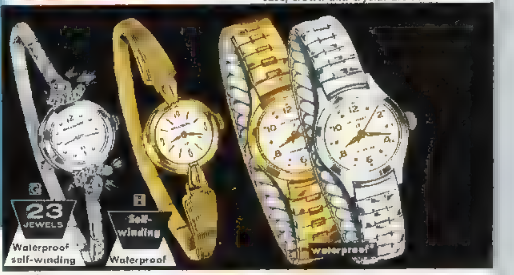
on all movement parts against breakage

ADVERTISED IN LIFE

Made With

UNBREAKABLE MAINSPRINGS

*Guaranteed waterproof as long as case, crown and crystal are intact



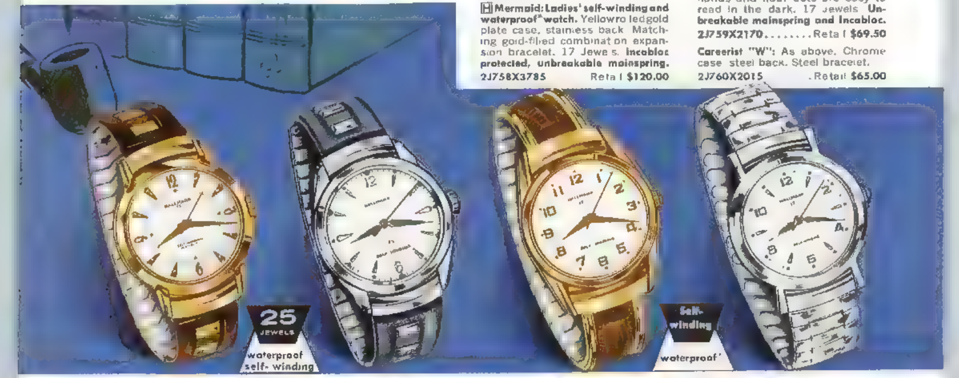
Cyclomatic 53 "A": Self-winding waterproof*. 53 Jewel watch that transforms every motion of the wrist into accurate time-keeping energy! Has built-in shock-absorbers. Yellow gold filled case with non-corrosive back. Matching gold filled combination mesh and expansion bracelet. Luminous hands, hour dots. Sweep second hand. **Unbreakable mainspring, Incabloc protection.**
2J756X5475..........................Retail **$185.00**

G **Stevens: 23 Jewel ladies' self-winding waterproof*** watch set with 12 diamonds White gold filled case and expansion bracelet **Unbreakable mainspring. Incabloc.**
2J757X8675.......Retail **$250.00**

H **Mermaid: Ladies' self-winding and waterproof* watch.** Yellow rolled gold plate case, stainless back Matching gold-filled combination expansion bracelet. 17 Jewels. **Incabloc protected, unbreakable mainspring.**
2J758X3785 Retail **$120.00**

Careerist "Y": Styled for nurses, lab workers, career women, homemakers. Waterproof* case is color of yellow gold, has non-corrosive back Matching expansion bracelet. Red sweep second hand, luminous hands and hour dots are easy to read in the dark. 17 jewels **Unbreakable mainspring and Incabloc.**
2J759X2170........Retail **$69.50**

Careerist "W": As above. Chrome case steel back. Steel bracelet.
2J760X2015 .Retail **$65.00**



Sea Classic. 25 Jewel self-winding waterproof watch. Styled for beauty, designed for service Yellow rolled gold plate case with stainless steel back Matching gold filled combination expansion bracelet with leather trim Two-tone dial, luminous hands, hour dots, red sweep second hand **Unbreakable mainspring and Incabloc shock-protection.**
2J761X3795 ....Retail **$125.00**

Sea Master 25 Jewel self-winding waterproof*. A sportsman's watch with dress styling Shiny steel case and combination expansion bracelet with gray leather trim Modern stick figure dial. Luminous hands and hour dots can be read in the dark. Has red sweep second hand. **Unbreakable mainspring. Incabloc shock-protection.**
2J762X3855.......Retail **$115.00**

Sea Sleuth Self-winding waterproof* watch for the active man Ultra-thin styling Gleaming gold-colored case with non-corrosive back. Gold-filled combination expansion bracelet with brown leather trim Luminous hands and hour dots Red sweep second hand 17 Jewel movement, **shock protected by Incabloc. Unbreakable mainspring**
2J763X3450 .... Retail **$105.00**

Caravel Self-winding waterproof* ultra-thin watch built to give utmost service. Shiny chrome case has stainless steel back. Steel expansion bracelet. Luminous hands and hour dots can be read in the dark Red sweep second hand. 17 jewel movement is shock-protected by **Incabloc. Unbreakable mainspring.**
2J764X2835 Retail **$90.00**

Retail Prices Include Federal Excise Tax, dealer's prices do not.

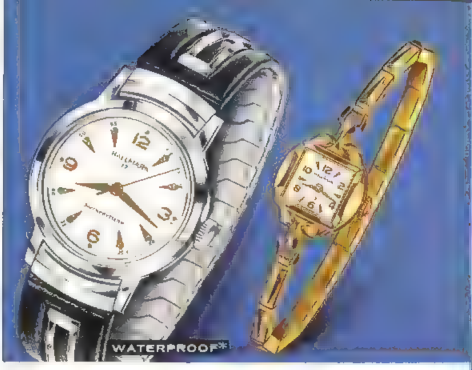
Hallmark

Made With
UNBREAKABLE MAINSPRINGS

Shock Protected By
INCABLOC

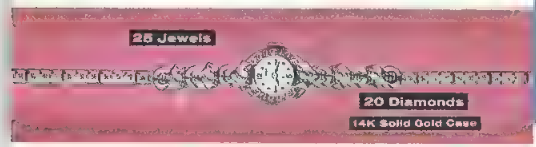
LIFE

UNCONDITIONAL
LIFETIME GUARANTEE
on all movement parts against breakage

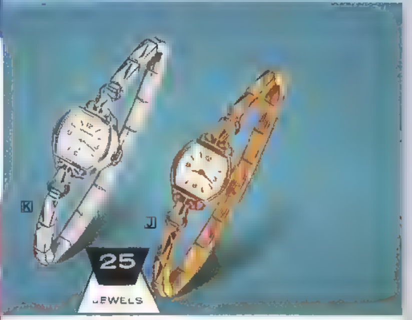


Militia. The type of watch worn by men in the Armed Forces. Waterproof* chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. Luminous hands and hour dots, red sweep second hand. 17 Jewels. **Shock-protected by Incabloc, has unbreakable mainspring.** Designed to give dependable service.
2J765X1590 .... Retail $57.50

Barbara: Dainty design, but built to give dependable service. Unbeatable value at this low price! Case is color of natural gold and has a non-corrosive back. Matching gold filled "Queen" expansion bracelet. Very legible skip figure dial has a high domed crystal. Accurate 17 Jewel movement. **Incabloc protected. Unbreakable mainspring.**
2J766X1980 .... Retail $65.00

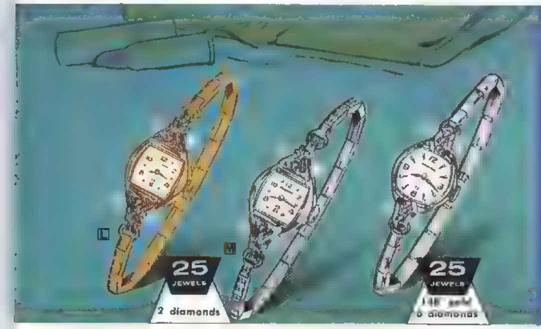


Savoy: 25 Jewels. Solid 14K white gold case blazes with the splendor of 20 genuine brilliant diamonds. Styled to grace the wrist of the most discriminating lady! Matching gold filled "Queen" expansion bracelet, makes this watch easier and safer to wear than any other of its type. **Unbreakable mainspring. Incabloc shock-protection.**
2J769X12000 .... Retail $350.00



J **Laurel. 25 Jewel** dress watch styled with a classic design. Yellow rolled gold plate case with stainless steel back. Matching gold-filled expansion bracelet. Skip-figure dial. **Unbreakable mainspring, Incabloc.**
2J767X2465 .... Retail $85.00

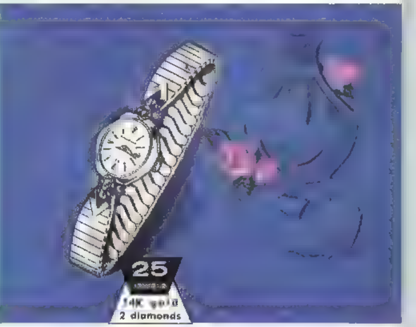
K **Orchid:** As above. White rolled gold plate case and matching gold filled expansion bracelet.
2J768X2465 .... Retail $85.00



L **Riviera "Y" 25 Jewels. 2 flashing diamonds** set in a delightfully sculptured case of yellow rolled gold plate with non corrosive back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
2J770X2995 .... Retail $95.00

M **Riviera "W".** As above. White rolled gold case and matching gold filled bracelet.
2J771X2995 .... Retail $95.00

Princess Joanne: 25 Jewels. Richly styled case of shiny 14K white gold magnificently set with 6 brilliant diamonds. Matching gold filled expansion bracelet. Modern skip-figure dial is easy to read, has hi domed crystal. Movement is shock protected by **Incabloc. Unbreakable mainspring.**
2J772X5220 .... Retail $175.00



Camellia. 25 Jewels. 2 fiery diamonds set in a neatly sculptured case of solid 14K white gold. Tailored styling, yet daintily designed, with the look of high fashion. Matching gold filled expansion bracelet is new, wider type. Very feminine stick figure dial completes the effect of style harmony! Watch has **Incabloc shock protection, unbreakable mainspring**
2J773X4565 .... Retail $150.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax; dealer's prices do not

Each watch beautifully gift boxed

Hallmark SUPER BUDGET VALUES

Shock-Protected

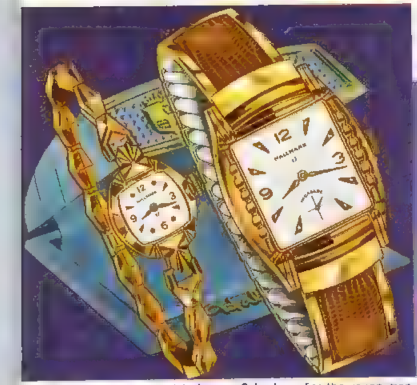
Watches

LIFE

UNCONDITIONAL

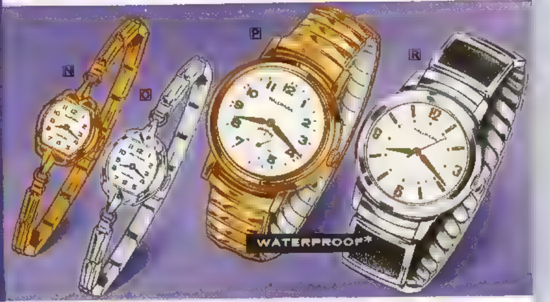
LIFETIME GUARANTEE

on all movement parts against breakage



Lilac Lovely dress watch for a style conscious young lady Luxuriously carved case is color of yellow gold, has stainless steel back Gold-filled expansion bracelet, Skip-figure dial. 17 Jewels. **Incabloc shock-protected. Unbreakable mainspring.**
2J774X1995. .....Retail **$59.50**

Columbine: For the young man on his way to the top this handsome watch is just right 10K yellow rolled gold plate case, stainless back. Matching gold-filled combination expansion bracelet with leather trim 17 jewel movement has **Incablock and unbreakable mainspring.**
2J775X1995.....Retail **$59.50**

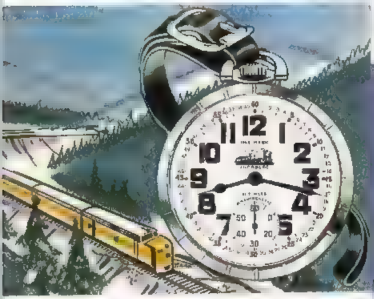


N Hyacinth: Wonderful watch for that wonderful girl Exquisitely carved case is yellow gold color with stainless back Matching gold filled expansion bracelet Easy to read dial Arabic numeral dial 7 jewel movement is shock-protected by **Incabloc, has unbreakable mainspring.** Boxed for gift-giving.
2J776X1565..........Retail **$35.00**

O Sub-Deb "W": As above. Case is color of white gold, matching gold-filled expansion bracelet. 7 jewel movement.
2J777X1565..........Retail **$35.00**

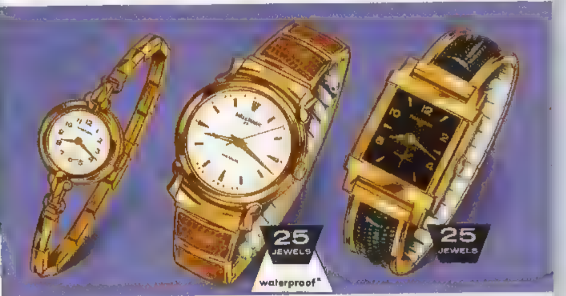
P Midshipman: Waterproof* case is the color of yellow gold has non corrosive back Yellow expansion bracelet Luminous hands figures 7 jewel movement **Incabloc, unbreakable mainspring.**
2J778X1365..........Retail **$27.50**

R Ensign. Waterproof* case has chrome top, stainless back Steel combination expansion band with leather trim Red sweep second hand, luminous hands and figures. 7 Jewels. **Incabloc shock protected. Unbreakable mainspring.**
2J779X1320..........Retail **$27.50**



Transportation Style Watch for railroad men, truckers, farmers, mechanics and sportsmen

Ideal watch for the man who can't wear wrist watches. Super accurate, it's built to take hard wear Dust protected chrome case has locomotive design engraved on its stainless steel back. Black enamel figures on white dial. Fully numbered minute track. 17 jewel movement is shock-protected with **Incabloc, has unbreakable mainspring.** Black leather fob strap included without additional charge
2J780X1975..............Retail **$65.00**



Harrieta: Popular style for young ladies. This watch is built for long service. Yellow gold color case has non corrosive back. Matching gold-filled expansion bracelet. 7 Jewels **Incabloc shock protected Non-break mainspring.**
2J781X1495. Retail **$29.95**

Commodore: 25 Jewels. Waterproof* dress watch Yellow rolled gold plate case with stainless back Yellow expansion bracelet with tan leather insets. Red sweep second hand. **Incabloc, unbreakable mainspring.**
2J782X2985 Retail **$95.00**

Clifton: 25 Jewels: Modern style dress watch with dashing black dial. Yellow rolled gold plate case with non corrosive back, matching gold filled combination expansion bracelet, leather trim. **Incabloc, non-break mainspring.**
2J783X2650. Retail **$80.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**
Retail Prices Include Federal Excise Tax, dealer's prices do not.

HELBROS

WORLD FAMOUS NAME IN WATCHES

First with men and women who demand the finest in beauty and accuracy!

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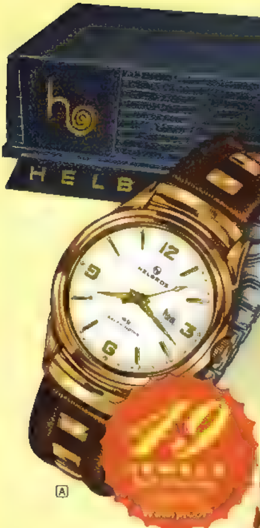
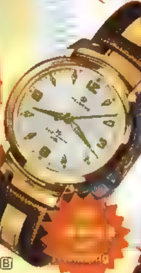
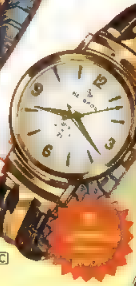
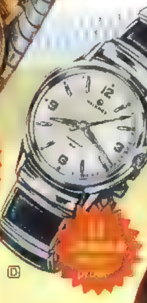
The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc.; skilled craftsmen will repair or replace your watch and return it to you promptly.

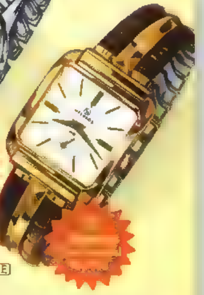
This guarantee does not apply to watch bands or straps it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.











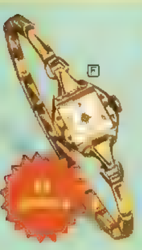
Guaranteed by Good Housekeeping

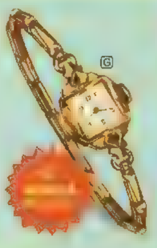
Ⓐ **FORTY-NINER.** Award winner for aristocratic beauty and lifetime accuracy! Prized, precision 49-jewel movement! Automatic—winds itself with your every wrist motion! Calendar window automatically shows you the day of the month! Waterproof*, shock-protected, anti-magnetic! Fabulously fashioned 10K yellow rolled gold plate case, with stainless steel back. Smart combination leather expansion bracelet. Luminous hands and dial, sweep second hand
1J605X5795 . . . . Retail **$137.50**

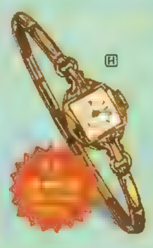
FORTY-NINER "W." Same as above, chrome top case stainless steel back
1J606X5075 . . . Retail **$125.00**

Ⓑ **JAGUAR.** Self-winding! 30 jewels! Waterproof*, shock-protected, anti-magnetic. 10K yellow RGP case, stainless steel back. Matching combination leather expansion bracelet
1J607X4615 Retail **$110.00**

JAGUAR "B." Same, black dial
1J608X4615 Retail **$110.00**







Ⓕ **MINUET.** Serenade of sophisticated beauty! Delightfully designed 10K yellow rolled gold plate case, with stainless steel back, lovely matching expansion bracelet 25 Lifetime Jewel movement.
1J613X3215 Retail **$69.75**

MINUET "W." As above, in 10K white RGP case steel back
1J614X3215 Retail **$69.75**

Ⓖ **SCEPTRE.** Stunning display of feminine elegance! Dainty lines of the precious 14K yellow gold case flow artistically into the slim matching expansion bracelet. 17 Lifetime Jewel movement
1J615X3145 Retail **$69.75**

SCEPTRE "W." Same as above, but in 14K white gold
1J616X3145 Retail **$69.75**

Ⓗ **EXOTIC.** Exciting creation for the lady fair . . . composed in elegant 14K yellow gold, with matching expansion bracelet. Chic numeral and marker dial. Accurate 17 Lifetime Jewel movement.
1J617X3495 Retail **$79.50**

EXOTIC "W." Same as above, but in 14K white gold.
1J618X3495 Retail **$79.50**

Ⓒ **NIAGARA.** Distinguished timepiece for dress or sport wear! 21 Lifetime Jewel movement! Waterproof* shock protected, anti magnetic. Handsome 10K yellow rolled gold plate case, stainless steel back. Matching combination leather expansion bracelet. Luminous hands, dial, sweep second hand
1J609X3555 . . . . Retail **$79.50**

Ⓓ **FERRARI "W."** Masculine elegance! Ultra-thin, superbly styled sparkling chrome top case has stainless steel back. Clever combination leather link expansion bracelet. 17 Lifetime Jewel movement. Waterproof*, anti magnetic, shock-protected. Luminous hands and dial, sweep second hand
1J610X2515 . . . . Retail **$55.00**

FERRARI. As above, but with yellow top case, steel back
1J611X2795 . . . . Retail **$62.50**

Ⓔ **DOMINO.** Continental design . . . dependable accuracy! 17-jewel movement. Smartly styled, gleaming yellow top case with stainless steel back . . . perfect for dress and business wear! Sleek matching expansion bracelet, with leather inserts. Ultra-modern dial, concealed winding crown.
1J612X2725 . . . . Retail **$59.75**

**Waterproof provided crystal and crown intact, case unopened*
RGP is an abbreviation for rolled gold plate

HELBROS

Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jewel Movements, Guaranteed Unbreakable Mainsprings! Gift boxed!

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The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc., skilled craftsmen will repair or replace your watch and return it to you promptly.

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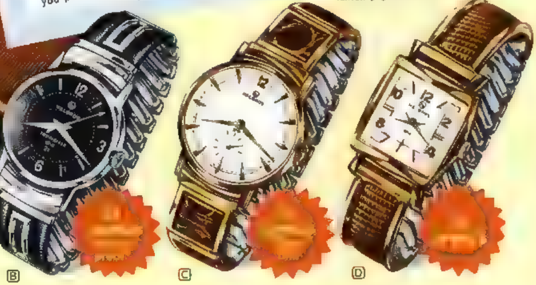


Masterpieces of precision and beauty! Expertly engineered for lifetime accuracy Nationally advertised on TV and radio, in Life and Good Housekeeping.

Guaranteed by Good Housekeeping

AWARD-WINNING WATCHES FOR MEN

Ⓐ **LE SABRE "W."** Self winding 17 Lifetime Jewels' Waterproof*, anti-magnetic, shock protected. Sparkling chrome top case, stainless steel back Combination leather expansion bracelet. Luminous hands and dial

1J619X2855 Retail **$62.50**

LE SABRE. Yellow top case steel back

1J620X3145 Retail **$69.75**

Ⓑ **DILLON "B."** Rugged beauty' 21 jewels! Waterproof* shock-protected anti-magnetic Gleaming chrome top. stainless steel back case . matching leather inlaid expansion bracelet Luminous black dial sweep second

1J621X3075 Retail **$65.00**

DILLON. As above with white dial

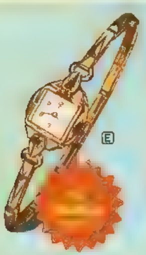
1J622X3075 Retail **$65.00**

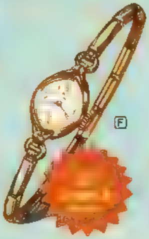
Ⓒ **PARK AVENUE** Honored timepiece for the man who demands the finest! Superbly styled, wafer thin 10K yellow rolled gold plate case, has stainless steel back . sleek matching leather inlaid link and expansion bracelet Modern numeral and marker dial 17 Lifetime Jewels

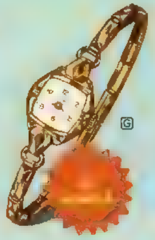
1J623X3075 Retail **$65.00**

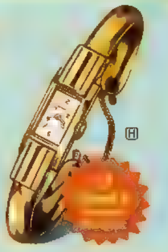
Ⓓ **FRANKLIN.** Modern masculine design . perfect for dress or business wear Impeccably crafted 10K yellow rolled gold plate case, with stainless steel back . . attractively accented with a matching leather inlaid expansion bracelet Skip-figure dial small second hand 17 Lifetime Jewels

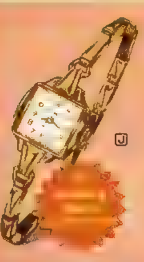
1J624X2375 Retail **$52.50**











Ⓔ **MARIETTE.** Fashionably petite' Charmingly conceived 10K yellow rolled gold plate case, stainless steel back . . combined with a lovely matching expansion bracelet 17 Lifetime Jewels'

1J625X2855 Ret. **$62.50**

MARIETTE "W." In 10K white RGP case steel back

1J626X2855 Ret. **$62.50**

Ⓕ **SABLE.** Stunning simplicity' Sleek oval shaped 10K yellow rolled gold plate case, with stainless steel back . . . slim matching expansion bracelet Modern marker dial. 17 Lifetime Jewels'

1J627X3000 Ret. **$65.00**

SABLE "W." In 10K white RGP case steel back.

1J628X3000 Ret **$65.00**

Ⓖ **JOSETTE.** Dainty 10K yellow rolled gold plate case has stainless steel back . combined with an adorable matching expansion bracelet Chic numeral and marker dial 17 Lifetime Jewels'

1J629X2395 Ret **$52.50**

JOSETTE "W." In 10K white RGP case, steel back

1J630X2395 Ret **$52.50**

Ⓗ **HOLIDAY.** Glamorous costume watch caresses her wrist with beauty' Dramatically simple yellow top, stainless steel back matching bangle bracelet. Safety chain 17 Lifetime Jewels

1J631X3075 Ret. **$65.00**

HOLIDAY "W." In white top case, steel back

1J632X3075 Ret. **$65.00**

Ⓙ **CURIE.** Charming nurse's dress watch with convenient sweep second hand. 10K yellow rolled gold plate case, stainless steel back Trim matching expansion bracelet. Accurate 17 jewel movement

1J633X2655 Ret. **$59.75**

CURIE "W." In 10K white RGP case, steel back

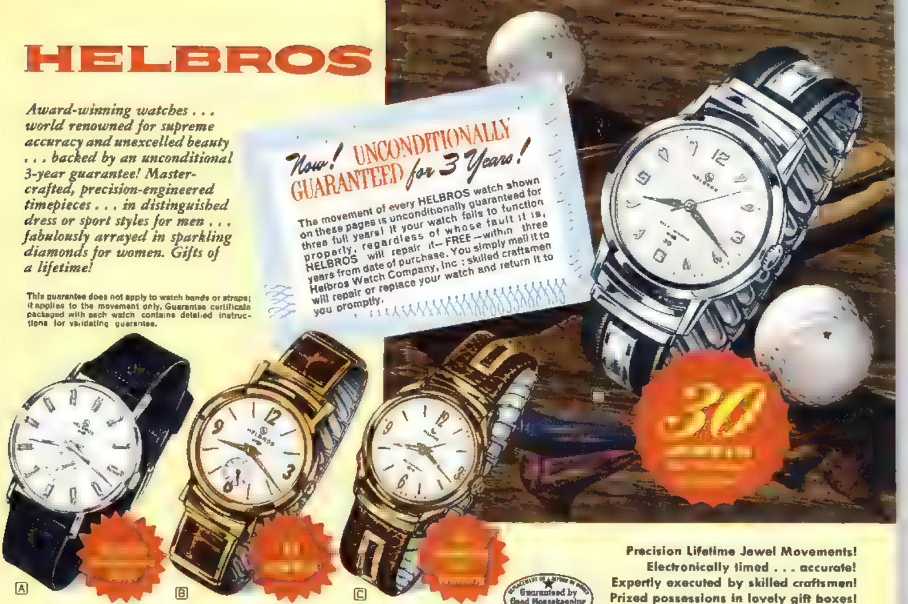
1J634X2655 Ret. **$59.75**

**Waterproof provided crystal and crown intact, case unopened RGP is an abbreviation for rolled gold plate.*

HELBROS

Award-winning watches . . . world renowned for supreme accuracy and unexcelled beauty . . . backed by an unconditional 3-year guarantee! Master-crafted, precision-engineered timepieces . . . in distinguished dress or sport styles for men . . . fabulously arrayed in sparkling diamonds for women. Gifts of a lifetime!

This guarantee does not apply to watch bands or straps; it applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.



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Guaranteed by Good Housekeeping

Precision Lifetime Jewel Movements!
Electronically timed . . . accurate!
Expertly executed by skilled craftsmen!
Prized possessions in lovely gift boxes!

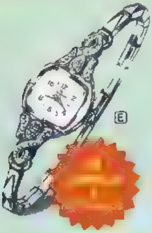
PRESTIGE WATCHES OF GUARANTEED ACCURACY

A **COSMIC.** Magnificent beauty, fabulously designed for dress wear. Tasteful elegance is the keynote of the modern dial, set with slim rhinestone hour markers. Gleaming chrome top case with stainless steel back, contrasts dramatically with the sleek black suede strap. 7 Lifetime Jewels.
1J639X1725 Retail **$37.50**

B **KENNEDY.** A watch he'll wear with pride! Combines top-flight accuracy with sleek jet design . . . perfect for dress or sport wear! Gleaming yellow top case with stainless steel back . . . matching combination leather inlaid link and expansion bracelet. Skip-figure dial. 17 Lifetime Jewels!
1J638X2095 Retail **$45.00**

C **ALGIERS.** Continental charm is captured in this self-winding 17 Lifetime Jewel masterpiece. Waterproof*, shock protected, anti-magnetic. Slim 10K yellow RGP case stainless steel back . . . combination leather-inlaid expansion bracelet. Luminous hands, dial, sweep second.
1J637X3925 Retail **$87 50**

D **PALADIN.** Self-winding! 30 Lifetime Jewels! Waterproof*, shock-protected, anti magnetic! Handsome chrome top, stainless steel back case, combination leather expansion bracelet. Luminous hands, dial.
1J635X4055 . . Retail **$87.50**
PALADIN "B." Same with black dial.
1J636X4055 Retail **$87.50**



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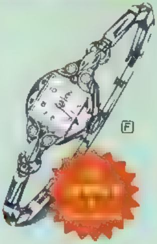

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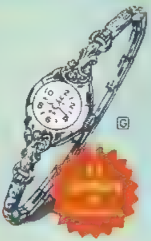

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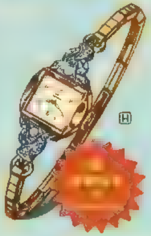

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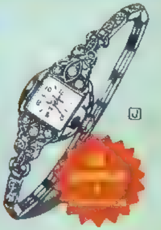


J

E **IMPERIA "W."** Majestic beauty crowned with 2 brilliant diamonds! Lovely 10K white rolled gold plate case, stainless steel back . . . slim matching expansion bracelet. 17 Lifetime Jewel movement.
1J640X3075 Retail **$65.00**
IMPERIA. As above in 10K yellow RGP case steel back.
1J641X3075 Retail **$65.00**

F **MARQUISE "W."** Captivating creation, crowned with 4 sparkling diamonds . . . exquisitely set in a 10K white rolled gold plate case with stainless steel back. Matching expansion bracelet. 17 jewels.
1J642X3565 Retail **$79.50**
MARQUISE. As above, in 10K yellow RGP case steel back.
1J643X3565 . Retail **$79.50**

G **LIZABETH "W."** Luxury for her wrist! Dainty 10K white rolled gold plate case, stainless steel back . . . illuminated with 6 flashing diamonds. Matching expansion bracelet. 17 Lifetime Jewel movement.
1J644X4095 Retail **$92.50**
LIZABETH. As above in 10K yellow RGP case, steel back.
1J645X4095 Retail **$92.50**

H **RIVOLI.** Regal splendor! 25 Lifetime Jewel accuracy! Classic 10K yellow rolled gold plate case, stainless steel back . . . ablaze with 2 fiery diamonds! Matching expansion bracelet. Chic skip figure dial.
1J646X3845 Retail **$85.00**
RIVOLI "W." As above in 10K white RGP case steel back.
1J647X3845 Retail **$85.00**

J **MINK "W."** Beauty! plus 25 Lifetime Jewel accuracy! Fabulously fashioned, with 6 shimmering diamonds starred on a smart 10K white RGP case stainless steel back. Matching expansion band.
1J648X4615 Retail **$100.00**
MINK. As above, in 10K yellow RGP case, steel back.
1J649X4615 Retail **$100.00**

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.

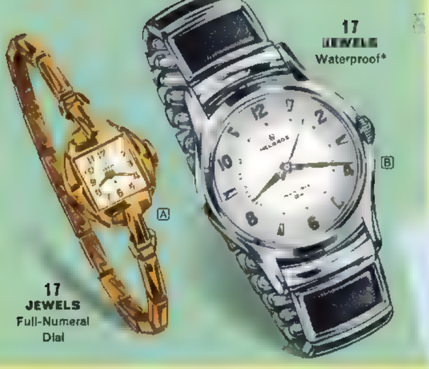
HELBROS

Outstanding values on popular-priced watches!
Smartly styled! Precision Lifetime Jewel Movements!
Guaranteed Unbreakable Mainsprings!

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc., skilled craftsmen will repair or replace your watch and return it to you promptly.

This guarantee does not apply to watch bands or straps it applies to the movement only Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.



A PRUDENCE. Artistry in simplicity! Easy-to-read full numeral dial. Distinctively designed yellow top, stainless steel back case . . . highlighted with a sleek expansion bracelet. Accurate 17 Lifetime Jewel movement
1J659X2295 . . . . .Retail **$49.75**

PRUDENCE "W." White top, steel back
1J660X2295 . . . . .Retail **$49.75**

B REGATTA "W." Nautical beauty! Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case has stainless steel back . . . matching leather-inlaid link and expansion bracelet Luminous hands. 17 jewels.
1J655X1895 . . . .Retail **$39.75**

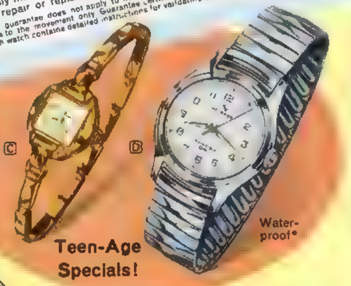
REGATTA. Yellow top case, steel back.
1J656X2095 . . . Retail **$45.00**

Prized Possessions At Budget Prices

C BRIGITTE. Smartly styled for the teenage Miss! Delightfully carved, gleaming yellow top case has stainless steel back . . . matching expansion bracelet. 7 jewels. Perfect any time, anywhere—from classroom to prom!
1J664X1495 . . . . . . Retail **$27.50**

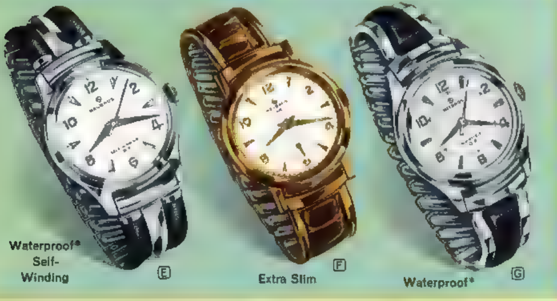
BRIGITTE "W." White top, steel back
1J665X1495 . . . . . . .Retail **$27.50**

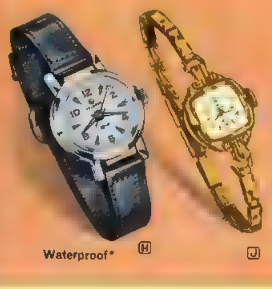
D MUSTANG. Handsome watch, especially designed for the young man . . . perfect for sport, school, or dress wear! Rugged! Waterproof*, shock-protected, anti-magnetic! Chrome top case has stainless steel back . . . matching expansion bracelet Luminous hands, dial, sweep second. 7 jewels.
1J663X1315. . . . . . Retail **$27.50**



Guaranteed by Good Housekeeping

**Waterproof provided crystal and crown intact, case unopened.*
RGP is an abbreviation for rolled gold plate.





E CENTURY "W." Self-winding! Waterproof*, shock-protected, anti magnetic! Chrome top, stainless steel back, combination leather expansion bracelet Luminous hands, dial, sweep second. 9 jewels.
1J652X1895 Retail **$39.75**

CENTURY. As above, in yellow top case; steel back.
1J653X2095. . Retail **$45.00**

F DUNCAN. Expensively styled, yet price-perfect for any pocket! Extra-slim, gleaming yellow top case has stainless steel back . . . complemented by a matching expansion bracelet, with leather inserts. Modern numeral and marker dial. Convenient second hand. 7 Lifetime Jewel movement.
1J654X1395 Retail **$29.75**

G LISBON "W." Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case, stainless steel back . . . combination leather expansion bracelet. Luminous hands, dial, sweep second. 7 jewels.
1J650X1375 Retail **$29.75**

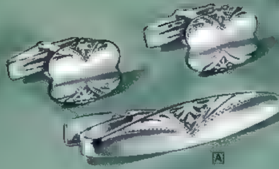
LISBON. As above, in yellow top case; steel back.
1J651X1575 Retail **$33.75**

H LAGOON "W." Favorite of nurses and sportswomen! Waterproof*, shock protected, anti-magnetic! Chrome top, stainless steel back. Luminous hands, dial, sweep second. Leather strap 7 jewels
1J657X1635 Retail **$33.75**

LAGOON. As above in yellow top case, steel back
1J658X1795 Retail **$37.50**

J MOONGLOW. Budget beauty! Top fashion styling at a price any woman can afford! Glamorous yellow top, stainless steel back case . . . combined with a slender expansion bracelet 7 Lifetime Jewels.
1J661X1535 Retail **$29.75**

MOONGLOW "W." As above, in white top case, steel back
1J662X1535 Retail **$29.75**



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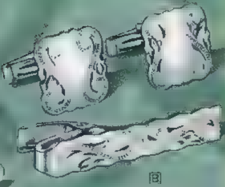


B

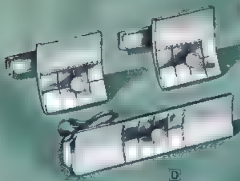
Town and Country

C

Town and Country©

QUALITY JEWELERS SINCE 1898

Striking styling in masculine motifs. Perfect for social or business events. Handsome gift package, shown, included with each set. All sets hand polished by proud craftsmen. Sensibly priced, too!



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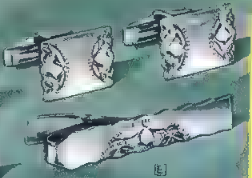

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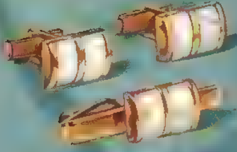

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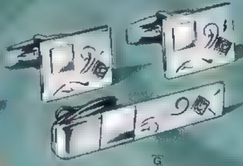

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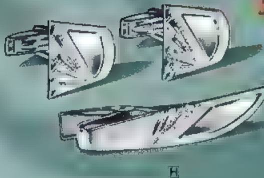

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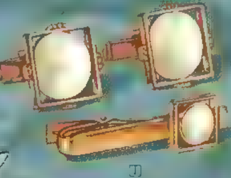

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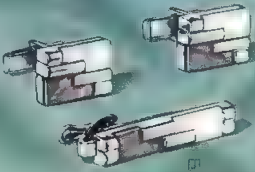


J

A **STERLING SILVER**

Hand polished, satin and mirror finish, hand engraved. Unique design

1J175X875 . . . . . Retail $17.50

B **STERLING SILVER**

Beautiful hand engraved, satin-bright finish, sterling. Hand polished. Unusual edge.

1J176X875 . . . . . Retail $17.50

C Imported, Mother-of-Pearl, ruby-color baguettes. Hand polished. Yellow gold finish

1J177X475 . . . . . Retail $9.50

D **STERLING SILVER**

Striking simplicity. Brushed and smooth sterling. Simulated pearl. Hand polished.

1J178X1000 . . . . . Retail $20.00

E **STERLING SILVER**

Handsome hand engraved sterling craftsmanship. Hand polishing sets off each delicate detail.

1J179X875 . . . . . Retail $17.50

F Gracefully domed, imported Mother-of-Pearl set in yellow gold finish.

1J180X425 . . . . . Retail $8.50

G **STERLING SILVER**

Sparkling chaton shines its rays on sleek, masculine hand engraved sterling. Hand polished

1J181X950 . . . . . Retail $19.00

H **STERLING SILVER**

Artfully designed hand engraved sterling. Polished by hand. A distinctive gift set.

1J182X875 . . . . . Retail $17.50

I Smart yellow gold finish frame encases genuine Mother-of-Pearl. Hand polished

1J183X500 . . . . . Retail $10.00

J Contrast of smoked and white, imported Mother-of-Pearl. Hand polished, rhodium finish.

1J184X450 . . . . . Retail $9.00

All Prices Subject to Federal Excise Tax

Size, Colors and Finish as shown

K A gleaming chaton sparkles its light on hand polished yellow gold finish
1J185X300 ...... Retail $6.00

L Smartly styled Masonic emblem, an achievement in yellow gold finish Hand polished
1J186X375 ...... Retail $7.50

QUALITY JEWELERS SINCE 1898

Beautiful gift package, shown, included with each set.

Town and Country©

Now, out-of-this-world styling at down-to-earth prices. Rugged quality, newest designs. Superbly hand polished.

M Shown in gift package. Sparkling ruby-color stone on tailored rhodium finish Hand polished
1J187X300 .... Retail $6.00

Town and Country
4 N 5
MAIN FLOOR
13
M

O Original styling in yellow gold finish rope frame, Imported Mother-of-Pearl
1J188X400 ...... Retail $8.00

P Imported simulated star sapphire. Hand polished rhodium finish setting.
1J189X250 ...... Retail $5.00

Q Rich yellow gold finish, polished by hand to set off craftsman's detailing.
1J190X375 ...... Retail $7.50

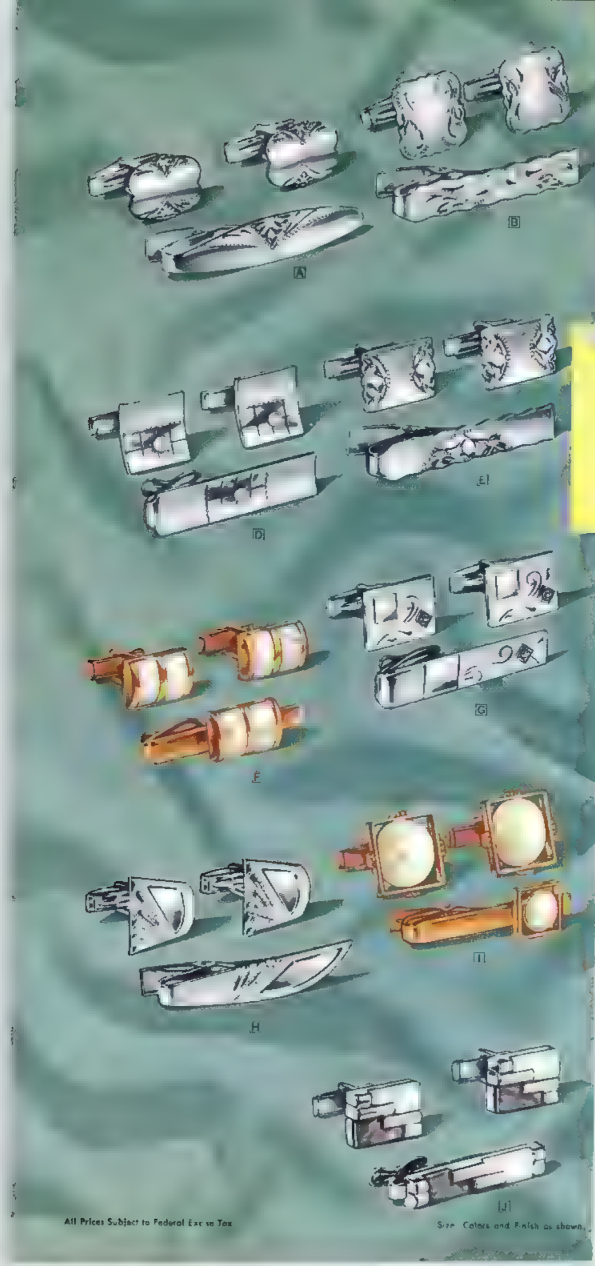
R Traditional design dignity. Bright chaton on smooth jet Hand polished yellow gold finish.
1J191X375 ...... Retail $7.50

S Clever contrast of simulated pearl on artist-black, Hand polished yellow gold finish.
1J192X375 ...... Retail $7.50

T Rugged novelty log. Artist-black on yellow gold finish. Hand polished, too.
1J193X250 ...... Retail $5.00

Size, Colors and finish as shown.

All Prices Subject to Federal Excise Tax.



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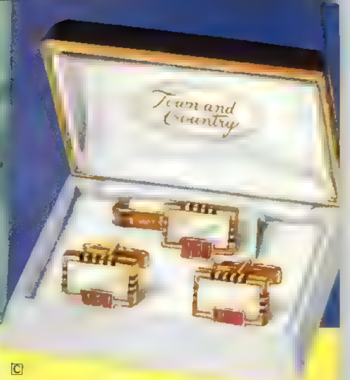

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1J175X875 . . . . Retail $17.50

B STERLING SILVER

Beautiful hand engraved, satin-bright finish, sterling. Hand polished. Unusual edge.

1J176X875 . . . . Retail $17.50

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1J177X475 . . . . Retail $9.50

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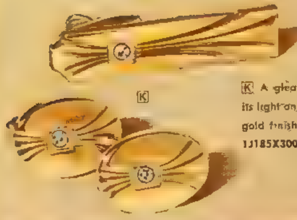

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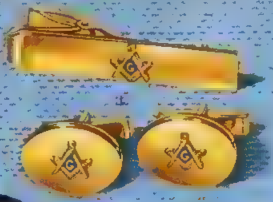

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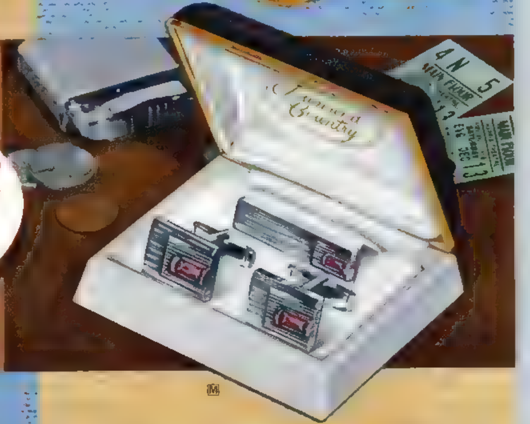

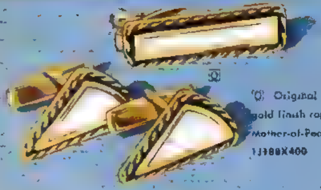

O Original styling in yellow gold finish rope frame. Imported Mother-of-Pearl.
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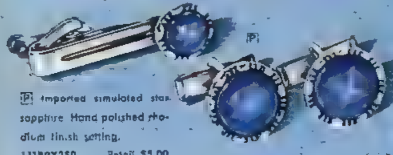

P Imported simulated star sapphire. Hand polished rhodium finish setting.
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Q Rich yellow gold finish, polished by hand to set off craftsman's detailing.
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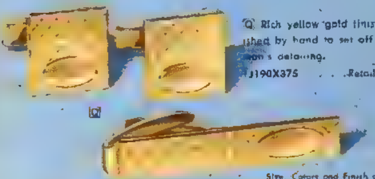
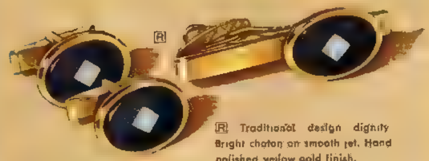
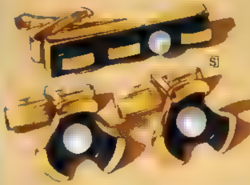


Size, Colors and Finish as shown.



R Traditional design dignity. Bright chaton on smooth jet. Hand polished yellow gold finish.
1J191X375 .... Retail $7.50



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T Rugged novelty log. Artist-black on yellow gold finish. Hand polished, too.
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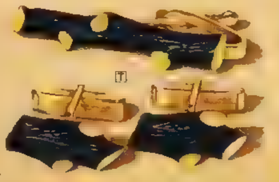
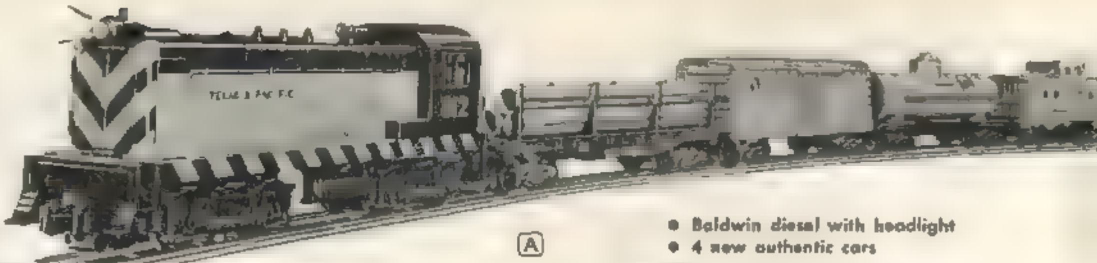


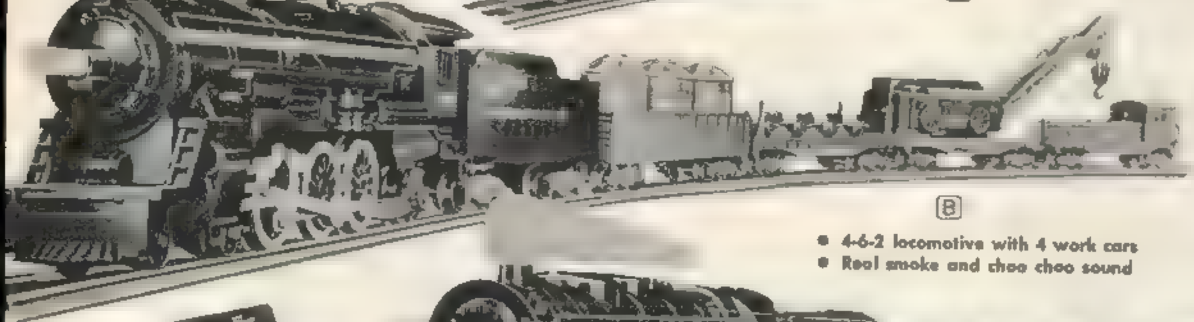
All Prices Subject to Federal Excise Tax.

40-WATT TRANSFORMER INCLUDED ($6.98 Value)



A

- Baldwin diesel with headlight
- 4 new authentic cars

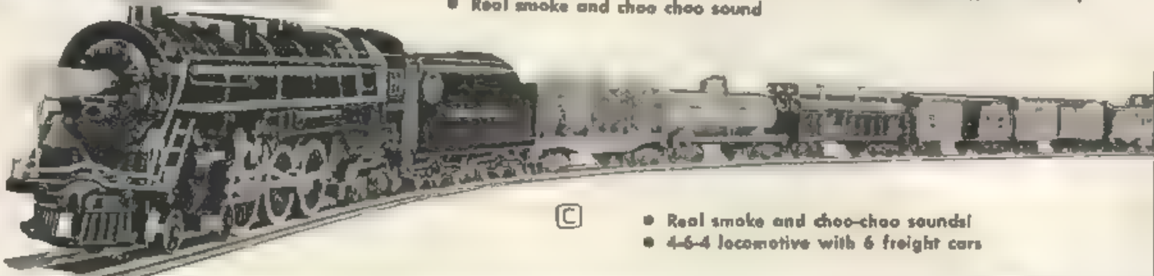


B

- 4-6-2 locomotive with 4 work cars
- Real smoke and choo choo sound

40-WATT TRANSFORMER INCLUDED ($6.98 Value)

50-WATT TRANSFORMER INCLUDED ($8.98 Value)



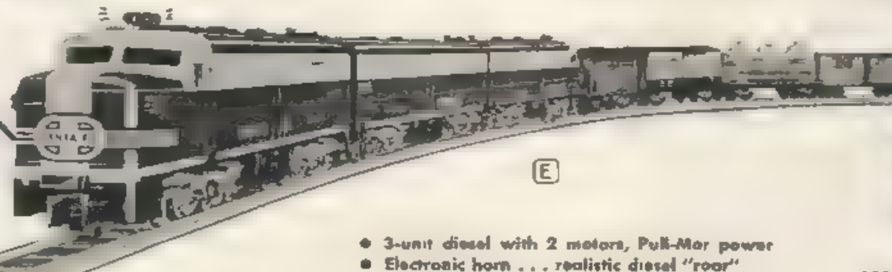
C

- Real smoke and choo-choo sounds!
- 4-6-4 locomotive with 6 freight cars

D

- Bell rings as train enters or leaves station
- 2-unit diesel with 4 lighted passenger cars

100-WATT-TRANSFORMER INCLUDED ($11.98 Value)



E

- 3-unit diesel with 2 motors, Pull-Mor power
- Electronic horn . . . realistic diesel "roar"
- 7 detailed freight cars including action caboose

100-WATT TRANSFORMER INCLUDED ($11.98 Value)

53-PC. FREIGHT TRAIN SET

$49⁹⁷

$114.50 VALUE

AMERICAN FLYER TRAIN SETS—Complete with transformers

(A) "RAMBLER" FREIGHT TRAIN—"Terrific" is the word for this marvelous, true-to-life American Flyer freight! Powered by a mighty Baldwin diesel with Texas and Pacific markings in bold orange and black. Has famous Pul-Mor power, worm-drive motor, brilliant headlight, front and rear couplers. Rolling stock is made up of New Haven pipe car, new Great Northern box car, Gulf tank car, "radio-equipped" caboose in yellow and silver markings. Complete with 12 curved track sections, uncoupler, track terminal and 40-watt transformer. Mailable. 8¾ lbs.
10-2172-1999 $47.81 VALUE.... Retail **$29.98**

(B) "RELIABLE" WORK TRAIN—Powerful mountain-climbing Pacific locomotive, belching real smoke and bellowing choo-choo sounds, chugs upgrade and downgrade, hauling the biggest loads you can imagine! Has headlight, worm-drive motor, Pul-Mor power. Cars include D & H container gondola, new Rock Island wheel-transport car, action crane car, and work-and-boom car. With 40-watt transformer, 14 track sections, uncoupler, track terminal. Mailable. 9 lbs.
10-1712-2500 $56.85 VALUE.....Retail **$37.50**

- **Real smoke and choo-choo sounds**
- **Pull-Mor power can pull 40 cars**
- **Transformer included with all sets**
- **Realistic 2-rail track**
- **Remote control operation**
- **New sets, new cars, new features**
- **Authentic detail, colors and markings**

(C) "NIGHT HAWK" FREIGHT TRAIN—One of the mightiest steam locomotives you can have in your roundhouse! Giant New York Central "Hudson" with Pul-Mor power, puffs real smoke, makes real choo-choos. Coupled behind are 6 colorful scale-model freight cars—new Christmas tree car, Mobilgas tank car, C&O pipe car, B&M box car, American reefer, illuminated caboose. 16 track sections, 50-watt transformer, remote control uncoupler, track terminal complete this great outfit. 14 lbs. Mailable.
10-1714-3834 $82.41 VALUE!....Retail **$57.50**

(D) "PONY EXPRESS" LIMITED—Named for the famous, fastest train of the Old West! This rugged streamlined passenger limited, with its worm-drive motor, Pul-Mor power, and big yellow-and-gray Union Pacific Alco 2-motor diesel, climbs grades like a streak! New feature!—Diesel bell rings automatically as train enters or leaves the station. Baggage car, coach, vista dome and observation car are all illuminated. 100-watt transformer, remote control uncoupler, 18 track sections, track terminal. 17 lbs. Mailable.
10-1255-4500 $91.53 VALUE! .. Retail **$67.50**

(E) "SANTA FE CHIEF" FREIGHT Here's a train that literally has everything! Big, 3-unit diesel locomotive with 2 motors... built-in diesel "roar" just like the big ones... electronic horn ... Pul-Mor power. 7 freight cars—CB&Q coal car, Northwestern reefer, Gulf 3-dome tank car, New Haven box car, Wabash hopper, Great Northern box car, illuminated action caboose. Includes 100-watt transformer, electric uncoupler, 20 track sections, 20 track locks, track terminal. 14 lbs. Mailable.
10-1254-4997 $114.50 VALUE! ..Retail **$84.50**

NEW AMERICAN FLYER "FRONTIERSMAN" PASSENGER-TRAIN SET

- FREE Overland Express Car
- Authentic Early American Train
- Pull-Mor power . . . puffs real smoke
- 40-WATT TRANSFORMER INCLUDED ($6.98 Value)

(A) Out of the West, puffing and rumbling down the rails, rolls the mighty "Frontiersman." All the excitement, romance, color, glamor of early railroading from the pit of its red cow-catcher to the end coupler on the yellow passenger coach. Locomotive is faithful replica of original Franklin, Pull-Mor powered, puffs real smoke. Includes tender, 2 coaches, 40-watt transformer with circuit breaker, remote control, 12 track sections, plus FREE Overland Express car. Mailable
10-2164-2660 9 lbs. $51.74 VALUE! . . . Retail **$39.95**

FREE! $6.98 OVERLAND EXPRESS CAR

With the purchase of the "Frontiersman" train set you will receive, at no charge, this $6.98 overland express car as a gift from us and the A. C. Gilbert Company, on their 50th Anniversary.
10-2165-BONUS . . . . Retail **$6.98**

OVERLAND EXPRESS

COMPLETE AMERICAN FLYER TRAIN SYSTEMS AT SPECIAL PRICES!

- **New sets, new cars, new features**
- **Authentic detail, colors and markings**

(B) 2-TRAIN "NO-CRASH" RAILROAD SYSTEM—The only railroad that guarantees against collisions at the crossing! "Safetymatic" electric device thinks its way out of trouble—every time. Automatic "no-crash" crossing controller stops one train before it can clobber another. Huge layout, spanning over 47½ feet of track. Operates on 2 levels. 2 complete trains—rugged freight with steam locomotive and 3 cars, and a Baldwin diesel with 3 passenger cars. Also includes 50-watt transformer with current breaker, and all the other pieces listed below. 19 lbs.
10-2163-3997 $104.43 VALUE! . . . . Retail **$69.95**

What you'd pay if you bought each piece separately.

Atlantic Locomotive & Tender	Actual Retail Price	$19.00
Illinois Central Reefer	Actual Retail Price	4.50
Tank Car	Actual Retail Price	4.50
Caboose	Actual Retail Price	4.98
M & St. L. Locomotive	Actual Retail Price	15.98
Santa Fe Baggage Car	Actual Retail Price	8.98
Santa Fe Coach	Actual Retail Price	6.98
Santa Fe Observation	Actual Retail Price	6.98
40 Curve Track @ .30	Actual Retail Price	4.50
15 Straight Track @ .30	Actual Retail Price	2.98
Crossover	Actual Retail Price	2.98
26-Piece Trestle Set	Actual Retail Price	4.95
50 Watt Transformer	Actual Retail Price	8.98
Track Terminal	Actual Retail Price	.25
2 Billboards	Actual Retail Price	
Track Trip	Actual Retail Price	2.00
29 Track Locks	Actual Retail Price	.87
Instruction Sheet	Actual Retail Price	

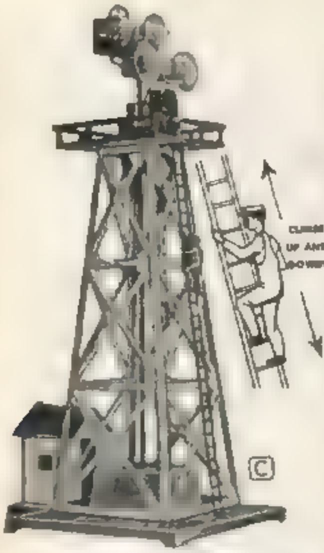
125 PIECES, IF BOUGHT SEPARATELY WOULD BE $104.43

(C) OVER-AND-UNDER TRAIN SYSTEM—With simulated steel double-girder bridges and hi-speed *banked* trestles! For real speed, this coal-burner freight could amaze even Casey Jones! Let 'er wide open—banking lets the Pul-Mor-powered Atlantic locomotive with reversible worm-gear drive motor hug the curves. Streaks through without a slow-down. Outfit includes complete banked trestle system, 40-watt transformer 240" of 2-rail "T" track, plus the many items listed below. Mailable. 11 lbs.
10-1101-1697 $50.33 VALUE! . . . . Retail **$29.95**

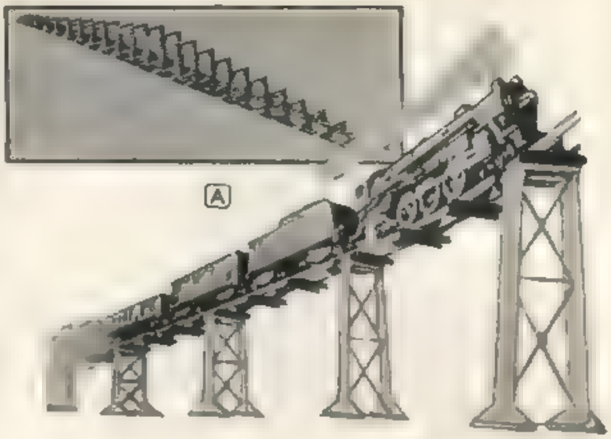
What you'd pay if you bought each piece separately:

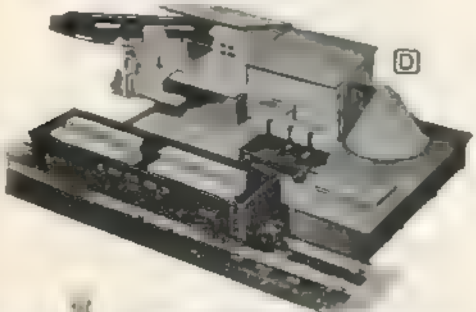
Atlantic Locomotive & Tender	Actual Retail Price	$19.00
Gondola Car	Actual Retail Price	3.50
Tank Car	Actual Retail Price	3.98
Caboose	Actual Retail Price	4.50
24 Curve Track @ .30	Actual Retail Price	7.20
Track Terminal	Actual Retail Price	.25
40-Watt Transformer	Actual Retail Price	6.95
19-pc. Girder-Trestle	Actual Retail Price	4.95
Instruction Sheet		

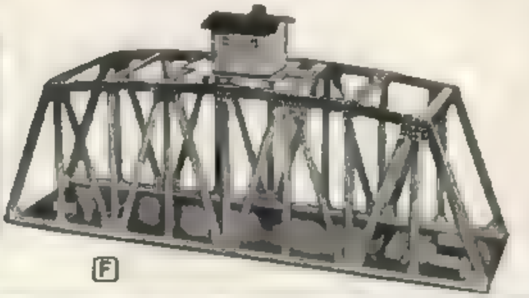
50 PIECES IF BOUGHT SEPARATELY WOULD BE $50.33



New York, Philadelphia, Chicago and all points West!
American Flyer through train!
All Aboard!
Chug-Chug
Who-o-o
Who-o-o
S-S-S-S
B







AMERICAN FLYER ACCESSORIES

(A) TRESTLE SET—Increase the fun of model railroading with this true-to-life highline: Trains climb, travel elevated stretches, glide down to ground level. Lets one train cross over another. 26 trestles, 26 track locks, 4½" at highest point. Mailable.
10-1285-332 . . Retail **$4.98**

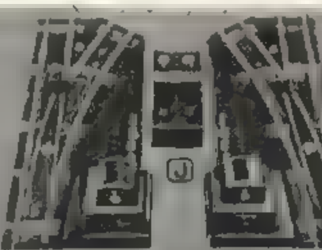
(B) AUTOMATIC TALKING STATION—Press the remote control and train stops in front of station. While train waits, railroad sounds come from inside the station—hissing steam . . . whistles . . . trainmaster's voice! 10" long, 7¼x4¾". Connects to track . . . no batteries. 4 lbs.
10-1263-1332..................Retail **$19.98**

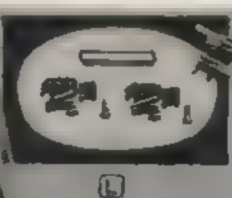
(C) GABE THE LAMPLIGHTER—New and ingenious action accessory! Press remote control, and "Gabe" climbs up steps, one by one. When he gets to top, switch turns on two tiers of floodlights! Press button, and he climbs down. 11⅛" high, 5x6" base with lamplighter house. 1 lb.
10-1718-665....................Retail **$9.98**

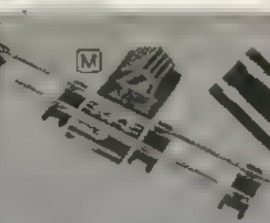
(D) REMOTE CONTROL SAWMILL—Exciting! Giant-size logs are carried on sawmill track car, go through big ripping blade, come out "sawed." Lumberjack goes into action, carries board to top of ramp, drops it into gondola. 11" long. Car not included.
10-1719-865 3 lbs .... Retail **$12.98**

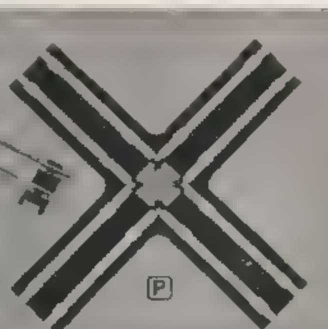
(E) COW ON TRACK—When Bossy wanders onto track—train halts *automatically!* When Bossy decides to leave—train takes off again—automatically: No, it's not "magic"—it's all done by remote control. Provides fun and excitement; ½ lb.
10-1563-399 .Retail **$5.98**

(F) TRESTLE BRIDGE—Adds realism and fun to any layout! Span a river, gorge or ravine—it accommodates single-line track. Bridge-tender's house illuminated: 8¼x4¼". 17¾" long.
10-1290-399 3½ lbs.............Retail **$5.98**









Track . . . Switches . . . Couplers . . . Roadbeds

(G) MANUAL SWITCHES—Switch your trains from one main line to another, or from main line to siding. Control lever works by hand.
10-1297-465 Pair (3 lbs.).........Retail **$6.98**

(H) AUTOMATIC RE-RAILER When car derails, wheels are put back on track *automatically!* Saves time, makes railroading more fun.
10-1288-132 10" long. ½ lb .....Retail **$1.98**

(J) AUTOMATIC REMOTE-CONTROL SWITCHES—Positive-action switches—red and green lights. Two remote-control switch levers. A must for realistic track layout and automatic remote operation.
10-1296-1065 Pair (3 lbs.) .Retail **$15.98**

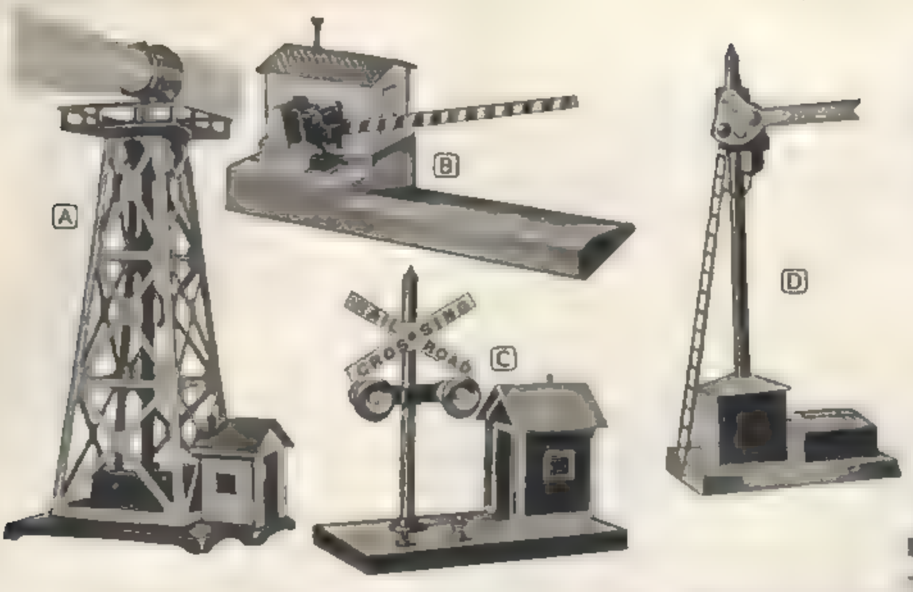
(K) TWO-RAIL "T" TRACK—Heavy-gauge steel.
Deduct 10% in lots of 12
10-1298-20 Straight track 10"... Retail **$0.30**
10-1299-20 Curved track 10" ....Retail **$0 30**
10-1300-20 ½ straight track 5"...Retail **$0.30**
10-1301-20 ½ curved track 5"....Retail **$0.30**

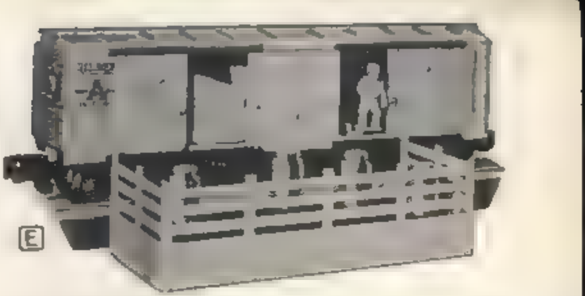
(L) KNUCKLE COUPLER KIT—Converts old American Flyer link-coupler cars to knuckle-coupler type. 12 couplers in kit. 1 lb.
10-1292-198........................Retail **$3.00**

(M) REMOTE-CONTROL UNCOUPLER—Newly designed by Gilbert—adds more realism and fun to your layout: Uncouples American Flyer cars by remote control. Includes track section, control unit ½ lb.
10-1305-265 .Retail **$3.98**

(N) AMERICAN FLYER RUBBER ROADBED—It's new: Provides that last touch of realism; slips on American Flyer track, makes it look like ballasted right-of-way: Also deadens sound of running trains. Molded black rubber, 10-in.
Deduct 10% in lots of 12
10-1302-20 Straight section.... Retail **$0.30**
10-1303-20 Curved section...... Retail **$0.30**

(P) RAILROAD CROSSING—A simple little accessory that adds a lot to your train layouts: Fasten one to your track and two main lines can intersect! Will change an ordinary train route to an interesting and exciting one. 10" long.
10-1294-199 1 lb................Retail **$2.98**





MORE FUN AND REALISM WITH AMERICAN FLYER

(A) REVOLVING AIRCRAFT BEACON—Turns round and round automatically, swinging alternate red and green lights. Strong steel superstructure. Height 12". 1 lb.
10-1271-332..................Retail **$4.98**

(B) CROSSING GATE—When the train approaches crossing, touch remote-control button, and gate lowers. After train has gone by, release button, gate rises.
10-2170-332 1 lb Retail **$4.98**

(C) BELL DANGER SIGNAL—When train approaches, bell clangs, lights flash. After train has gone by, sound and lights go off. Track trips included. Length 5". ½ lb.
10-1273-399 .... ..Retail **$5.98**

(D) AUTOMATIC SEMAPHORE—Works just like a real one! Train gets near, blade rises, lights turn green. Train passes, blade drops, bullseye glows red—automatically halts following trains. Ht. 7⅜". 1 lb.
10-2169-665 ....Retail **$9.98**

(E) MILK CAR AND PLATFORM—At each touch of a remote-control button, milkman deposits another can on platform. Cans load into left-hand door, carried by conveyor. Complete with car, cans, platform. 7¹³⁄₁₆" long.
10-1717-665 1 lb .... Retail **$9.98**

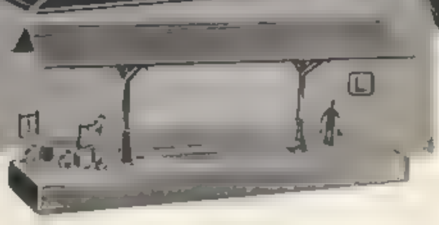
(F) OPERATING DUMP CAR—Dump coal by remote control! Body tilts, sides lower, contents slide out. Sturdy die-cast chassis! Includes car, bin, coal. Length 6¾" 1 lb.
10-2167-532 ....Retail **$7.98**

(G) OPERATING WRECKING CRANE—Travels over the layout, looking for repair work. Giant hook raises, and lowers manually; wheel lifts and drops the boom. Length 13½".
10-1260-465 1 lb..............Retail **$6.98**

(H) TRACK-CLEANING CAR—Two leading wipers, saturated with track fluid, actually clean rails as car runs. Trailing wipers dry track. Length 10½".
10-1561-465 1 lb Retail **$6.98**

(J) WHEEL TRANSPORT CAR—Hauls 4 sets of railroad wheels for repairs. Sturdily built, black finish. Length 8¾". ½ lb.
10-2168-332 ....Retail **$4.98**

AMERICAN FLYER
K



300 watt transformer only

$23^{97}

AMERICAN FLYER TRANSFORMERS

(K) WHISTLING BILLBOARD—Whistle mechanism, hidden in billboard housing, blows, blasts or toots by remote control. Sounds just like steam whistles in real-life engine. 4x7½x4".
10-1279-532 1 lb ....Retail **$7.98**

(L) WAYSIDE STATION—Faithful copy of true suburban station—*a real addition to any layout!* Heavy steel base, die-cast supporting girders. Station is fully lit. Includes redcap and baggage man. 12" long.
10-2171-332 1¾ lbs.............Retail **$4.98**

(M) 300 WATT DUAL POWER-CONTROLLER—Double circuit breakers. 115 V, AC. Run 2 trains at different speeds on separate tracks, or 4 trains (2 at same speed) on 4 layouts! Train re-starts same direction. Lights indicate shorts, power on. Dead Man's Control stops train automatically. Lever operated. New vertical terminals make wire hook-up easier, faster.
10-1306-2397 12 lbs............Retail **$39.95**

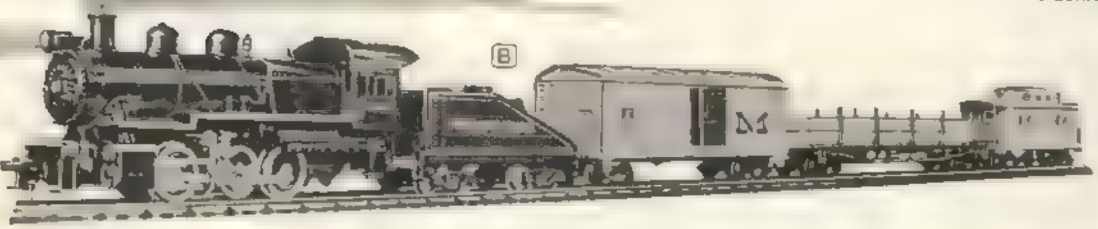
(N) 175 WATT POWER CONTROLLER—With circuit breaker 115 V, AC. When short occurs, button pops up, breaks circuit. Press button and circuit goes on—no cool-off required. Directional switch reverses locomotive.
10-1308-1132 7 lbs ....Retail **$16.98**

(P) 100 WATT TRANSFORMER—With circuit breaker. 115 volts, 60 cycle AC. Has automatic thermostatic circuit breaker. Variable and fixed voltage. Just 3 binding posts to simplify wiring.
10-1309-799 4¾ lbs ....Retail **$11.98**

(R) 350 WATT DUAL-UNIT POWER CONTROLLER—With circuit breaker. 350 watts (175 watts each unit), 115 volts, 60 cycles AC. First time ever! Two-unit transformer, each controller independent. When there's a short, button pops up, breaks circuit. To re-establish circuit, just push button—no cool-off needed. Directional switch reverses locomotive. Big vertical terminals make hookup a cinch, allow multiple loads.
10-2166-1999 10 lbs........... Retail **$29.95**

A

- Authentic "Hudson" class 4-6-4 locomotive
- With smoke, choo-choo, real headlight
- 4 authentic cars and full equipment



B

- Authenic Pennsy Switcher
- Smokes and choo-choos
- Complete with accessories

C

- Lifelike model of Switcher locomotive
- Cars and equipment included

D

- Diamond Stack Early American Locomotive
- Authentic Early American Coaches

SUPER ACCURATE 9/64" SCALE

Every Gilbert locomotive and train is built to highest standards of quality and workmanship. Each 9/64 of an inch equals exactly one foot of the full size.

AMERICAN FLYER "HO" TRAIN SETS

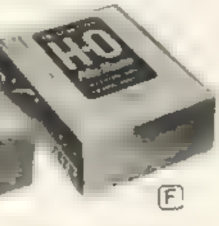
(A) "CHALLENGER" FREIGHT—Authentic "Hudson" class 4-6-4 worm-gear drive, die-cast locomotive puffs real smoke . . . makes choo-choo sounds . . . lights up roadbed with real headlight! Pulls Gulf tank car, piggy-back flat car, New Haven box car, N.Y. Central caboose. Includes 11 curved track, terminal track, uncoupler, NEW 1-amp. AC-DC power back, automatic re-railer, smoke set, and manual.
10-2182-2667 4 lbs..........Retail **$39.98**

(B) "MERCHANTMAN" FREIGHT—Authentic die-cast, worm-gear driven Pennsy Switcher tears along the rails with steady stream of smoke and choo-choo sound. Pulls B&M box car, New Haven lumbar car, caboose. Includes new 1-amp. AC-DC power pack, 11 curved track, terminal track, uncoupler track, automatic re-railer, smoke set, manual.
10-2183-2333 4 lbs.. Retail **$34.98**

(C) "DISPATCHER" FREIGHT—Midget in looks—giant in power! Die-cast industrial switcher locomotive pulls C&EI hopper, Rio Grande boxcar, B&O caboose. Worm-driver gear, rugged motor. Everything needed for yard duty, dockside service, or long-car hauls! Includes new 1-amp. AC-DC power pack, 11 curved track, curved terminal track and manual.
10-1723-1333 4 lbs..........Retail **$19.98**

(D) "FRONTIERSMAN"—Romance . . . adventure . . . excitement! You find them all in this colorful early western passenger train! Features 4-4-0 diamond stack woodburning locomotive of the 1850's, along with 2 early American coaches of simulated wood. Locomotive heavy die casting, powered by worm-gear-drive motor.
10-2184-2000 4 lbs..........Retail **$29.98**

E



F

G

H

J

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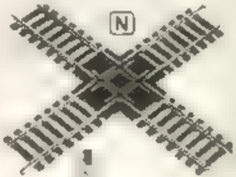


N

P

HO ACCESSORIES

Can be used with all makes

(E) "PIKE MASTER" TWIN POWER PAK—Run 2 trains at the same time at different speeds! Has built-in thermostatic circuit breaker, 2 separate throttle controls, 2 reversing switches. Reduces 110-120 AC current to 16 volts AC for accessory operation, and to 12 volts DC for trains.
10-1729-1333 7 lbs ....Retail **$19.98**

(F) "PIKE MASTER" 2-AMP. POWER PACK—Reduces 110-120-volt AC current to 12 volts DC for train, to 16-volt AC for accessories. Built-in thermostatic circuit-breaker guards against shorts and overloads. Throttle control, reversing switch.
10-1731-867 6 lbs ..... Retail **$12.98**

(G) HO RECTIFIER—Changes AC current to low-voltage DC for train operation. 3 amp. Reset-type circuit breaker. Height 3⅛".
10-1730-533 1 lb .... Retail **$7.98**

(H) HO CROSSING GATE—No set complete without this accessory! When train approaches, remote-control button drops gate. Last car passes, release button and gate rises.
10-1727-333 1 lb.......... Retail **$4.98**

(J) HO TRACK—Brass rails mounted on realistic insulated ties!
10-1732-17 Straight track 9" .....Retail **.25**
10-1733-17 18" radius Curved ..... Retail **.25**

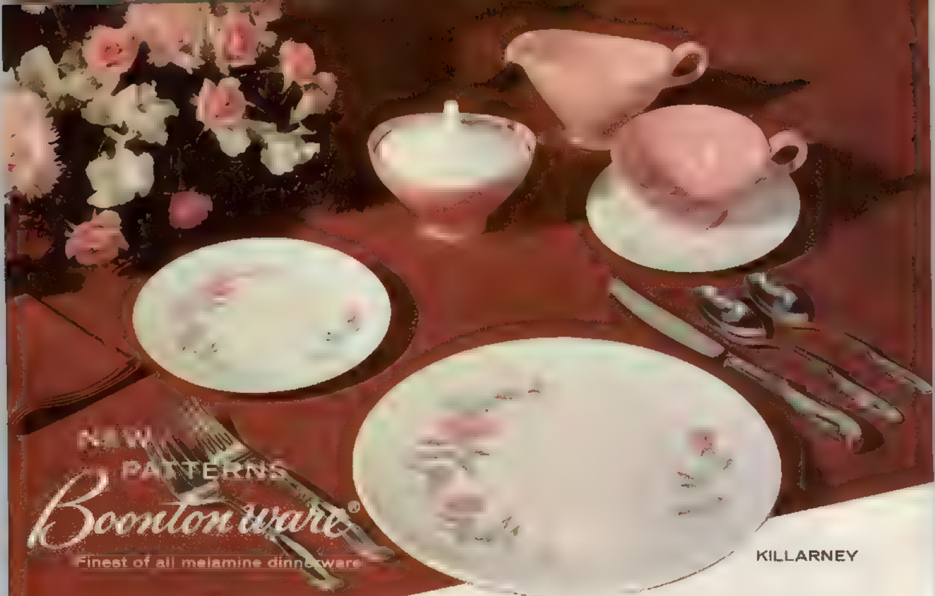
(K) HO RUBBER ROADBED—Improves looks of roadbed, deadens rumble, prevents slipping.
10-2187-13 9" straight roadbed.....Retail **.20**
10-2188-13 18" curved roadbed.....Retail **.20**

(L) HO REMOTE CONTROL SWITCHES—
10-1734-300 For right hand turn-out Ret **$4.50**
10-1735-300 For left hand turn-out. Ret. **$4.50**

(M) HO BLOCK SIGNAL—When red light goes on (by manual control), train stops, on green, train starts. 2½" high. Control included.
10-2185-267.......... Retail **$3.98**

(N) HO CROSSING—Makes track systems more interesting, and more realistic. Each leg, 6" long.
10-2186-150..........Retail **$2.25**

(P) HO FLASHER SIGNAL—Red lights flash as train goes by, keep flashing till last car passes. Track included. 2¼" high.
10-1726-267.......... Retail **$3.98**



KILLARNEY

New Beauty in Melamine!

Killarney Pattern

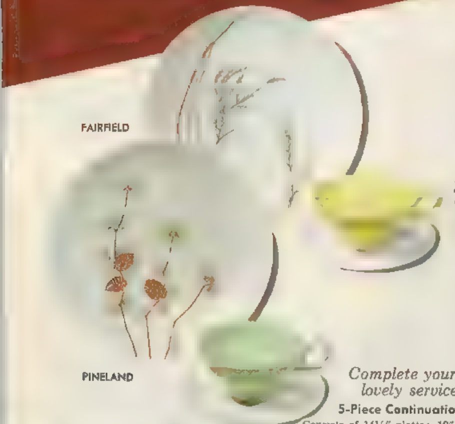
A lovely spray of roses, abloom on a bed of snow Dinner and sandwich plates have delicate floral pattern on Shell White background Saucers and platter in solid Shell White, other pieces in Bon Bon Pink

Fairfield Pattern

Refreshing windswept beauty with a rare imaginative flair Dinner, sandwich plates have patterns on Shell White. Saucers. platter, sugar, creamer in solid Shell White, other pieces in Butter Yellow

Pineland Pattern

The tranquil beauty of a northern landscape. Sandwich and dinner plates decorated in delicate pattern on Shell White, saucers and platter in solid Shell White. Other pieces in lovely contrasting Green



20-Piece Service for Four

An ideal set for a starter service or for use in the smaller family. Contains 4 each of the following items 9¾" dinner plate, 6½" dessert or sandwich plate, 10-oz dessert-soup bowl, 8-oz. cup, 6" saucer. Shipping weight 8 lbs.

E03584-1530	Fairfield Pattern	Retail $22 95
E03572-1530	Pineland pattern	Retail $22 95
E03573-1530	Killarney pattern	Retail $22 95

45-Piece Service for Eight

A full set of dinnerware to grace the table in the contemporary home or apartment Contains 8 each of the following pieces. 9¾" dinner plate 6½" dessert or sandwich plate, 10-oz. dessert-soup bowl, 8-oz cup, 6" saucer, plus these serving accessories. 9½" vegetable serving dish, 14½" platter, 3-piece sugar and creamer set. Shipping weight 20¼ lbs

E09780-3330	Fairfield pattern	Retail $49 95
E03574-3330	Pineland pattern	Retail $49 95
E03575-3330	Killarney pattern	Retail $49.95

GUARANTEE. For one year the manufacturer guarantees free replacement of any article that becomes chipped, crazed or broken during normal use

Complete your set with lovely service pieces

5-Piece Continuation Service Set

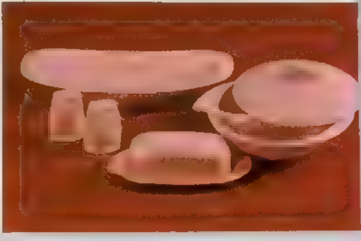
Consists of 14½" platter, 10" serving dish or salad bowl, and 3-piece sugar and creamer set Wt 4 lbs.

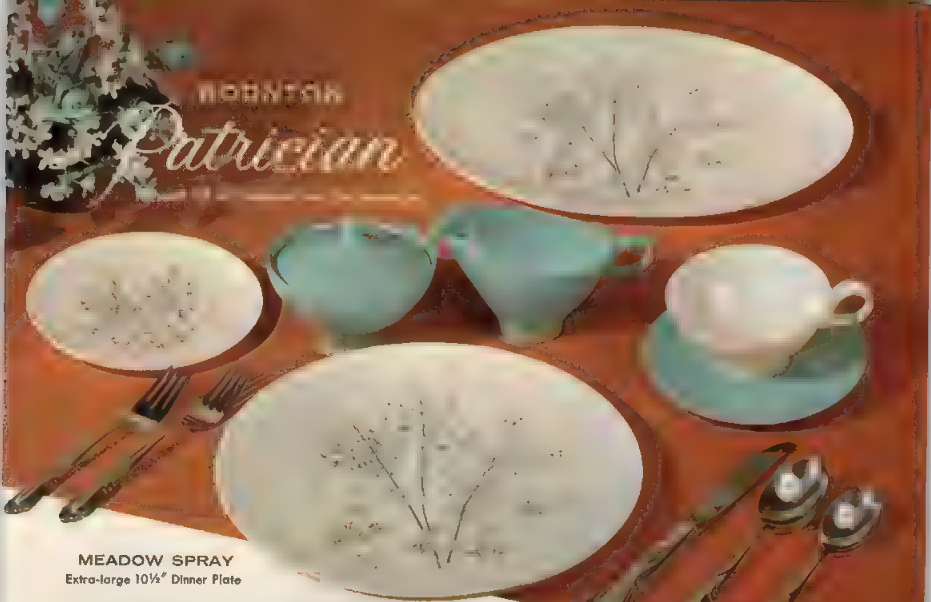
E06283-830	Butter Yellow	Retail $12 45
E06308-830	Turquoisette	Retail $12 45
E06310-830	Bon Bon Pink	Retail $12 45
E06380-830	Shell White	Retail $12 45
E06381-830	Harlequin (mixed colors)	Retail $12 45

7-Piece Completion Service Set

Contains the following 10" divided vegetable serving bowl, vegetable bowl cover, bread server, 2-piece butter dish and salt and pepper set Wt 4 lbs

E06382-1057	Butter Yellow	Retail $15 85
E06383-1057	Turquoisette	Retail $15.85
E06384-1057	Bon Bon Pink	Retail $15 85
E06385 1057	Shell White	Retail $15.85
E06386-1057	Harlequin (mixed colors)	Retail $15 85





MEADOW SPRAY
Extra-large 10½" Dinner Plate

3 Exciting New Patrician Patterns

Possessed of all the sculptured refinement and delicate coloring of treasured dinnerware these lovely Patrician Patterns by Boontonware excite favorable comment at even the most gala occasion Each piece magnificently crafted of durable Melamine No matter how often it is used or how carelessly it is handled it will retain its fresh charm for years. Practically indestructible ideal for families with children

Meadow Spray Pattern

The classic beauty and delicacy of spring leans to modern living Dinner, sandwich plates, platter have pattern on Shell White. Cups in solid Shell White Saucers and bowls in Turquoisette.

Scandia Pattern

Elegant Scandinavian charm adapts to all settings. Saucers and bowls are in Bon Bon Pink, cups in solid Shell White. Sandwich, dinner plates and platter have pattern on Shell White background

Leaves Pattern

Floral loveliness, fresh and enchanting, created for everyday living. Cups in Shell White, bowls in Butter Yellow. Sandwich, dinner plates and platter decorated with Leaves pattern on Shell White

5-Piece Place Setting

The basic element in all sets, from which any service may be created. Purchase only the number of place settings needed Each setting contains one each of the following 10½" dinner plate, 6½" sandwich or dessert plate, 18-oz. soup or salad bowl, 8-oz cup, 6" saucer Shipping weight 2½ lbs

E06387-500	Meadow Spray pattern (Turquoise saucer, bowl white cup)	Retail $7.50
E06388-500	Meadow Spray pattern (White saucer, bowl, cup)	Retail $7.50
E06391-500	Scandia pattern Pink saucer, bowl white cup)	Retail $7.50
E06392-500	Scandia pattern (White saucer, bowl, cup)	Retail $7.50
E06395-500	Leaves pattern (Yellow saucer, bowl, white cup)	Retail $7.50
E06396-500	Leaves pattern (White saucer, bowl, cup)	Retail $7.50

16-Piece Starter Set

Perfect way to economically start an entire set of beautiful Boontonware Ideal size for the small family where a complete service dinnerware is not required Contains four each 10½" dinner plate, 10-oz. dessert or soup bowl, 8-oz. cup, 6" saucer 7 lbs

E06389-1335	Meadow Spray pattern	Retail $19.95
E06393-1335	Scandia pattern	Retail $19.95
E06397-1335	Leaves pattern	Retail $19.95

20-Piece Service for Four

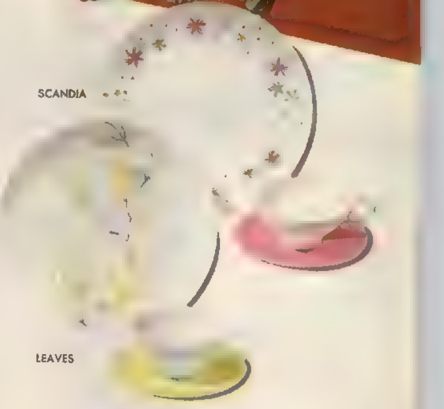
Contains four each of the following items. 10½" dinner plate, 6½" sandwich plate 18-oz. soup or salad bowl, 8 oz cup, 6" saucer Wt 8 lbs

E06390-1863	Meadow Spray pattern	Retail $27.95
E06394-1863	Scandia pattern	Retail $27.95
E06398 1863	Leaves pattern	Retail $27.95

45-Piece Service for Eight

Provides all the standard eating pieces needed to serve eight people at one sitting plus all required serving accessories. This 45-piece set contains the following items Eight each—10½" dinner plate, 6½" sandwich plate, 18-oz. soup or salad bowl 8-oz. cup, 6" saucer, plus these accessories: 14½" serving platter, 10" serving dish or salad bowl plus a three piece sugar and creamer set Wt. 18 lbs

E09775 3997	Meadow Spray pattern	Retail $59.95
E09776-3997	Scandia pattern	Retail $59.95
E09777 3997	Leaves pattern	Retail $59.95



The special care that goes into every piece of Boonton Melamine is readily apparent in the exquisite beauty and luxury feel of Patrician Makes a lovely setting for entertaining and is so practical and sturdy for everyday use. The delicate patterns on soft White Shell backgrounds are actually molded in . . . will not fade, scratch or wash away Boonton Melamine will withstand the hottest water—dishwasher safe, too, will not crack, chip or craze Three delightful patterns in a set size for gift giving or family use

GUARANTEE

All Boontonware is guaranteed by the manufacturer for one year against becoming chipped, crazed or broken during normal use Free replacement

Smart! New! Decorated Dinnerware!

BY *Spaulding*
MOLDED OF MELAMINE

GUARANTEED
not to break, chip or crack

- **Safe even in boiling water**
- **Colors are molded all the way through . . . cannot wear off**
- **In lustrous new colors . . . smart new decorators' colors**

Melamine Dinnerware in Rainbow Color Sets

Elegant yet practical dinnerware that is crafted for a lifetime of service Popular Rainbow colors include Pink, Dove Grey, Gold and Turquoise Individual place settings can be "mixed or matched." The beautiful colors are molded right in . . . go all the way through every piece—won't fade or wear off. Each piece molded under most exacting conditions to make it both light and sturdy. Each set is guaranteed by certificate for 2 full years against breaking, cracking or chipping under normal household use. Practically indestructible. In new lustrous modern colors that add a note of gay sparkle for formal and informal table settings. For composition of sets see table at right.

E30183-642	**16-piece Starter Set** . . .	Retail $11 95
E30195-1535	**35-piece Service for 6**	Retail $29 95
E30255-2432	**55-piece Service for 8**	Retail $49 95

COMPOSITION OF THE SETS

The 16-Piece Starter Set consists of: 4 each cups, saucers, bread and butter plates; 10" dinner plates.

The 35-Piece Service for 6 consists of· 6 each cups; saucers; bread and butter plates; 10" dinner plates; soup and cereal bowls· 1 each creamer; sugar bowl with lid, serving platter; vegetable bowl

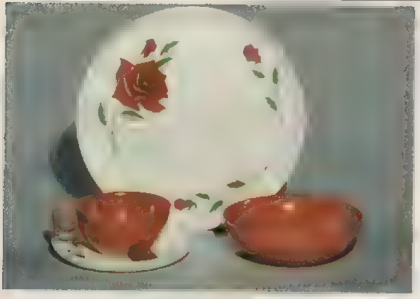
The 47-Piece Service for 8 consists of· 8 each cups, saucers, 10" dinner plates, bread and butter plates, soup bowls—2 each servers —1 each sugar bowl and lid; creamer; serving platter; vegetable bowl.

The 55-Piece Service for 8 consists of· 8 each cups, saucers; bread and butter plates, 10" dinner plates; soup and cereal bowls, desert dishes—2 each servers; 1 each creamer, sugar bowl and lid; serving platter; vegetable bowl

New Copolymer Melamine Dinnerware in Rainbow Pastel Color Sets

New design excitingly beautiful—Melamine Dinnerware's china-like texture . . informal styling and velvet-soft colors blend perfectly to grace any table setting. So practical for everyday use because it is less fragile than china or earthenware and guaranteed against breakage, chipping or crazing New soft Rainbow pastel shades (Pink, Yellow, Turquoise and White) are molded permanently into every piece . . . Cheerful color that will remain bright and fresh forever. Extra high lustre glaze add beauty to any table. Newly designed deeper dishes. Will withstand years of dishwasher cleaning For composition of sets, see table at left

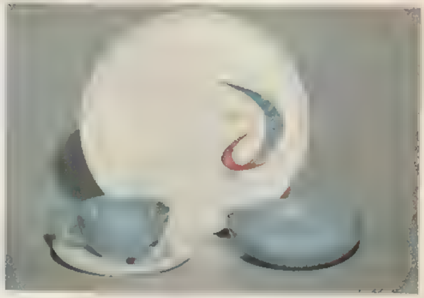
E30186-546	**16-piece Starter Set**	Retail $14.95
E30266-2005	**55-piece Service for 8** . . .	Retail $66.95



Rose Pattern Melamine Dinnerware

A lovely heart-warming pattern that will last as long as the dinnerware itself practically for a lifetime, because all colors and designs go all the way through the almost indestructible Melamine . . cannot wear or chip off . . . safe even in boiling water. Carries a full two year warranty against damage in ordinary usage. Delicately decorated with dew-moist opened buds and full opened roses that look almost real, against white background A dinner service which lends itself perfectly to formal eating, while at the same time remaining practical for daily use. For set composition see above table

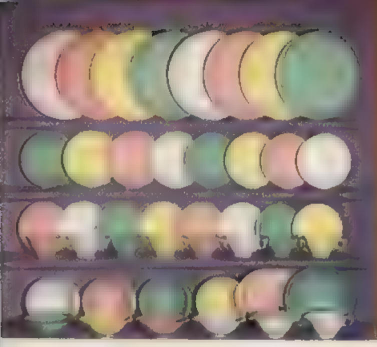
E30264-893	**16-piece Starter Set**	Retail $14.95
E30265-2696	**47-piece Service for 8**	Retail $49.95



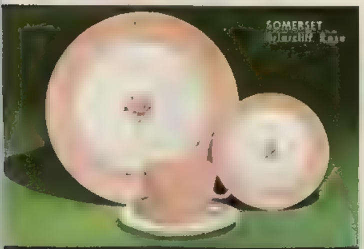
Modern Celestial Pattern Melamine Dinnerware

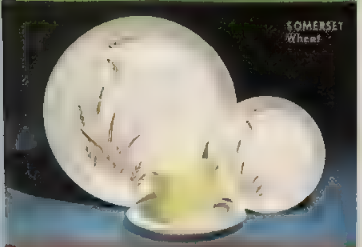
Inspired by the stars . . . and almost as permanent with the beautiful patterns fused all the way through every piece. Modern motif against white background adds zest and added interest to any table setting. Colors and designs cannot wear or chip off . . . are safe even in boiling water Available in cool, fresh turquoise that complements gracious entertainment in the home. Colors are molded all the way through, can't wear off Safe even in boiling water. For set composition, see table above

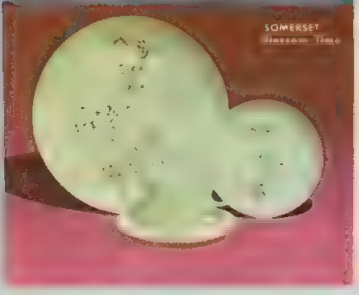
E30248-893	**16-piece Starter Set.** Turquoise and White . . .	Retail $14 95
E30247-2696	**47-piece Starter Set.** Turquoise and White	Retail $49 95



SPECIAL VALUE 45-PIECE HARLEQUIN SERVICE FOR EIGHT
Consists of eight each of the following pieces: 10" dinner plates, 6½" dessert or sandwich plates, 12-oz. dessert-soup bowls, 8-oz. cups, 6" saucers. Plus an 8" vegetable serving dish; 11" platter, 3-piece sugar and creamer set. Mixed color Harlequin (2 settings in each color: white, pink, yellow and turquoisette.
E09778-2330 Shipping weight 16½ lbs... ....Retail **$34.95**







BOONTONWARE BELLE PATTERN

Boontonware Belle's fresh, square-in-a-circle design brings with it a modern, sculptured look to dramatize every table in any setting. This carefree melamine dinnerware stacks and handles easily, is satin-smooth, and practically indestructible Children cannot harm it, the dishwasher's hottest water will not fade its sparkling luster .. the dinnerware that gives you a written guarantee against breakage. Boontonware Belle is available as a 16 piece starter set, 48-piece service for eight, as well as the special economy 45-piece service for eight listed to the left.

IN FOUR APPEALING "GOURMET COLORS"

🟨	🟩	🟥	⬜
BUTTER YELLOW	TURQUOISETTE	BON BON PINK	SHELL WHITE

BOONTONWARE BELLE 16-PIECE STARTER SET

Ideal for the small household—the perfect way to start a complete Boontonware service. Contains four each of the following pieces: 10" dinner plates, 6½" dessert or sandwich plates, 8-oz. cups and 6" saucers. In choice of Butter Yellow, Turquoisette, Bon Bon Pink or Shell White, or in Harlequin (one place setting in each color). Ship. wt. 6 lbs.

E06294-997 Butter Yellow Ret. **$14.95**
E06302-997 Turquoisette . Ret. **$14.95**
E06304-997 Bon Bon Pink . Ret. **$14.95**
E06379-997 Shell White ... Ret. **$14.95**
E06399-997 Harlequin (1 setting in each color) Ret **$14.95**

BOONTONWARE BELLE PATTERN 48 PIECE SERVICE FOR 8

Contains eight each: 10" dinner plates, 6½" dessert or sandwich plates, 12-oz. soup bowls, 8-oz. cups and 6" saucers; 1 14½" serving platter, an 11" platter, a 10" vegetable serving dish, 3-piece sugar and creamer set, salt-pepper set. In Butter Yellow, Turquoisette, Bon Bon Pink, Shell White or Harlequin (two place settings in each color). Ship. wt. 17½ lbs.

E09770-3330 Butter Yellow Ret. **$49.95**
E09771-3330 Turquoisette Ret. **$49.95**
E09772-3330 Bon Bon Pink Ret. **$49.95**
E09773-3330 Shell White . Ret. **$49.95**
E09774-3330 Harlequin (2 settings of each color) Ret. **$49.95**

BOONTONWARE
DECORATED SOMERSET PATTERNS

Here is incomparable beauty in carefree, colorful Bootonware—the finest of all melamine dinnerware! Distinctively styled to bring a modern appearance to every table setting, these Somerset decorated patterns are permanent last the life of the dinnerware! Satin smooth finish resembles the finest China. 45 piece set contains 8 each of the following: 9¾" dinner plate, 6½" dessert or sandwich plate, 10-oz. dessert-soup bowl, 8 oz. cup, 6" saucer—plus these serving accessories: 9½" vegetable serving dish, 14½" platter, 3-piece sugar and creamer set.

BRIARCLIFF ROSE PATTERN 45-PC. SERVICE FOR 8 Delicate rose pattern on white background ringed by soft pink border . . . brings a distinctive note of beauty to any table. Decorated bread and butter plates, dinner plates, platter. Saucers in solid shell white. Dessert-soup bowls, vegetable serving dish, cups, sugar and creamer in soft pink.
E03571-1997 Ret. **$29.95**

WHEAT PATTERN—45-PC. SERVICE FOR 8. Ever popular—and truly incomparable when it comes to outstanding beauty! Distinctive Wheat pattern smartly decorates the dinner plates, bread and butter plates, platter Solid shell white saucers. Golden yellow vegetable serving dish, dessert-soup bowls, cups, sugar and creamer.
E03570-1997 Ret. **$29.95**

BLOSSOM TIME PATTERN 45-PIECE SERVICE FOR 8 Lovely floral spray on subdued Honey Dew Green background. Distinctive Blossom Time pattern enhances the beauty of the dinner plates, platter, bread and butter plates. Solid shell white saucers. Honey Dew Green vegetable serving dish, dessert-soup bowls, cups, sugar and creamer
E03569-1997 Ret. **$29.95**

GUARANTEED AGAINST BREAKAGE

The manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, crazed or broken during normal use for a period of one year from date of purchase.

Boontonware Belle Pattern
Open Stock

Boontonware Open Stock

(A) 10" DINNER PLATE. Pkg. of 6 only 2½ lbs.
E30382-763 per pkg. Yellow ....Retail $11.40
E31122-763 per pkg. White . Retail $11.40
E30434-763 per pkg. Turquoisette. Ret. $11.40
E30436-763 per pkg. Pink .....Retail $11.40

Guaranteed Against Breakage

For 1 year the manufacturer guarantees free replacement of any article of Boontonware that becomes chipped, cracked, crazed or broken during normal household use.

(B) 8 oz. CUPS. Pkg. of 6, 1¾ lbs.
E30480-382 per pkg. Yellow Retail $5.70
E31126-382 per pkg. White .... Retail $5.70
E30474-382 per pkg. Turquoisette . Ret. $5.70
E30475-382 per pkg. Pink . . . Retail $5.70

(B) 6" SAUCERS. Pkg. of 6, 1¾ lbs.
E30388-341 per pkg. Yellow .....Retail $5.10
E31127-341 per pkg White ... Retail $5.10
E30476-341 per pkg. Turquoisette . Ret. $5.10
E30478-341 per pkg. Pink ...... Retail $5.10

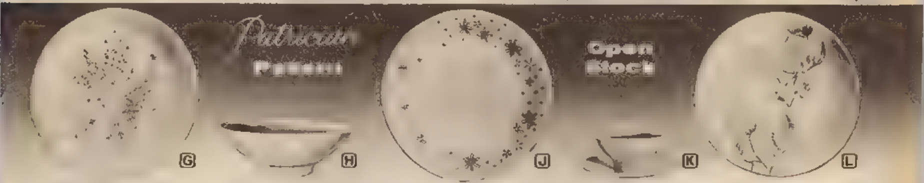
(C) 12 OZ. SOUP BOWLS. Pkg. of 6, only. 2 lbs.
E30485-502 per pkg. Yellow .... Retail $7.50
E31125-502 per pkg. White .... Retail $7.50
E30471-502 per pkg. Turquoisette . Ret. $7.50
E30472-502 per pkg. Pink ....Retail $7.50

(D) 9 OZ. DESSERT DISH. Pkg. of 6 only. 2 lbs.
E30482-462 per pkg. Yellow . Retail $6.90
E31124-462 per pkg. White . . . Retail $6.90
E30468-462 per pkg. Turquoisette . Ret. $6.90
E30469-462 per pkg. Pink . . . .Retail $6.90

(E) 7" SANDWICH PLATE. Pkg. of 6 only 2 lbs.
E30386-362 per pkg. Yellow .....Retail $5.40
E31123-362 per pkg. White . Retail $5.40
E30460-362 per pkg. Turquoisette . Ret. $5.40
E30461-362 per pkg. Pink .. .. Retail $5.40

(F) 8½" LUNCHEON PLATE. Pkg. of 6 only. 2½ [illegible]
E30384-583 per pkg. Yellow .....Retail $8.70
E31135-583 per pkg. White Retail $8.70
E30457-583 per pkg. Turquoisette . Ret. $8.70
E30458-583 per pkg. Pink . . . . Retail $8.70

Patrician Pattern
Open Stock



(G) MEADOW SPRAY 10½" DINNER PLATE. Delightfully designed on white background. Pkg. of 6 only. Wt. 2½ lbs.
E31100-1401 per pkg. ....Retail $21.00

(G) MEADOW SPRAY 8¼" LUNCHEON PLATE. A lightweight piece for luncheons or salad plate. Pkg. of 6 only.
E31133-1104 per pkg. ....Retail $16.50

(G) MEADOW SPRAY 6½" SANDWICH PLATE. A striking companion piece to the dinner plate. Package of 6 only. Wt. 1¾ lbs.
E31103-703 per pkg. ....Retail $10.50

(H) 10 OZ. SOUP BOWL. Wt. 3 lbs. Pkg. of 6 only.
E31112-603 per pkg. Yellow .....Retail $9.00
E31113-603 per pkg. White . . Retail $9.00
E31110-603 per pkg. Turquoisette . Ret. $9.00
E31111-603 per pkg. Pink . . . . .Retail $9.00

(H) 10 OZ. DESSERT DISH. Wt. 2 lbs. Pkg. of 6.
E31106-482 per pkg. White .. .Retail $7.20
E31107-482 per pkg. Yellow . . .Retail $7.20
E31108-482 per pkg Turquoisette . Ret. $7.20
E31109-482 per pkg Pink .... Retail $7.20

(C) SCANDIA 10½" DINNER PLATE. 2½ lbs. Exciting white background. Package of 6 only.
E31102-1401 per pg. .... Retail $21.00

(J) SCANDIA 8¼" LUNCHEON PLATE. Ideal for serving luncheons or salads. Pkg. of 6 only
E31137-1104 per pkg. .... Retail $16.50

(J) SCANDIA 6½" SANDWICH PLATE. Wt. 1¾ lbs. Beautiful matching piece to dinner plate. Pkg. of 6 only.
E31104-703 per pkg. . Retail $10.50

(K) 8 OZ. CUP. Wt. ¾ lb. Pkg. of 6 only.
E31120-442 per pkg. Yellow .....Retail $6.60
E31118-442 per pkg. White . . ..Retail $6.60
E31119-442 per pkg. Turquoisette . Ret. $6.60
E31121-442 per pkg. Pink . . . Retail $6.60

(K) 6" SAUCER. Wt. 1¼ lbs. Pkg. of 6 only. 1¾ lbs. Retail
E31115-401 per pkg. Yellow $6.00
E31114-401 per pkg. White $6.00
E31117-401 per pkg. Turquoisette .. .$6.00
E31116-401 per pkg Pink. $6.00

(L) LEAVES 10½" DINNER PLATE. The graceful leaf pattern on white. Pkg. of 6 only 2½ lbs.
E31101-1401 per pkg. ....Retail $21.00

(L) LEAVES 8¼" LUNCHEON PLATE. Superbly styled with colors molded in for lasting beauty. Package of 6 only. Wt. 2½ lbs.
E31138-1104 per pkg. ....Retail $16.50

(L) LEAVES 6½" SANDWICH PLATE. The companion piece to the dinner plate in delightful leaf pattern. Pkg. of 6 only. Wt. 1¾ lbs.
E31105-703 per pkg. ....Retail $10.50

Service Pieces to Match Both Belle and Patrician Patterns

(M) 14½" PLATTERS. Wt. 2 lbs.
E02883-263 Yellow ....Retail $3.95
E311[illegible]8-263 White ... . . . Retail $3.95
E02912-263 Turquoisette . ... Retail $3.95
E02914-263 Pink .. ..Retail $3.95

(N) 11" PLATTERS. Wt. 12 oz.
E02888-168 Yellow ..... . .Retail $2.50
E31129-168 White . ... Retail $2.50
[illegible] Turquoisette . Retail $2.50
E02911-168 Pink .... Retail $2.50

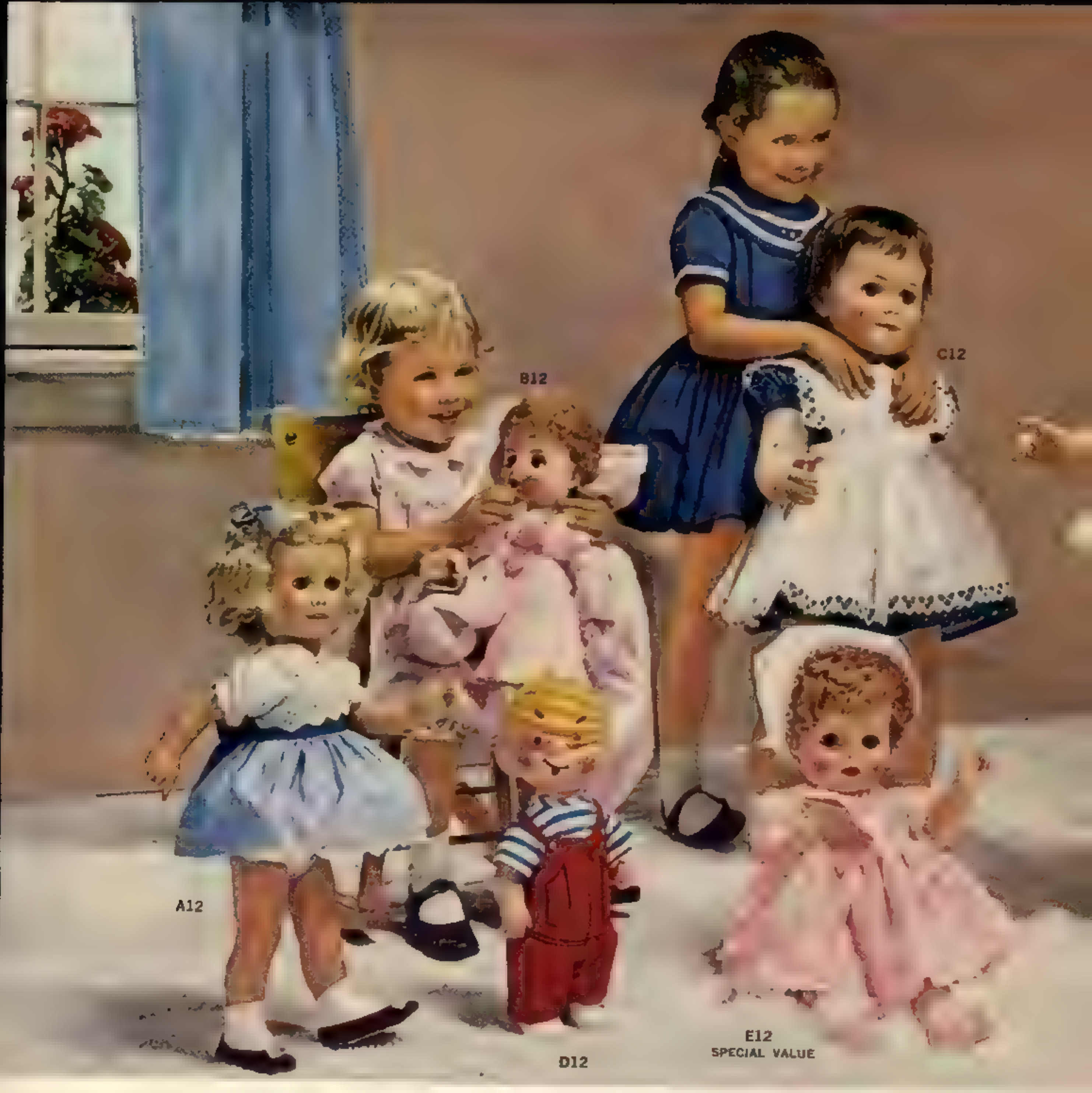
(P) VEGETABLE DISH. Wt. 1½ lbs.
E02878-265 Yellow . ... Retai $3.95
E31133-265 White .. .. . . .Retail $3.95
E02906-265 Turquoisette . Retail $3.95
E02908-265 Pink .... Retail $3.95

(Q) BUTTER DISH. Wt. 12 oz.
E02861-197 Yellow .. .. Retail $2.95
E31130-197 White . ... .Retail $2.95
E02934-197 Turquoisette ... .. Retail $2.95
E02936-197 Pink . . Retail $2.95

(R) BREAD SERVER. Handy . . . smart . . . decorative. Wt. 1½ lbs.
E02922-263 Yellow .... . Retail $3.95
E31134-263 White .. . .Retail $3.95
E02937-263 Turquoisette . .. ..Retail $3.95
E02939-263 Pink .. . . . Retail $3.95

(S) SALT & PEPPER SETS. An eyecatching little set that is striking in its simplicity. Makes a smart addition to Belle and Patrician patterns. ½ lb.
E02873-130 per set. Yellow ......Retail $1.95
E31132-130 per set. White . . .Retail $1.95
E02915-130 per set. Turquoisette Retail $1.95
E02917-130 per set. Pink . . Retail $1.95

(T) SUGAR & CREAMER SETS. Two necessary table pieces in a smart matching set. Adds a "certain something" to any set. Wt. 1 lb.
E02867-263 per set. Yellow . Retail $3.95
E31131-263 per set. White ......Retail $3.95
E02918-263 per set. Turquoisette .Retail $3.95
E02927-263 per set. Pink ....Retail $3.95



A12 CHATTY CATHY REALLY TALKS!
Just pull her magic ring, and she says 11 different phrases—just like a real little girl! The laboratory-tested voice unit carries a 90-day factory warranty. Mattel's darling 20" chatterbox looks real too. With movable head, arms, and legs, and rooted hair, she comes packed in a suitcase, with her own Story Book; will delight every little 3 to 8 yr. old. $17.98

B12 BABY BUTTERCUP ON PILLOW
Horsman's lovable 18" softee doll looks just like a real baby, with fully-jointed limbs and detailed fingers and toes. Her "miracle" head can be tilted, turned, and posed in any position. Of vinyl plastic, with "coo" voice, rooted hair, and sleeping eyes, she drinks, wets, and wears a fancy robe on her own satin pillow. For girls 2 to 8 yrs. old. $7.98

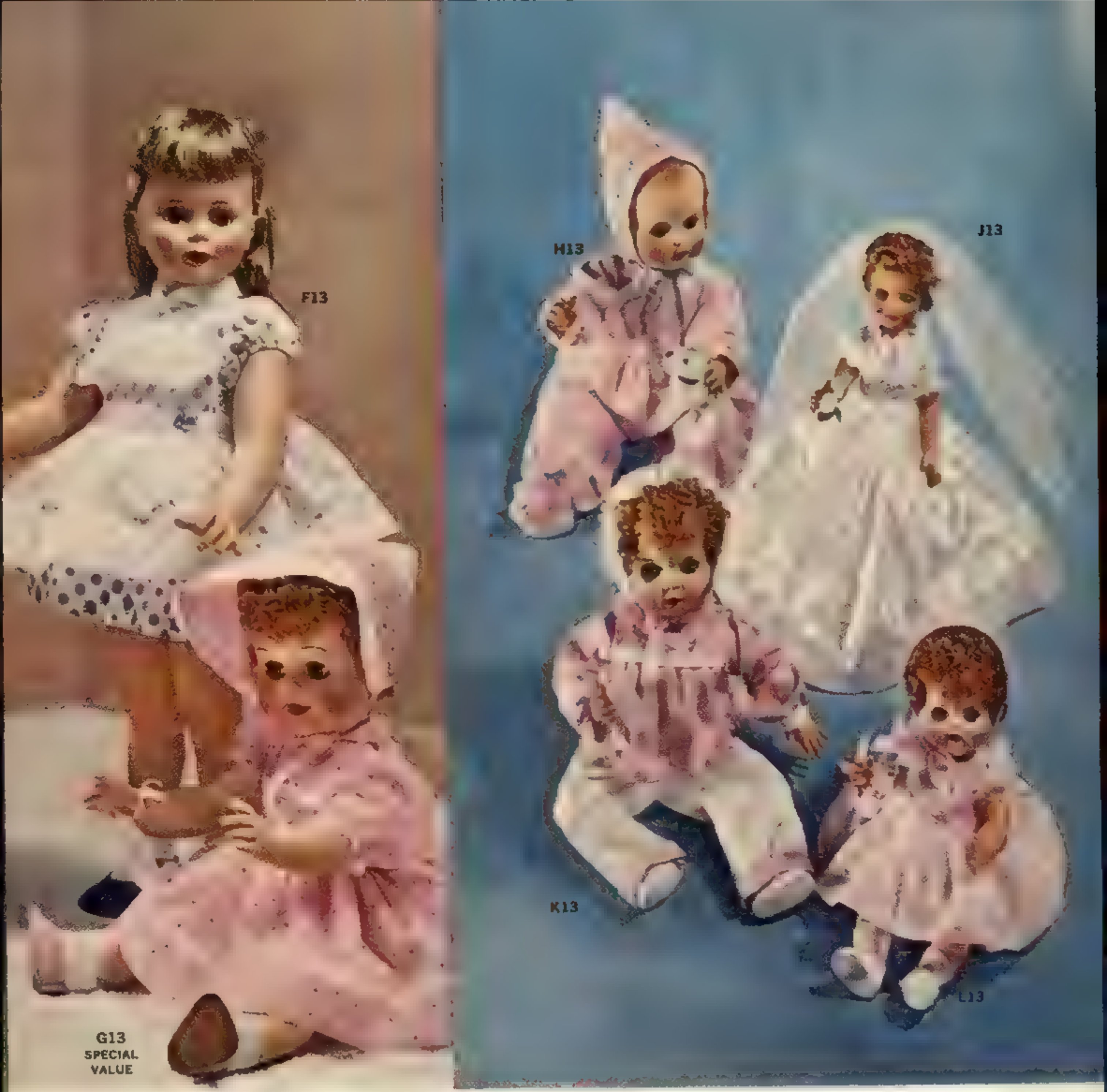
C12 ADORABLE 32" SAUCY WALKER
She'll walk along with you, like a real little sister! Her pixie Saran hair-do always falls into place after "mommie" shampoos it. Ideal's petite Saucy is made of unbreakable, light-weight plastic. She wears a leotard underneath, a pinafore to keep her pretty dress clean, and dainty patent leather slippers. Little girls 3 to 9 love to go strolling with this delightful doll. $29.98

D12 YOUR OWN DENNIS THE MENACE
Romp and play with mischievous Dennis, everyone's favorite T.V. and cartoon character. The lovable little devil is 14" tall, all vinyl—and his clothes are removable. By Dennis Play Products for ages 2 to 5. .... $3.98
8" DENNIS THE MENACE $1.49

Use Our Lay-Away Plan

E12 FULLY JOINTED BABY DOLL
Paulmar's 20" all-vinyl baby drinks and wets too She's a real darling from her curly hair under the lace-trimmed bonnet to her dainty shoes. Carries her own unbreakable plastic bottle. The kind of lovable baby every 3 to 8 yr. old adores. .... SPECIALLY PRICED **$6.88**

F13 PATTI PLAYPAL WALKS WITH YOU
As big as a 3 yr. old, and just as cute—Ideal's pretty Patti is the perfect companion for little girls 4 to 10. Made of lightweight, indestructable plastic, she has sleeping eyes, and her rooted Saran Hair can be shampooed and set. 36" tall, she'll walk along with you in her handsome patent leather slippers, pretty as a picture! Comes in a variety of dresses with her name embroidered on the dainty pinafores. $29.98



G13 BIG 29" BABY DOLL

In her dainty nylon lace-trimmed dress and bonnet, every little 3 to 9 yr. old will be proud to show off Paulmar's fully jointed baby doll. She's all vinyl, drinks and wets, and has the curliest hair! Sweet and cuddly, with great big dreamy eyes. Carries her own unbreakable plastic bottle. SPECIALLY PRICED **$9.99**

H13 SNOWSUIT BABY HAS A PUPPY!

This 25" all-vinyl baby by Eugene will stay snug 'n warm in her own flannel snowsuit and hood. Just like a real baby she wets, drinks from her own unbreakable plastic bottle, has moving eyes, molded hair and jointed arms and legs. Carries her own cute little plush pet. Will delight little girls 3 to 8 yrs. old. **$7.98**

18" SNOWSUIT DOLL WITH ANIMAL **$5.98**

J13 HERE COMES THE BRIDE!

All dressed up in her lovely lace-trimmed taffeta gown, veil, flowered headpiece, and dainty high-heeled slippers. Paulmar's 20" beauty is fully jointed and proudly carries her bridal bouquet. All dressed for the wedding, she's the doll little girls 4 to 10 dream of! **$4.98**

K13 BABY DOLLIKINS—ALMOST REAL!

Because her soft vinyl body has 11 flexible joints, Uneeda's Baby Dollikins duplicates almost all natural baby positions. She drinks, wets, has rooted curly hair and sleeping eyes with long lashes. 21" tall, she wears the cutest little 2-piece outfit, and looks and acts like a real baby! Made to be cuddled by 3 to 9 yr. olds. ... **$12.98**

L13 SWEET AND FRILLY BABY DOLL

Dainty 16" dolly wears a taffeta petticoat and panties under her lace-trimmed nylon party dress. Rooted hair, moving eyes, jointed arms and legs. So realistic, she drinks, wets, and will be adored by little girls 3 to 9. By Eugene **$4.98**

18" BABY DOLL **$5.98**

LOOK FOR THE "LARK" —our own proud label—only the finest toys can wear it. Skillfully designed of quality materials, they help stimulate your child's imagination and hold his interest over a number of years. Because "LARK" toys are made to our exacting specifications for safe, dependable wear, they are good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.

Prices shown are Manufacturers' List Prices. See us for today's prices.

A14

B14

C14

D14

Barbie
MIX'N'MA SET
MIX MATCH SET
E14

A14 HERE'S BABY IN HER CAR BED
14" drink-and-wet dolly loves traveling in her special fold-away car bed. All vinyl, with molded hair, moving eyes, jointed arms and legs. By Eugene, for ages 2 to 6, she comes with satin-edged blanket, soap, sponge, wash cloth and knit booties. $4.98

B14 BALLERINA IN DANCING POSITIONS
Uneeda's glamorous 20" dancer in satin and tulle dress and full-length leotards, duplicates all ballet positions. Her plastic body has 16 flexible joints! Big sleeping eyes with lashes, rooted ballerina style hair. Adored by 4 to 9 yr. olds. $9.98

C14 BABY DOLL IN BYE BYE SEAT
25" high, of lightweight unbreakable plastic, she sits up looking just like a one month old. She drinks, wets, goes to sleep! Rigid plastic seat can be used as a hi-chair with removable tray, or stationary baby holder. Comes with complete layette. For ages 3 to 8 by Ideal. $24.98

D14 BABY TODDLER IN HER OWN TRUNK
13" charmer by Allied-Grand—heart's delight of girls 3 to 6. A real darling, all vinyl, with moving eyes, arms and legs, and rooted hair. Frilly party outfit, extra dress, taffeta robe. $4.98

E14 BARBIE WITH MIX 'N' MATCH SET
Glamorous, shapely Barbie, teenage fashion model, can be dressed in over 70 different stylish combinations by girls of all ages. Of vinyl plastic, with rooted Saran hair, movable arms, legs and head, 11½" tall on pedestal. Mattel's set includes winter holiday outfit; leather jacket, sweaters, fashion undergarments, leotards, cork shoes, even a crystal necklace! $11.93
PARTY SET . $9.98 TROUSSEAU SET . $19.93
BARBIE IN BATHING SUIT $2.93
OTHER BARBIE COSTUMES .... 98¢ to $4.93

F15 MARYBEL—DOLL THAT GETS WELL
Marybel gets measles and chicken pox, but always gets well again. 16", fully jointed with vinyl head, rooted Saran hair-do, plastic body, comes with crutches, plaster casts, dark glasses, bandages, etc. By Madame Alexander, for girls 4 to 9. ... $13.00
MARYBEL-GET-WELL TROUSSEAU SET $20.00

G15 LARK TEAR BABY IN TRUNK
Girls love playing mommy to this adorable 18" vinyl dolly that drinks, wets, cries real tears! Has rooted hair, jointed arms and legs; comes with accessories to keep her clean. By Eugene $7.98
12" LARK TEAR DOLL SET $3.98
16" LARK TEAR DOLL SET $5.98

H15 KATHY CRY BABY WITH LAYETTE
16" fully jointed all vinyl doll, with 8-piece layette. Squeeze her she cries loudly with real tears! Drinks, wets; her Saran hair can be washed, combed. For girls 3 to 8 by Madame Alexander . .. $17.00
12" KATHY TEAR SET $8.00
12" KATHY TEAR SET, CARRYING CASE $13.00
OTHER KATHY DOLLS .... $8.00 to $14.00

J15 LITTLE LADY PORTRAIT DOLL
Perfect, fully-jointed 8" tall. Take her hand, she'll walk with you. Comes with shadow box, bubble bath toilet water, perfume for little girls 3 to 7. Washable Saran hair-do. By Madame Alexander $8.00
SEE OUR FIVE 8" LITTLE WOMEN DOLLS—
AMY BETH, JO, MEG AND MARME .each $7.00

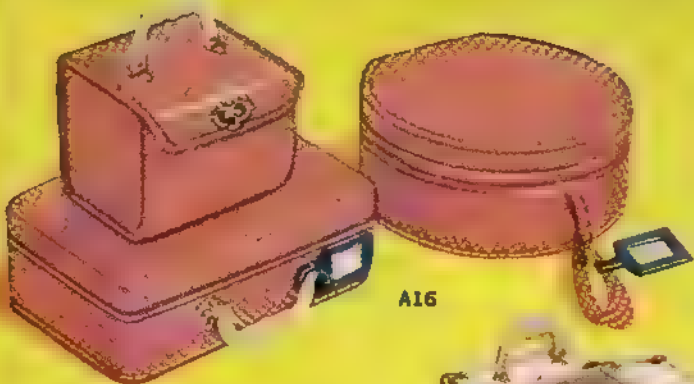
K15 PIXIE-FACED MAGGIE MIXUP
Madame Alexander's freckled-nosed, fully-jointed 8" Maggie is all set for mischief and fun. Her Saran hair can be washed, combed and curled by little girls 3 to 8. ....$5.00
8" MAGGIE IN OTHER COSTUMES $2.00 to $4.50
16½" MAGGIE, dressed in 2 styles .each $13.00

L15 WALK HAND IN HAND WITH TIMMIE
Just hold 30" Timmie's hand and she walks like any toddler! Turn her over and she says "mama" loud and clear. She has big sparkling eyes, curly lashes, and a little lady hair-do of non-flammable Saran that can be washed and combed. By Madame Alexander for 3 to 8 yrs. $20.00
23" TIMMIE TODDLER, IN ROMPERS .. $13.00
23" TIMMIE TODDLER, IN PINAFORE .. $15.00

M15 NURSE TAKES CARE OF DOLLY
Dressed just like a real nurse—even a watch! Fully jointed with vinyl head and arms, So-lite plastic legs and body, she even walks. Her little patient is 12" Cherub, cuddly, all vinyl, lifelike infant, with a head that turns in every direction. Both by Madame Alexander for girls 3 to 10.
NURSE JOANIE $25.00 BABY DOLL $6.00

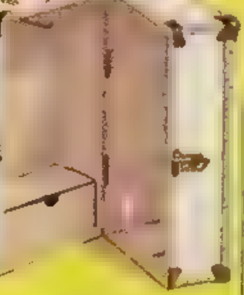
N15 BIG GIRL BETTY WALKER
30" Betty with flirting eyes and curly lashes walks along beside you if you hold her hand. Fully jointed, with arms and head of Vinyl, So-lite plastic legs and body, Saran Hair—a precious playmate for girls 4 to 10. By Madame Alexander $20.00
30" BETTY WALKER IN PINK PARTY DRESS $20.00

F15
G15
H15
J15
K15
L15
M15
N15



A16

B16



C16

D16

G16

LARK

E16

F16

A16 DELUXE—3-PC LUGGAGE SET
You and dolly will have lots of fun traveling with your own matched luggage set by Alex. Miner 13¾" vinyl covered zippered suitcase 12" zippered hat box, and handsome train case Elegant for young ladies 4 yrs. and up **$4.98**
SUITCASE alone **$1.98** 12" HAT BOX **$1.98**

B16 MODERN SPLIT-LEVEL DOLL HOUSE
Every little housekeeper 3 to 12 will love to own this dream house! Colorful, metal doll house by T Cohn comes fully furnished with unbreakable plastic furniture **$6.98**
2-STORY COLONIAL DOLL HOUSE **$5.98**

C16 TRUNK FOR DOLLY AND CLOTHES
Dolly's own luxurious wardrobe trunk of baked enamel metal over wood frame, has sliding rack to hold all her clothes—even a drawer for accessories. Easy-to-carry handle. By Nachman
12" **$3.98** 16" **$4.98** 20" **$7 98**

D16 LITTLE MISS POND'S BEAUTY BAR
Every little "Glamour Girl" will love to "make up" at her own special beauty cabinet. Just slide open the plastic doors and there are all the fixin's a young lady needs to feel like a movie star. By Amsco **$4.98**
SEAFORTH SLICK UP CHEST FOR BOYS **$4.98**

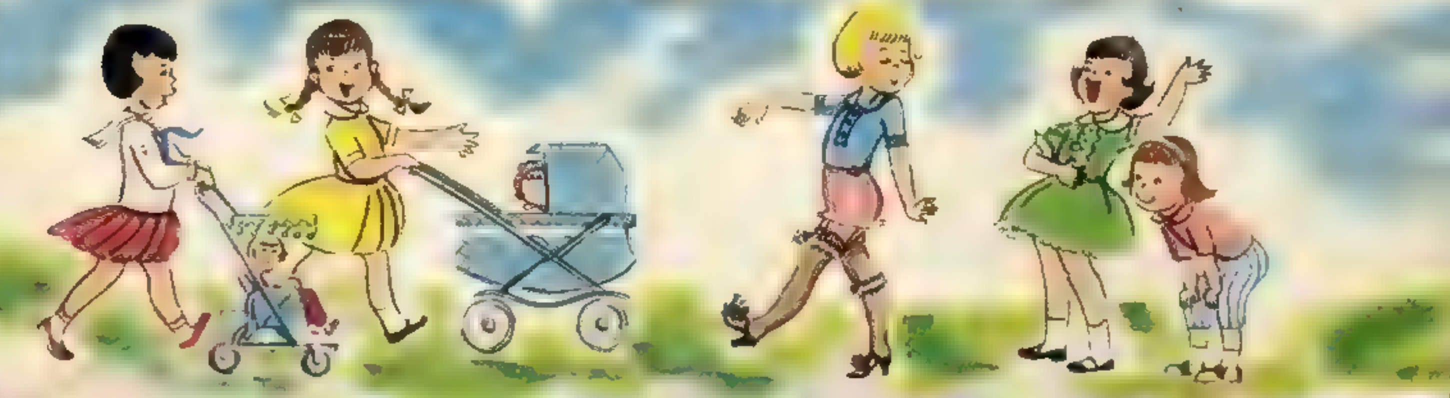
E16 DOLLY BATHES IN STYLE
Amsco's Doll-E Glamour Bath, just about the most elegant one you've seen! On sturdy steel frame 24½" high, with vinyl dressing table top, sponge, soap and unbreakable nursing bottle. 15"x22¼" molded tub lifts out for traveling. Delights "mothers" 3 to 8. **$5.98**
DOLL-E GLAMOUR TUB **$1.98**

F16 HELP MOMMY DO THE DISHES
Little girls love to rub-a-dub-dub in their own big plastic sink by Amsco It has a dish drainer, sink strainer and a "faucet" dispenser with running water! Even a Mira Cloth dish towel Sponge Brillo and Lux Flakes **$2.98**

G16 LARK DOLLY SLEEPER-STROLLER
Little "mothers" 3 to 8 are proud as can be wheeling baby about in this handsome LARK stroller Removable 10"x16" body has adjustable back Sturdy chrome handle raises to 29½" high, front wheels swivel! By South Bend **$8.99**
SPECIALLY PRICED
26" LARK STROLLER Specially priced **$5.44**

H17 TOTE BAG HAS UMBRELLA HANDY
You may get caught in the rain but you won't get wet if you're carrying Nachman's real Tartan Plaid tote bag—just detach 15" umbrella and you're safe! For young ladies **$2.98**

J17 SHIRLEY TEMPLE BEAUTY SET
Lovely beauty aid set looks perfect on every young "Glamour Girl's" dressing table. Shirley Temple's own brand "cosmetics" with powder puff and Hollywood trimmings. Special gold ascot bottles with mist-spray atomizer and easy-flo pump By Gabriel, for misses 4 to 10 **$2.98**
SHIRLEY TEMPLE BEAUTY BAR **$1.98**



EVERY SINGLE BENRUS WATCH MOVEMENT

IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

BENRUS

SELFWINDING

WATERPROOF*

RUNS WITHOUT WINDING . . . NEEDS NO BATTERIES! Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

Golden Planet "39" . 39 jewels, Self Winding, Guaranteed Waterproof*, Calendar Feature (tells the date). Luminous hands, sweep second hand. Ultra Slim 14K Gold case. Hidden Crown Feature. Shock-absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. This is one of the finest Benrus watches you can give. Ideal for the man who appreciates true quality and usefulness in a watch he will be proud to wear.

12C6236A10790 **Ret. $200.00**

Golden Planet "Y" "39" . . . *Same as above in 10K yellow gold filled case.*

12C6237A7615 **Ret. $145.00**

39 Jewels
14K Gold
HIDDEN CROWN
15
CALENDAR

25 Jewels
25 Jewels

HIDDEN CROWN
14K. Gold

Sportsman . 17 jewels, self-winding: slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock absorbing movement, anti magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Tested and retested for guaranteed accuracy. Smartly packaged for giving.

12C6238A3540 **Retail $62.50**

Space Pilot . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock absorbing movement, unbreakable mainspring. Luminous hands, sweep second hand. Leather inlaid expansion band. Gift packaged.

12C6239A4190 **Retail $75.00**

Space Pilot "Z" . *In black dial.*

12C6240A4190 . **Retail $75.00**

Air Travel "25" . . . **Ultimate in automatic** time-keeping. 25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back • Sweep second hand, shock-absorbing movement, unbreakable mainspring. Luminous full-figure dial. Leather inlaid expansion band harmonizes with over-all design.

12C6241A4945 **Retail $87.50**

Air Travel "Z" "25" . *In black dial.*

12C6242A4945 . . **Retail $87.50**

Star Fire "25" 25 jewel automatic movement. Magnificent 14K gold case is guaranteed waterproof*! New ultra flat shape, new hidden crown! Shock absorbing movement, anti magnetic, unbreakable mainspring. Luminous hands, sweep second hand. Tapered leather inlaid expansion band.

12C6243A8700 **Retail $160.00**

Star Fire "Y" "25" *Same as above in 10K yellow gold filled*

12C6244A5860 **Retail $110.00**

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

*[illegible]

Prices do not include 10% Federal Excise Tax

Winthrop . 17 jewels. A truly executive watch in a glittering yellow top, stainless steel back, for dress-up elegance. Guaranteed accurate for rugged, everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. The classic styling of this fine man's watch makes it a suitable gift for any occasion. Beautifully gift boxed.

12C6245A2690 **Retail $47.50**

Chairman . . . **17 jewels. A regal-**looking watch you'll wear or give **proudly. Modern masculine case has a deluxe yellow top, with stain**less steel back to withstand years of rugged wear. Unbreakable mainspring. Expansion band inlaid with genuine leather for extra luxury, for dress-up elegance. Newly styled dial is a masterpiece of contemporary design. Beautifully gift boxed.

12C6246A3050 **Retail $55.00**

Edward "Z" . . . **17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Matching leather inlaid expansion band. Unbreakable mainspring. By day and by night, this unusual watch is in perfect taste, and can be worn with pride. Smartly gift boxed.**

12C6247A3285 **Retail $59.50**

Edward *With white dial*

12C6248A3285 **Retail $59.50**

MAGNIFICENT GIFTS

BENRUS

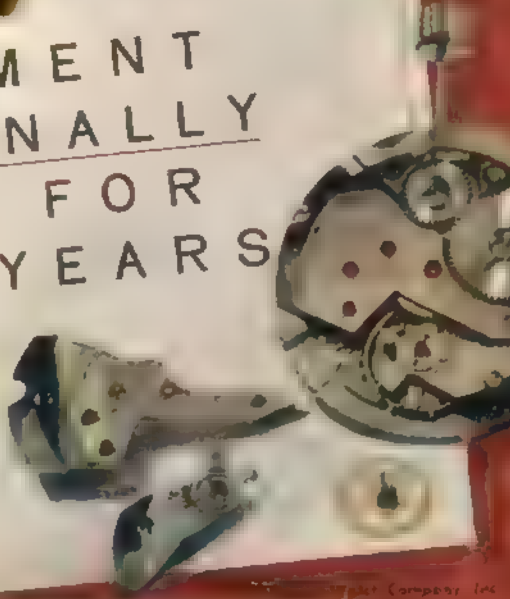
LUXURY

WATCHES

Classically beautiful 17 jewel Benrus watches of lasting dependability

The most extraordinary guarantee in the history of watchmaking

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS



Regardless of how you treat it, every BENRUS watch movement *must* run perfectly—or BENRUS will repair it or replace it free. That means you won't pay one cent for repairs for three whole years.

The fact is—a BENRUS watch can be counted on for *a lifetime* of faultless service . . . every BENRUS is just that fine a watch!

[illegible] Watch Company, Inc

For the first half of this year, Benrus brought to the homes of all America the great Jack Benny comedy hours and spectaculars like the fabulous Emmy TV Awards program. This Fall and at the Christmas season, Benrus will bring you many other outstanding programs. Already scheduled is another special Jack Benny Hour on Saturday, November 7th, on the CBS network, and a great two hour showing in full color of the Wizard of Oz starring Judy Garland, Bert Lahr and Ray Bolger on CBS, Sunday, December 13th

STAINLESS STEEL

Lord Allan . . . 17 jewels. Distinctive simple lines distinguish its modern yellow top, stainless steel back. Unbreakable mainspring. Matching expansion band. A handsome, masculine watch that combines contemporary styling with real watch value. Smartly gift boxed

12C6211A2300 **Retail $30.00**

Lord Bruce *Same as above with genuine leather strap*

12C6212A2000 **Retail $25.00**

Lady Harriet . . . 17 jewels. Strikingly new with a charming 10K yellow rolled gold plate top and a stainless steel back. Unbreakable mainspring. Beautiful, matching expansion bracelet of slim, sleek links to grace a lovely wrist. No finer gift for a woman who enjoys wearing fine fashion first. Gift boxed.

12C6213A2300 **Retail $30.00**

Lady Janice *Same as above with black nylon cord attachment*

12C6214A2000 **Retail $25.00**

Lady Harriet "W" . . . 17 jewels. Youthful, exquisite styling at its finest. Attractive 10K white rolled gold plate top, with stainless steel back. Unbreakable mainspring. Perfectly matched expansion bracelet. A gift of gleaming loveliness that will be appreciated for years to come. Beautifully gift boxed

12C6215A2300 **Retail $30.00**

Lady Janice "W" . *Same as above with black nylon cord attachment*

12C6216A2000 **Retail $25.00**

Water Master . . . 17 jewels. Guaranteed Waterproof*, luminous hands, stainless steel case. Unbreakable mainspring. Matching inland expansion band. A perfect gift, the rugged dependability of Water Master will meet the most exacting standards that can be set by an active sportsman. Gift boxed

12C6217A2300 **Retail $30.00**

Sea Serpent . *Same as above with genuine leather strap*

12C6218A2000 **Retail $25.00**

**Guaranteed Waterproof when case, crown and crystal remain intact and [illegible] guaranteed for three whole years.*

EVERY SINGLE BENRUS WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Sea Ace "Z" . . . 17 jewels Guaranteed waterproof* Yellow top, stainless steel back Luminous black dial, sweep second hand Shock-absorbing movement Leather inlaid expansion band. Unbreakable mainspring Guaranteed accurate, the Sea Ace "Z" represents a truly unusual value in a fine waterproof watch.
12C6220A3250 Retail $57.50
Sea Ace . . *In white dial*
12C6219A3250 Retail $57.50

BENRUS

WATERPROOF*

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

The Benrus Waterproof was "TOWED 'ROUND THE WORLD UNDERWATER—kept perfect time. Historic underwater tests prove that the Benrus Waterproof is the finest waterproof watch you can buy!"

SEAL OF
Guaranteed WATERPROOF
WATERPROOF* PROTECTION

This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch . . . on a Benrus . . . finest waterproof watch you . . .

21 Jewels
STAINLESS STEEL CASE
21 Jewels
STAINLESS STEEL CASE
EXTRA SLIM
21 Jewels
14K. Gold
HIDDEN CROWN

Ocean Baron . . . 17 jewel guaranteed waterproof* watch lives up to its name. Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, anti-magnetic, has unbreakable mainspring Luminous, full figure dial Sweep second hand Inlaid expansion band A perfect gift for men of every age Truly a winner in styling Truly a winner in value.
12C6221A2680 . . . . . Retail $47.50

Waterwheel "21" 21 jewels give peak precision Modern stainless steel case is guaranteed waterproof*. Anti-magnetic Luminous hands, sweep second hand Inlaid expansion band Shock absorbing Unbreakable mainspring Versatile styling that goes anywhere
12C6222A3275 . Retail $57.50
Waterwheel "Z" "21" . . . *Same as above in black dial*
12C6223A3275 Retail $57.50

Ocean Cruiser . 17 jewels, guaranteed waterproof*, with magnificent ultra flat yellow top case Shock-absorbing movement Unbreakable mainspring Sweep second hand Stainless steel back. Luminous hands. Leather inlaid expansion band Smartly gift packaged.
12C6224A3440 . . . . . Retail $62.50
Ocean Cruiser "Z" . . . *Same as above with striking black dial.*
12C6225A3440 . . . . . Retail $62.50

Golden Ensign "21" . 21 jewels, guaranteed waterproof* Luminous hands, sweep second hand 14K gold case with hidden crown feature Shock absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp Smartly gift packaged.
12C6226A7825 . . . . Retail $145.00
Golden Ensign "Y" "21" . . . *As above in 10K yellow gold filled case*
12C6227A4790 . . . . . Retail $87 50

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

[illegible]

© 55, Benrus Watch Company, Inc

Prices do not include 10% Federal Excise Tax.

MEMORABLE GIFTS

LUXURY WATCHES BY BENRUS

Lovely 17-jewel watches of gleaming perfection. Perfect to give . . . perfect to receive.

IDEAL FOR ALL OCCASIONS

Edie . . . 17 jewels Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full-figure dial. Matching expansion band Unbreakable mainspring Gift box.
12C6228A2690 Ret. $47 50
Edie "W" . . . *Same as above in white*
12C6229A2690 Ret. $47.50

Kim . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back Expansion bracelet blends to perfection with exquisite case Unbreakable mainspring. Gift packaged for presentation
12C6230A3195 Ret. $57.50
Kim "W" . . . *In white.*
12C6231A3195 Ret. $57.50

Sportmate "S" . . . 17 jewel ideal watch for every occasion. Glittering yellow top case, stainless steel back. Sweep second hand! Full figure dial Black suede strap Unbreakable mainspring Gift boxed
12C6232A3195 Ret $57 50
Sportmate . . *With matching expansion bracelet*
12C6233A3480 Ret $65.00

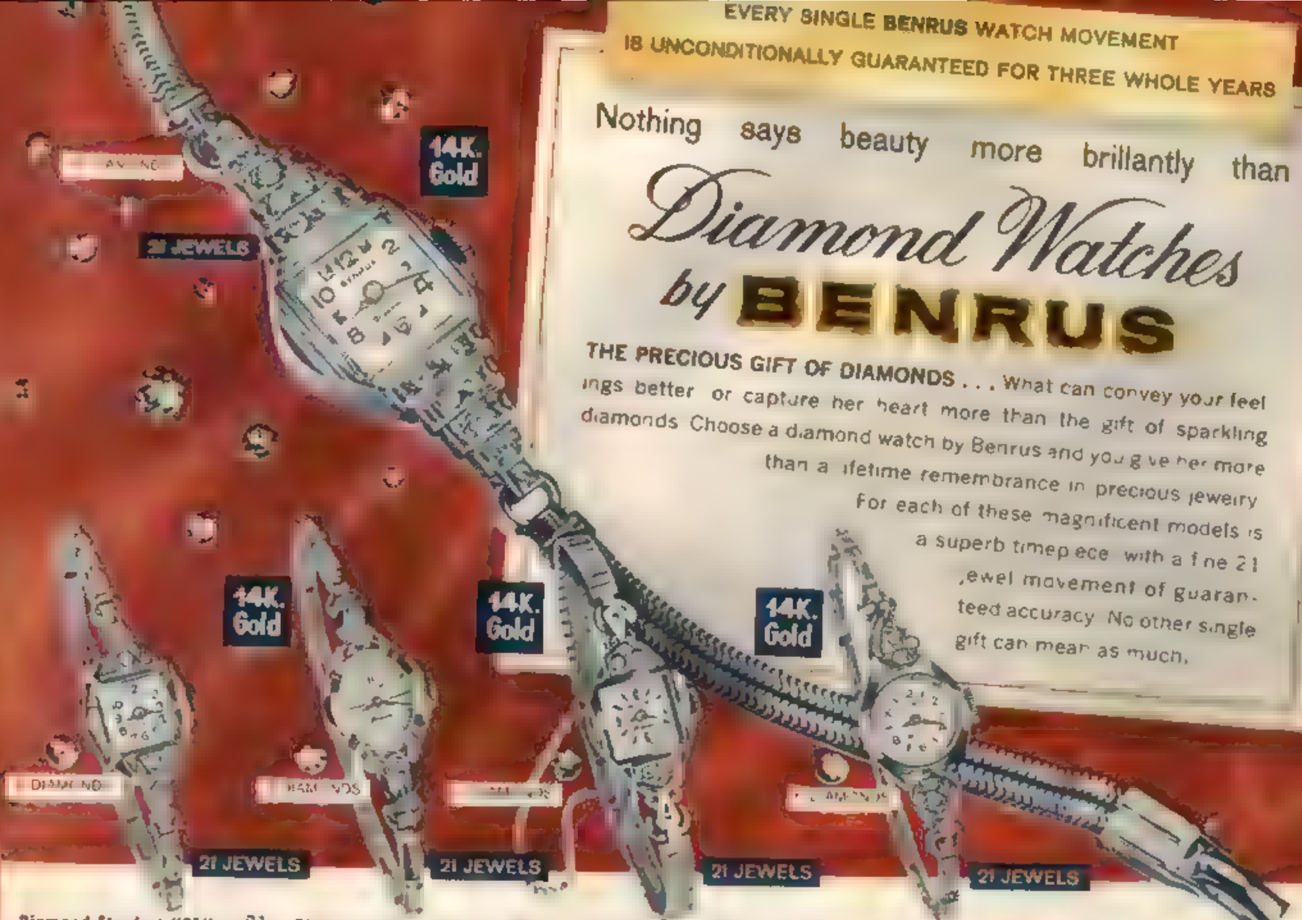
Jane . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring. Beautifully packaged for gift giving
12C6234A3415 Ret. $62 50
Jane "W" . . . *In white.*
12C6235A3415 Ret. $62 50

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Nothing says beauty more brillantly than

Diamond Watches by BENRUS

THE PRECIOUS GIFT OF DIAMONDS . . . What can convey your feelings better or capture her heart more than the gift of sparkling diamonds. Choose a diamond watch by Benrus and you give her more than a lifetime remembrance in precious jewelry. For each of these magnificent models is a superb timepiece with a fine 21 jewel movement of guaranteed accuracy. No other single gift can mean as much.



Diamond Stardust "21" . 21 jewels, the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top, stainless steel back. Full figure dial. Expansion band. Unbreakable mainspring. A lovely gift for all time.
12C6251A4345 Retail $75.00
Diamond Stardust "Y" "21"... *As above in yellow.*
12C6252A4345 Retail $75.00

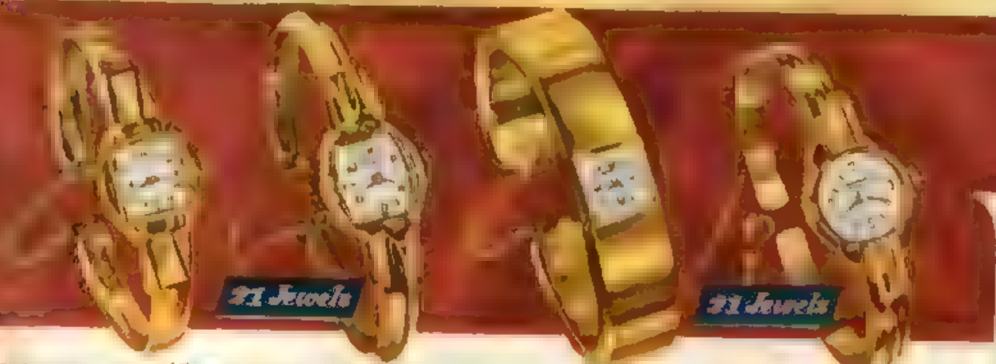
Diamond Valerie "21" . 21 jewel movement plus the breathtaking brilliance of two genuine diamonds. Stunning 14K white gold case. Unbreakable mainspring. Expansion bracelet of tastefully simple design.
12C6253A5245 Retail $92.50
Diamond Valerie "G" "21" . . . *In 14K yellow gold*
12C6254A5245 Retail $92.50

Diamond Regal "21" 21 jewels, 4 genuine diamonds set in a splendid 14K white gold case. Unbreakable mainspring. Beautiful, unique flexible mesh bracelet with safety clasp sets off the charm of this model.
12C6255A6190 Ret $110.00
Diamond Regal "G" "21". . . *In 14K yellow gold*
12C6256A6190 Ret. $110.00

Diamond Dawn "21" . 21 jewels. 6 genuine diamonds dance with fire in a quality case of 14K white gold. Faceted crystal, unbreakable mainspring. Matching expansion band enhances this twinkling beauty.
12C6257A6600 Ret. $115.00
Diamond Dawn "G" "21". . *As above in yellow.*
12C6258A6600 Ret $115.00

Diamond Glamour "21". 21 jewels, 10 genuine diamonds in a 14K white gold case. Glamorous matching double snake chain bracelet with safety chain clasp. Unbreakable mainspring.
12C6249A8555 Ret $160.00
Diamond Glamour "W" "21" *In 10K white rolled gold plate top, stainless steel back*
12C6250A6190 Ret $110.00

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS



Embraceable Kit 17 jewels. Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain. Guaranteed accurate. A really charming gift to grace any woman's beauty.
12C6259A3190 Ret $57.50
Embraceable Kit "W". *As above in white*
12C6260A3190 Ret $57.50

Embraceable Marsha "21" . 21 jewel movement heightens the value of this entrancing bracelet watch combination. Modern dome crystal, 10K yellow rolled gold plate top, stainless steel back. Safety chain. Unbreakable mainspring. A rounded feminine style that makes the most of a lovely wrist.
12C6261A3885 Ret. $69.50
Embraceable Marsha "W" "21" . . . *In white.*
12C6262A3885 Ret. $69.50

Embraceable Vickie . 17 jewels. Circles the wrist with glamour in the most fitting way. A stunning bracelet and watch in one! Stylish 10K yellow gold filled case. Unbreakable mainspring to guarantee years of accuracy. Sleek grace gives this modern watch equal appeal for a woman of 15 or of 50.
12C6263A4413 Ret. $82.50
Embraceable Vickie "B". . . *Same as above in white.*
12C6264A4413 Ret. $82.50

Embraceable Jean "21" . . 21 jewels. A glamorous and exciting bracelet-watch combination. Magnificent all yellow case contains the world famous Benrus precision movement. Unbreakable mainspring. Complete with safety chain. This luxurious watch is beautifully packaged for gift giving.
12C6265A4700 Ret $87.50
Embraceable Jean "B" "21" *...Same as above in white*
12C6266A4700 Ret $87.50

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SMARTEST WAY TO A WOMAN'S HEART

BENRUS Embraceable®

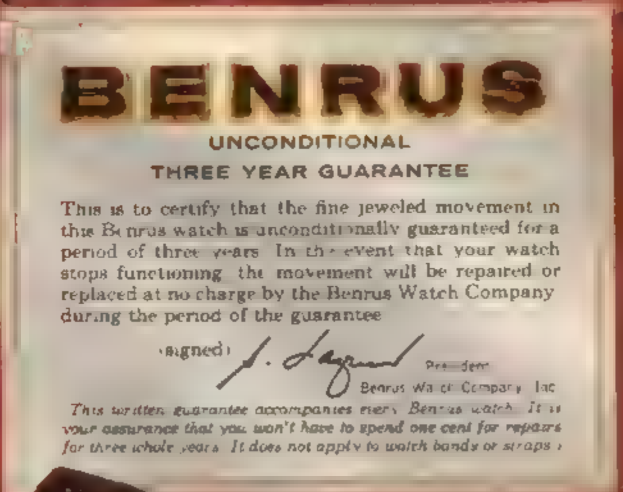
- Opens to fit the wrist, closes to circle the wrist with beauty!
- Accurate watch and stunning bracelet combined

Citation Corsair "Z" . . . 17-jewel movement. Sculptured detailing adds elegance to this new extra slim all yellow case. Striking black dial, anti-magnetic, unbreakable mainspring. Modern tapered expansion bracelet is leather inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate. Fine watch styling and fine watch performance that you can depend upon in watches that bear the Benrus citation ribbon. Special presentation case for gift giving.

12C6267A4190 **Retail $75 00**

Citation Corsair . *Same as above with white dial.*

12C6268A4190 **Retail $75 00**



BENRUS

UNCONDITIONAL
THREE YEAR GUARANTEE

This is to certify that the fine jeweled movement in this Benrus watch is unconditionally guaranteed for a period of three years. In the event that your watch stops functioning the movement will be repaired or replaced at no charge by the Benrus Watch Company during the period of the guarantee.

(signed) J. Lazarus President
Benrus Watch Company, Inc.

This written guarantee accompanies every Benrus watch. It is your assurance that you won't have to spend one cent for repairs for three whole years. It does not apply to watch bands or straps.

14K. Gold
EXTRA SLIM
21 Jewels

Citation Corbett . . 17-jewel ultra-precise movement in magnificent ultra flat all yellow case. Anti-magnetic, unbreakable mainspring. Mesh inlaid expansion band. The ultimate in simplicity and good taste. Presentation box.

12C6269A4190 **Retail $75.00**

Citation Corbett "Z" . *Same as above with black dial*

12C6270A4190 . **Retail $75.00**

Citation Clay . 17 jewels. A magnificently styled timepiece in an extra slim all yellow case. Beautiful sculptured modern dial. Unbreakable mainspring. A truly distinctive watch that you can give with supreme confidence, because of world recognized quality. New, flexible inlaid expansion band.

12C6271A4190 . . **Retail $75 00**

Citation Comet "21" . . . 21 jewels. Perfection in an ultra slim luxury case of precious 14K yellow gold. Unbreakable mainspring, genuine leather strap. Simplicity of design that represents the ultimate in fine craftsmanship. A perfect gift.

12C6272A5700 . **Retail $110.00**

Citation Comet "Y" "21". *As above in 10K yellow rolled gold plate*

12C6273A3890 **Retail $69.50**

The Most Beautiful Watch In The World!

BENRUS
Citation

Citation . . . the ultimate in a fine watch, the ultimate in a fine gift. Elegant hand polished cases of precious metal, custom crafted dials of harmonious beauty. Citation means unsurpassed Benrus quality in a collection of superb models for men and women. Choose Citation for the most memorable gift of all.

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

14K. Gold
21 Jewels

14K. Gold
21 Jewels

GUARANTEED 3
GUARANTEED
3 YEARS
BENRUS
Citation
14K. Gold
21 Jewels

Every BENRUS watch in the beautiful GIFT JEWEL CASE

Citation Coral "21" . . . 21 jewels. Slim and petite—it slips through the daintiest ring. The classic beauty of its all yellow case matching expansion bracelet gives it a truly luxurious appearance. Unbreakable mainspring. An elegant watch that goes everywhere with assurance.

12C6274A3635 Ret. $65.00

Citation Coral "W" "21" . . *Same as above in white*

12C6275A3635 Ret. $65 00

Citation Golden Cathy "21" 21 jewels, luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet. Traditional styling that adapts with ease to every phase of living. Truly a gift to win her heart.

12C6276A4170 Ret. $75 00

Cit. Gold Cathy "A" "21" *In 14K white gold case*

12C6277A4170 Ret. $75.00

Citation Golden Carmen "21" 21 jewels, exquisite 14K yellow gold case. Guaranteed accurate movement has unbreakable mainspring. Matching expansion bracelet completes the picture of a feminine watch any fashion conscious woman would be glad to receive as a gift.

12C6278A4560 Ret. $82.50

Cit Gold Carmen "A" "21" *In 14K white gold case.*

12C6279A4560 Ret. $82.50

Citation Golden Camille "21" . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring. Gleaming perfection in a watch that will convey your good wishes on a special occasion. Smart gift box. Guaranteed accurate.

12C6280A5175 **Retail $95 00**

Citation Golden Camille "A" "21" . . *As above in 14K white gold*

12C6281A5175 **Retail $95 00**

BELFORTE

Subsidiary of the BENRUS Watch Company

The heart [illegible] jewelled [illegible] assurance of [illegible] dependable, [illegible]

Ultra deluxe in every respect, the Belforte is a beautiful jewelled lever watch with an unbreakable mainspring to assure accuracy and long service. Precision workmanship, electronic timing and testing guarantee the value and dependability of Belforte Gift packaged for presentation

Marianne...Excitingly styled yellow-top case, stainless steel back. Jewelled lever escapement, unbreakable mainspring. Heart motif design appears on bracelet also. 7 jewels. Gift boxed.

10A-955 V1495 $31.95

Marianne "W". . *In white.*

10A-956 V1495......$31.95

Water Princess "A" . . . Guaranteed waterproof*, dustproof case. Brilliant chrome top, stainless steel back Accurate jewelled lever movement Luminous dial, sweep second hand, unbreakable mainspring Matching expansion bracelet Shock absorbing movement 7 jewels

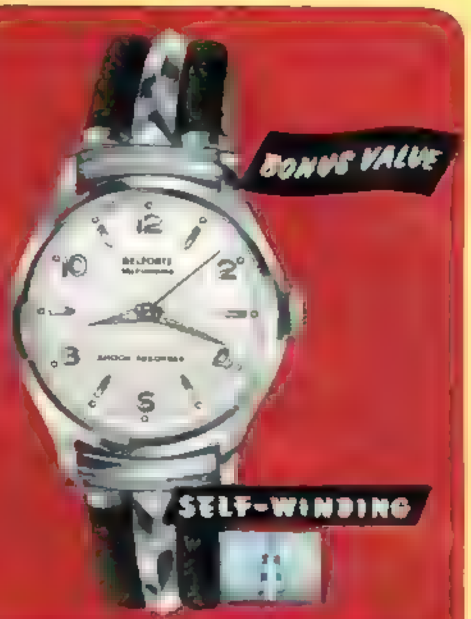
10A-693 V1488 .....$29.95

Princess Petite . . . So feminine yet sturdy, in a glistening yellow top case with stainless steel back Full figure dial. Unbreakable mainspring. Matching expansion bracelet. 7 jewels. Gift box.

10A-957 V1435 . $29.95

Princess Petite "W". . . *Same as above in white.*

10A-958 V1435......$29.95



Sky Mariner . . . Superbly accurate self-winding watch has shock-absorbing jewelled lever movement. Guaranteed waterproof* case is dustproof, has chrome top, stainless steel back Luminous dial, sweep second hand. Unbreakable mainspring. Genuine inlaid expansion band 7 jewels. Beautifully gift packaged for presentation

10A-689 V1698.................... $39 95

Prices do not include Federal Excise Tax.
**When case, crystal and crown remain intact.*

© 1959 Belforte Watch Company, Inc.

Hawthorne . . . Handsome yellow top with durable stainless steel back. Unbreakable mainspring Matching expansion band 7 jewels. Gift-boxed.

10A-959 V1195.. . .. $24.95

Creighton . . . *Like Dad's above, but with "Junior" band for boys.*

10A-960 V1195... . . . .$24.95

Water Prince . . . Guaranteed waterproof*, dustproof. Luminous glow-in-dark dial, sweep second hand, jewelled lever, shock absorbing movement. Chrome top, stainless steel back. Unbreakable mainspring Expansion band. 7 jewels.

10A-690 V1297 . $27.50

Water Prince "Z" . . . *Black dial.*

10A-961 V1297 $27.50

Sir George "A" "Z" . . . Executive model watch has striking black dial Stylized yellow top, stainless steel back. Unbreakable mainspring Inlaid expansion band. 7 jewels Guaranteed accurate' Gift packaged.

10A-691 V1249 $27 50

Sir George "A" . . . *As above, white dial*

10A-692 V1249 . ..$27.50

CAMPUS-TIMERS

Sea Cliff...Boy's waterproof* watch has "junior" expansion band, luminous full-figure dial, sweep second hand. Chrome top, stainless steel back. Dustproof Unbreakable mainspring Shock absorbing movement, 7 jewels.

10A-695 V1249. .. $24.95

Miss Debutante . . Exquisite girl's watch has rich, yellow-top, stainless steel back, "junior" expansion bracelet Unbreakable mainspring 7 jewels Guaranteed accurate'

10A-696 V1347 . . $27.95

Miss Debutante "W" . . . *White top.*

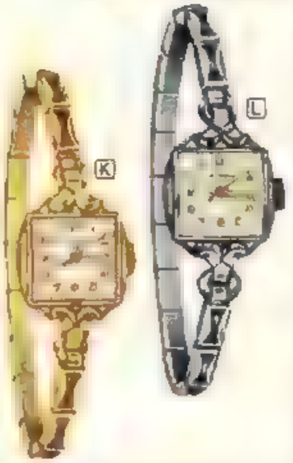
10A-697 V1347...........$27.95

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

For Women at Work

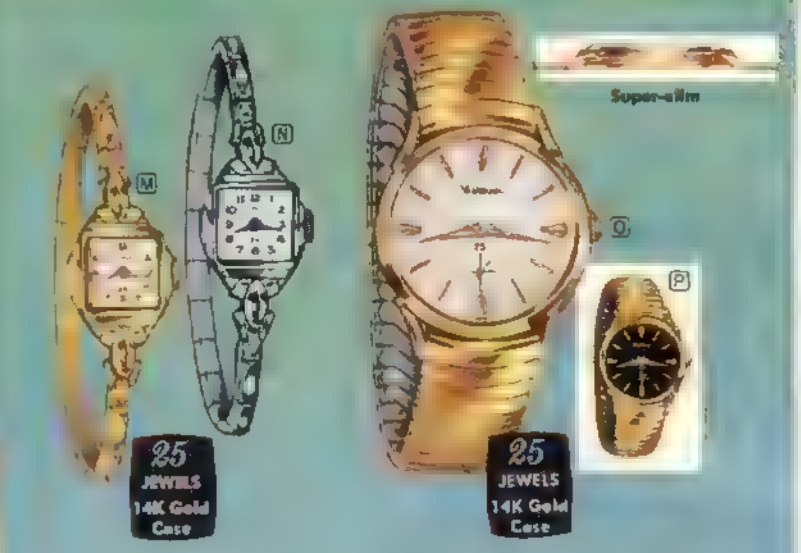


K Lady Elizabeth: For nurses career women homemakers. Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected**

10A-1063 V2685
Retail $71.50

Lady Therese: As above. White rolled gold plate case, gold filled bracelet.

10A-1064 V2685
Retail $71.50



M Madeline: 25 Jewels. Breath-taking magnificence of an artfully carved case of solid 14K yellow gold. Matching gold filled "Queen" expansion bracelet. Very legible all-Arabic numeral dial with raised crystal. Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability.

10A-1059 V3625 Retail $100.00

N Julie: As above. 14K white gold case, matching gold-filled bracelet.

10A-1060 V3625 . Retail $100.00

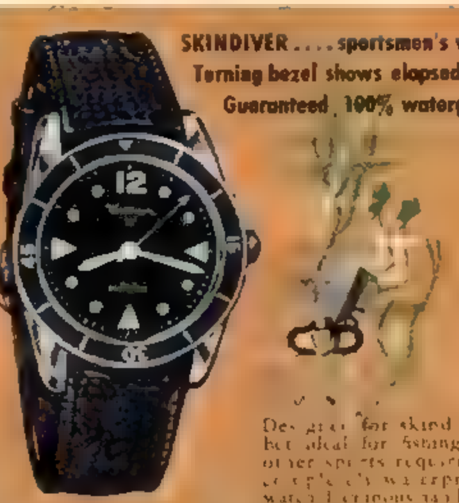
O Boone: 25 Jewels. Man's presentation watch with a super-slim case of solid 14k yellow gold. Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick-figure dial. Matching gold-filled expansion bracelet. Movement has **unbreakable mainspring and famous Incabloc shock-protection.**

10A-1061 V4950 . Retail $135.00

P Bowie: Same as above, but with black dial and gilt raised stick-figures.

10A-1062 V4950 . Retail $135.00

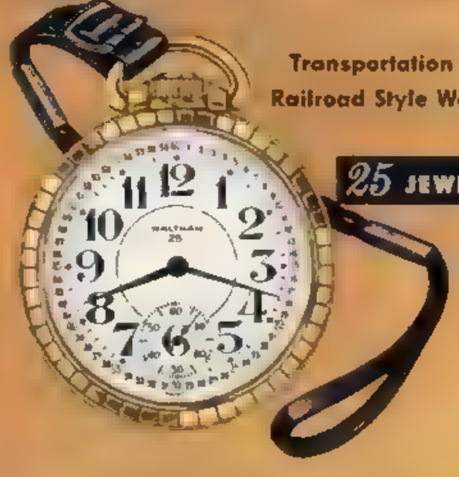
SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed 100% waterproof.*



Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc. Unbreakable mainspring.**

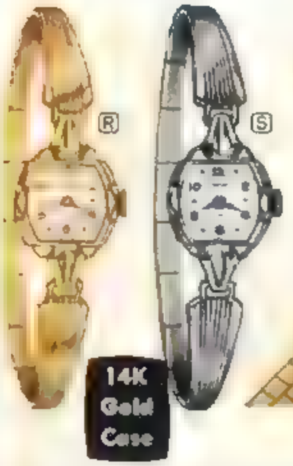
10A-1065 V2995 Retail $85.00

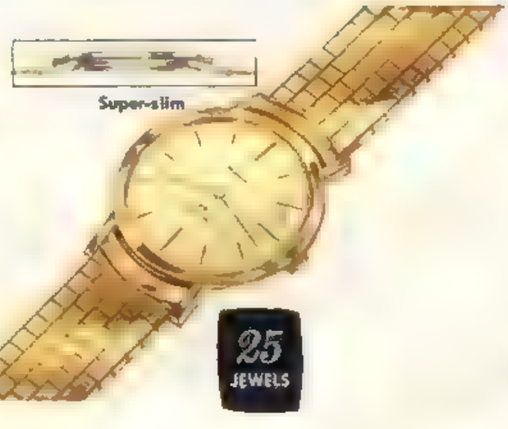
Transportation and Railroad Style Watch



For drivers, farmers, mechanics, sportsmen. 25 Jewels. [illegible] case of 10K yellow rolled gold plate. Legible black enamel [illegible] completely numbered from outer track. 25 Jewel movement with **unbreakable mainspring Incabloc shock-protection.** Leather fob included, no extra cost.

10A-1069 V2995 Retail $85.00





R Jasmine: Solid 14K yellow gold case is thrillingly sculptured in a subtle design. Matching gold-filled combination bracelet looks like a solid bangle, yet has comfort of a true expansion bracelet. Easy to read stick-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**

10A-1066 V3195 Retail $85.00

S Daffodil: As above. Solid 14K white gold case with gold-filled bracelet.

10A-1067 V3195 Retail $85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man. Simple and smart as it gracefully hugs his wrist. Case is [illegible] of yellow gold and has a non-corrosive back. Matching gold filled combination expansion bracelet looks like expensive solid gold band. Elegant champagne colored dial with modern stick figures. Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.

10A-1068 V3340 Retail $95.00

Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

A Gigi: 21 Jewels. A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring

10A-1002 V2890
Retail $87.50

B Concerto: 21 Jewels. 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

10A-1003 V2890
Retail $87.50

ADVERTISED IN
LIFE

Waltham Premier

Lifetime Guarantee

on movement parts against breakage

25 JEWELS
25 JEWELS 14K GOLD
25 JEWELS 14K GOLD
C
D
E
F
G

C Serenade: 25 Jewels. Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet. Incabloc protected. Non-break mainspring.

10A-1004 V3360 Ret. $100.00

D Sonata: 25 Jewels. Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring

10A-1005 V4030 Ret. $125.00

E Etude: 25 Jewels. Bewitching case of solid 14K white gold. Matching gold-filled expansion bracelet. Skip figure dial. Incabloc, Non-break mainspring

10A-1006 V4030 Ret. $125.00

F Jubilee: 25 Jewels. 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet. Incabloc, unbreakable mainspring

10A-1007 V4535 Ret $135.00

G Jubilee Y: 25 Jewels. Solid 14k yellow gold case, petite but sturdy. Gold-filled expansion bracelet. Incabloc shock-protected. Non-break mainspring.

10A-1008 V4380 Ret. $130.00

25 Jewel Diamond Watches

H Balmoral: 25 Jewels. 2 genuine radiant diamonds in a sculptured case of white rolled gold plate. Stainless steel back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.

10A-1011 V3780 . . . Retail $115.00

J Windsor: 25 Jewels. 4 blazing diamonds in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet. Modern skip-figure dial. Incabloc protected. Unbreakable mainspring

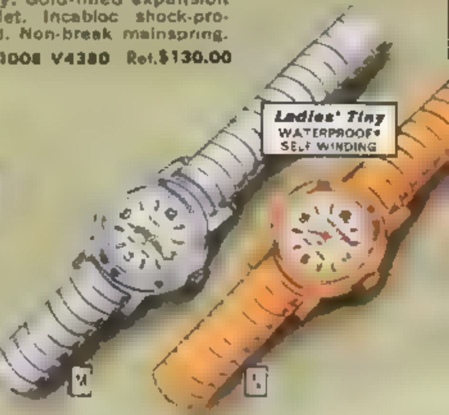
10A-1012 V5585 . . . . Retail $165.00

K Buckingham: 25 Jewels. 8 fiery diamonds in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold filled safety chain attached. Incabloc protected. Unbreakable mainspring.

10A-1013 V6925 . . . . . Retail $210.00

L Crown: 25 Jewels. 22 blazing diamonds in a luxurious case of solid 14K white gold. The peak of gracious beauty. Black silk cord bracelet with gold filled safety chain. Incabloc. Unbreakable mainspring

10A-1014 V10850 . . Retail $325.00



M Giselle: Self-winding waterproof* watch for ladies. Ideal for nurses, career women, sportswomen, homemakers. Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable mainspring, many other quality features.

10A-1009 V4275 Retail $130.00

N Jeannine: Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet.

10A-1010 V4600 Retail $140.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

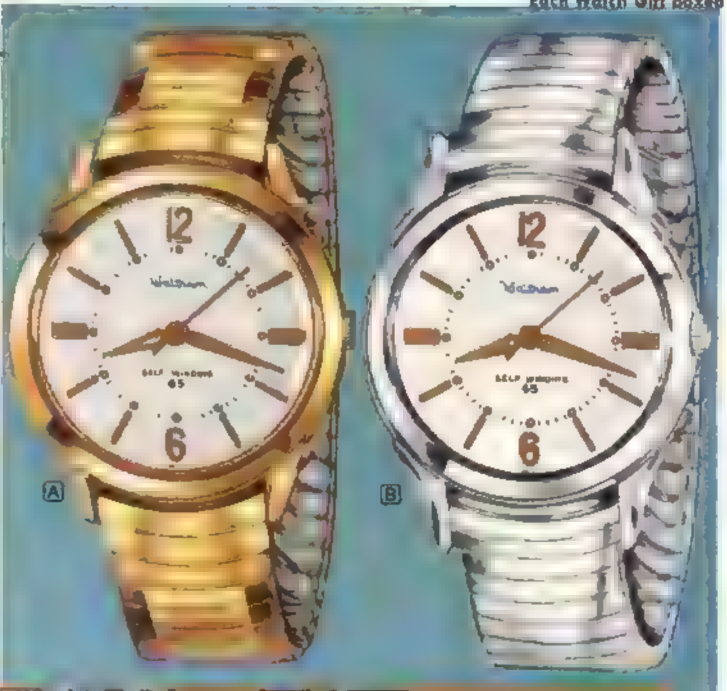
Each Watch Gift Boxed

INCABLOC *Shock Protected*

More Accurate *More Efficient*

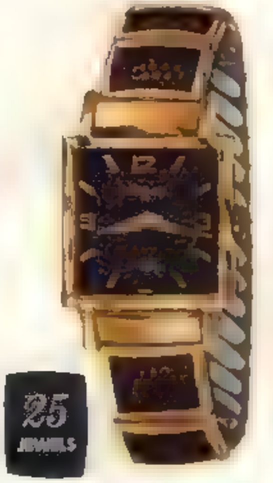
65 Functional JEWELS

Waterproof* Self-Winding

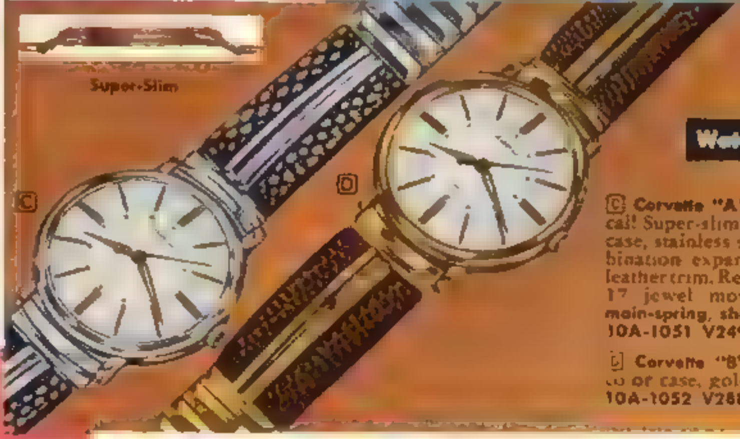


A **Presentation Rototron 65** New, different finest self winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold filled case with stainless back. Has matching expansion bracelet. Luminous dial sweep second hand, **unbreakable mainspring. Shock-protected movement.**
10A-1048 V5995 Ret $175.00

B **Ship'N Shore Rototron 65:** as above. All steel case, band.
10A-1049 V5310 Ret $150.00



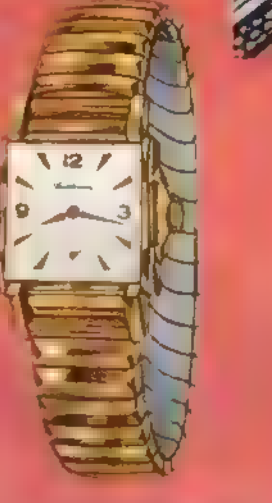
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold filled expansion band with leather insets. **Unbreakable mainspring shock-protected** Waltham movement
10A-1050 V2830 Retail $79.50



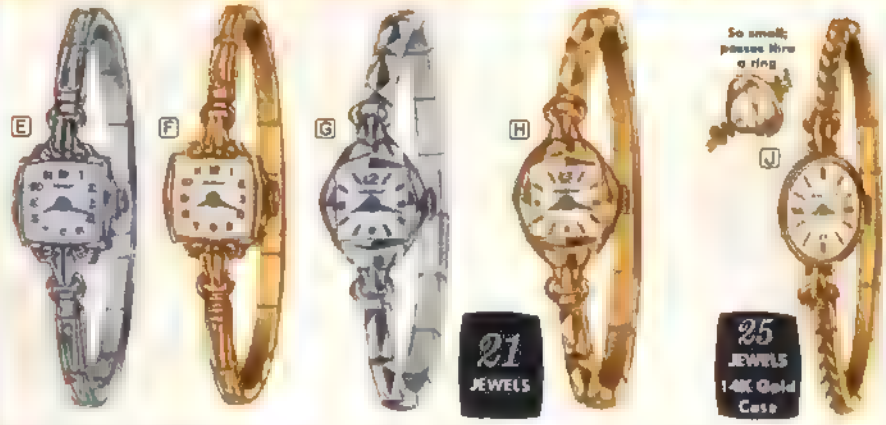
Waterproof*

C **Corvette "A":** Dressy and practical! Super-slim waterproof* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand 17 jewel movement. **Unbreakable main-spring, shock-protected.**
10A-1051 V2495 Retail $65.00

D **Corvette "B":** As above. Yellow color case, gold-filled bracelet
10A-1052 V2885 Retail $75.00



Moultrie Dignified presentation watch 10K yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet [illegible] Jewels **unbreakable mainspring shock-protected with Incabloc**
10A-1053 V2395 Retail $65.00



E **Adams:** Easy to read dress watch. White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels. **Non-break mainspring. Incabloc**
10A-1054 V2395 Retail $65.00

F **Washington** As above. Yellow RGP case, G.F. bracelet.
10A-1055 V2395 Retail $65.00

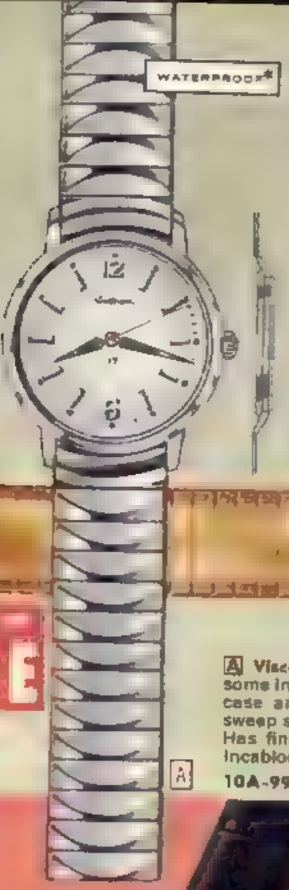
G **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back. Matching gold-filled expansion bracelet. **Unbreakable mainspring Incabloc protected.**
10A-1056 V2675 Retail $72.50

H **Katherine** As above. Yellow RGP case. Gold-filled bracelet.
10A-1057 V2675 Retail $72.50

J **Marigold. 25 Jewels; 14K yellow gold case** so dainty it will fit through a ring. Matching gold filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock-protected **with Incabloc, has unbreakable mainspring.**
10A-1058 V4185 Ret $115.00

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.



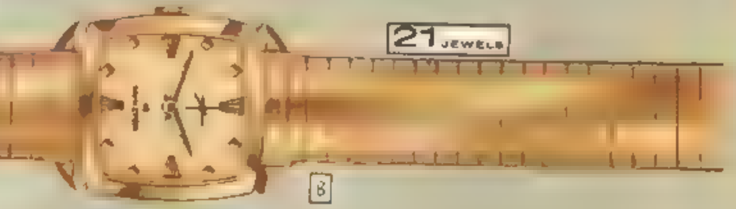
Waltham Premier

unconditional Lifetime Guarantee
on movement parts against breakage

Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

Ultra-Thin

Retail Prices Include Federal Excise Tax; dealer's prices do not.

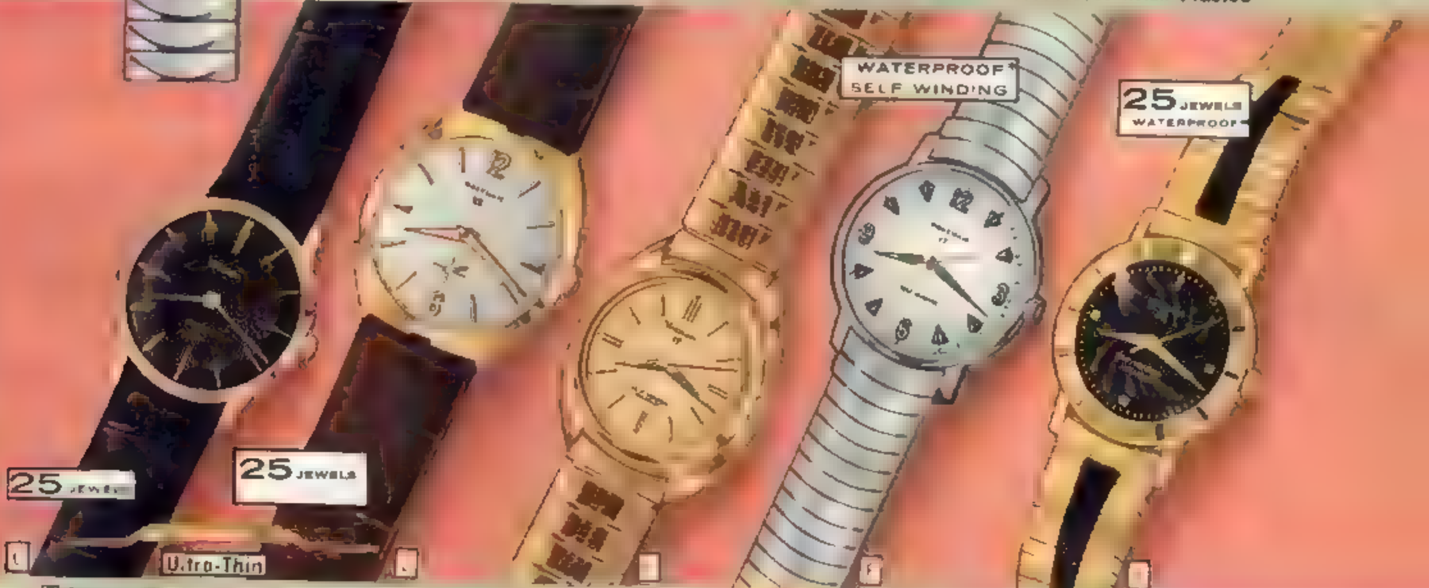


A Viscount: Waterproof* thin-as-a-coin watch, handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock-protected with Incabloc and with unbreakable mainspring.

10A-992 V3060 ....Retail $95.00

B Diplomat: 21 jewels. Truly an elegant watch for the man of sophistication. Thin-as-a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.

10A-993 V4065 .... Retail $125.00



C Continental: 25 Jewels. Debonair, dashing, thin-as-a-coin and a wonderful time-keeper. 10K yellow gold filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock-protected with Incabloc. Unbreakable mainspring

10A-994 V4010. ....Retail $125.00

D Imperial: 25 Jewels. Solid 14K yellow gold case. Thin as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity Movement is shock protected with Incabloc. Unbreakable mainspring.

10A-995 V5725 .... Retail $175.00

E Hanover: Self-winding waterproof* watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold-filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock-protected by Incabloc, has unbreakable mainspring

10A-996 V4090 .... Retail $125.00

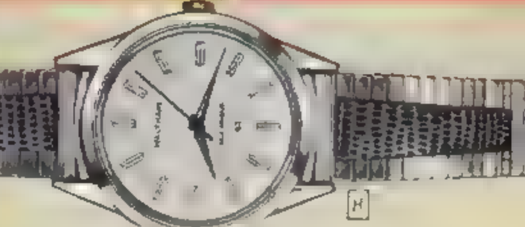
F Sea Clipper Self-winding waterproof* watch suitable for military or naval use! All-stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip-figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring.

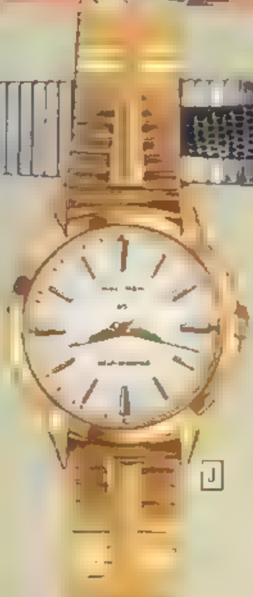
10A-997 V4620 .... Retail $135.00

G Face-Setter: 25 Jewels. Waterproof* dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold-filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.

10A-998 V5055 ... . Retail $150.00

*Guaranteed waterproof as long as case, crown and crystal are intact.





65 Jewel self-winding

H Rototron VII: 65 Jewel self-winding waterproof* watch. New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into time-keeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.

10A-999 V5830 ....Retail $175.00

J Rototron V: 65 Jewel self-winding waterproof* dress watch. Solid 14K yellow gold case. Gold-filled combination expansion bracelet.

10A-1000 V9260 ....Retail $275.00

As above. Waterproof* 10K yellow gold filled case, combination expansion bracelet

10A-1001 V6320 ... . . Retail $195.00

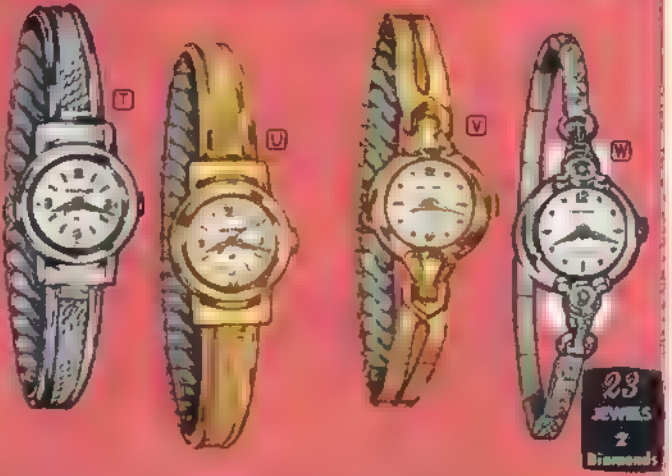
WALTHAM *Unconditional Lifetime Guarantee*

Watches illustrated are ⅔ actual size.

on all movement parts against breakage

Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



T **Salome: Lady's self-winding waterproof* watch for sports women, home-makers.** Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protection.**
10A-1070 V3895 Retail $100.00

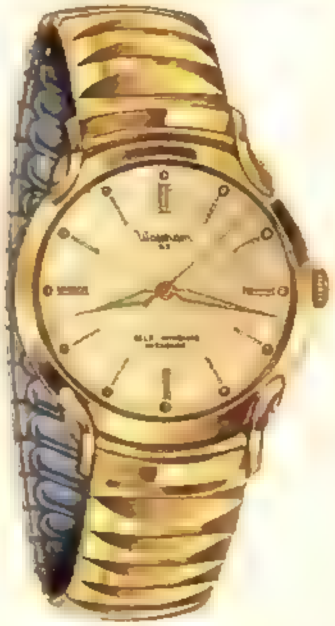
U **Pavlova:** As above. Yellow color case, gold-filled bracelet.
10A-1071 V4075 Retail $110.00

V **Magnolia: Lady's waterproof* self-winding dress watch.** Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protection.**
10A-1072 V3995 Retail $100.00

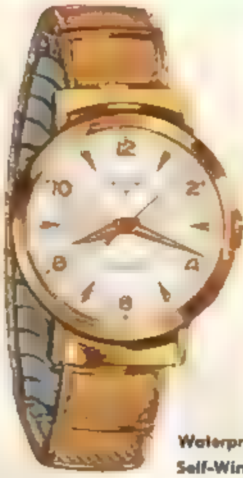
W **Sylvia: 23 Jewel self-winding waterproof* watch with 2 diamonds.** White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. **Unbreakable mainspring, Incabloc**
10A-1073 V4950 Retail $135.00

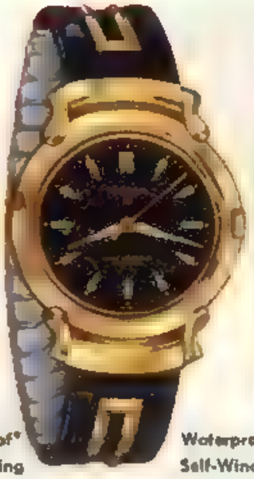
53
Functional JEWELS

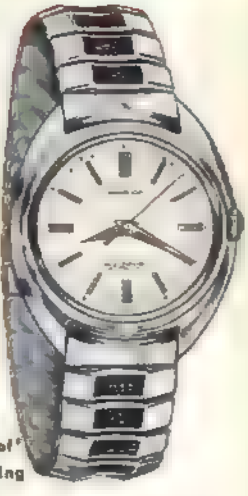
Self Winding Waterproof*



Rototron 53: More efficient, more accurate self winding waterproof* watch. Has built in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, [illegible] hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
10A-1074 V4865 Retail $135.00





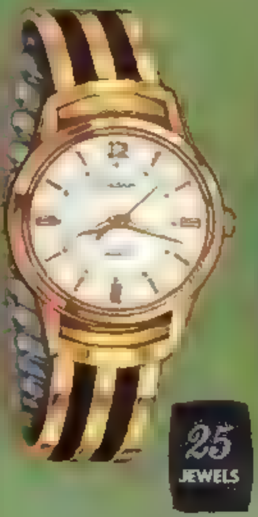


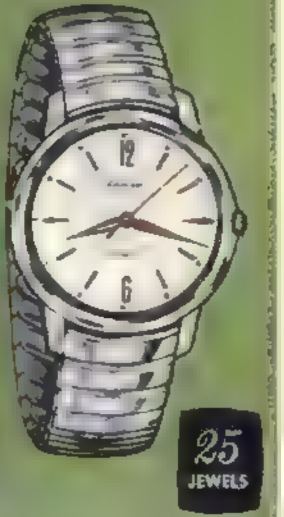
Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring**
10A-1075 V3695 $95.00

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non corrosive back. Gold filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected**
10A-1076 V3795 $95.00

Sumter Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection**
10A-1077 V3485 $90.00

*Self-Winding Waterproof**





Northampton 25 Jewels. Self-winding waterproof* Yellow gold-filled case, non-corrosive back. Matching [illegible] expansion bracelet with leather trim. Sweep second hand. [illegible] hands, hour dots. **Unbreakable mainspring. Incabloc shock protection.**
10A-1078 V4575 $120.00

Southland 25 Jewels. Self-winding waterproof* Ultra-thin style chrome case, stainless steel back and matching all steel expansion bracelet. Luminous hands, hour dots, red sweep second hand. **With Incabloc shock protection, unbreakable mainspring**
10A-1079 V3725 $92.50

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

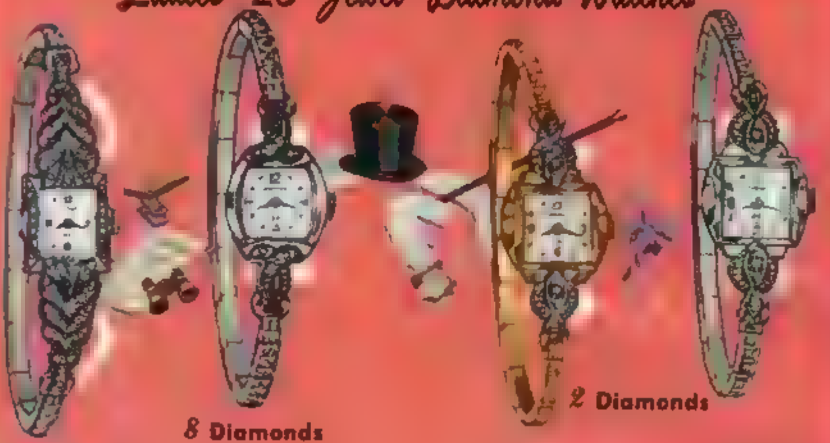
Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet. **Unbreakable mainspring. With Incabloc.**
10A-1084 V11500 $300.00

25 JEWELS

22 Diamonds
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



50 Diamonds

8 Diamonds

2 Diamonds

Heritage Royal 25 Jewels, 50 diamonds, 14K white gold case. Gold filled expansion bracelet. **Incabloc. Non-break mainspring.**
10A-1080 V17265 $450.00

Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold filled expansion bracelet. **Incabloc shock-protection and unbreakable mainspring.**
10A-1081 V5925 $150.00

Patrician Y 25 Jewels. 2 diamonds in yellow RGP case, stainless back. Gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.**
10A-1082 V3325 Retail $85.00

Patrician W As above. White RGP case, gold filled bracelet.
10A-1083 V3325 Retail $85.00

Watches illustrated are ⅔ actual size.

Super Value!

Waterproof*

Sea Escort: Waterproof* counts your casual style watch ... the most practical you can buy for a man! Has a shining chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement.
10A-1085 V1990 Retail $49.50

Junior Achievement Series

Waterproof*

Debutante Sue Budget priced fashion favorite. Miss Teen Dainty yellow rolled gold plate case, steel back. Matching gold filled expansion bracelet. 17 Jewel movement with **Incabloc protection and unbreakable mainspring.**
10A-1086 V2095 Retail $39.95

Debutante Anne Same as above. White rolled gold plate case, gold filled bracelet.
10A-1087 V2095 Retail $39.95

Space Major Super value for boys and young men! Debonair black dial, accurate, dependable 17 jewel movement. Smart case in color of gleaming yellow gold has non-corrosive stainless steel back. Matching 10K yellow gold filled expansion bracelet. Movement has **unbreakable mainspring shock-protected with Incabloc.**
10A-1088 V1995 Retail $39.95

Four Colorful Costume-Matching Straps Included FREE

Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.**
10A-1089 V2125 Ret. $39.95

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

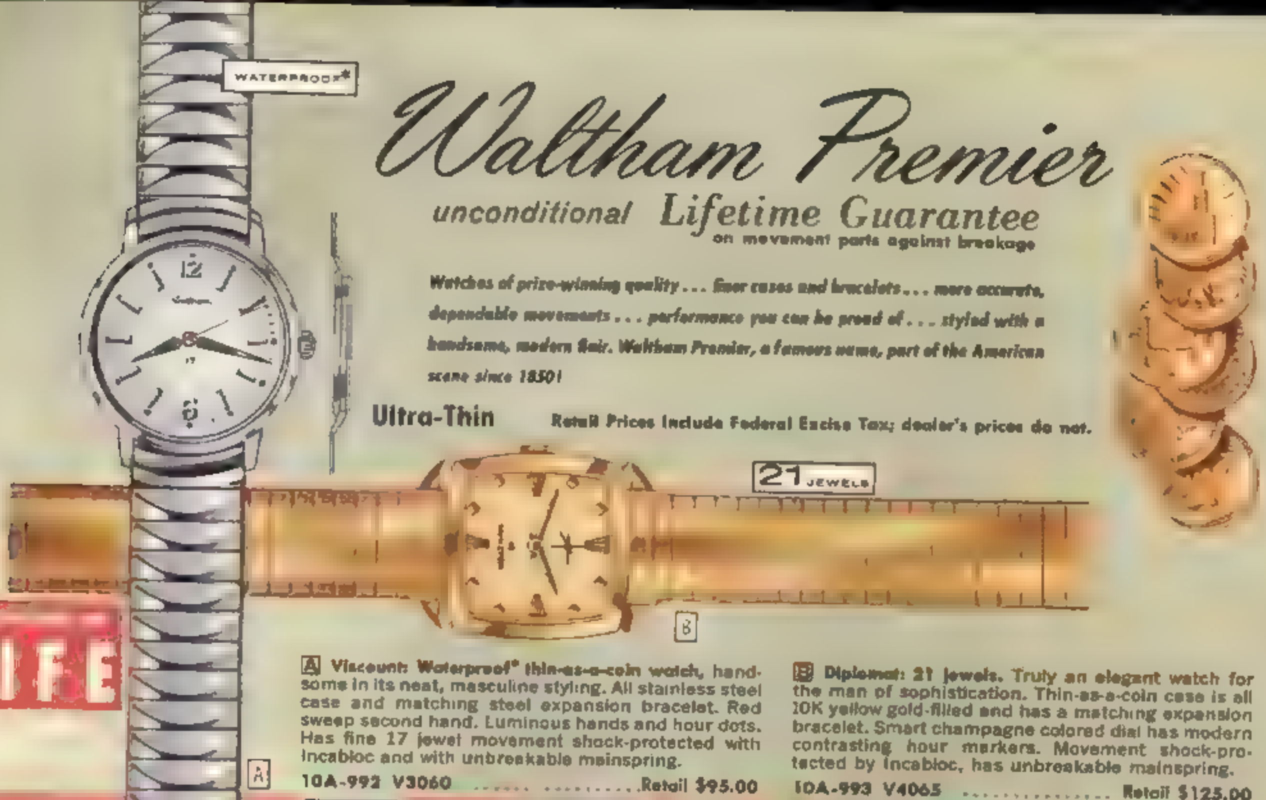
Retail prices include Federal Excise Tax; dealer's cost do not.

Waltham Premier

unconditional Lifetime Guarantee
on movement parts against breakage

Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

Retail Prices Include Federal Excise Tax; dealer's prices do not.



A **Viscount: Waterproof* thin-as-a-coin watch,** handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock-protected with Incabloc and with unbreakable mainspring.
10A-992 V3060 ....Retail $95.00

B **Diplomat: 21 jewels.** Truly an elegant watch for the man of sophistication. Thin-as-a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.
10A-993 V4065 .... Retail $125.00

25 JEWELS
25 JEWELS
Ultra-Thin
WATERPROOF* SELF WINDING
25 JEWELS WATERPROOF*
C
D
E
F
G

C **Continental: 25 Jewels.** Debonair, dashing, thin-as-a-coin and a wonderful time-keeper. 10K yellow gold filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock-protected with Incabloc. Unbreakable mainspring
10A-994 V4010. ....Retail $125.00

D **Imperial: 25 Jewels. Solid 14K yellow gold case.** Thin as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity. Movement is shock protected with Incabloc. Unbreakable mainspring.
10A-995 V5725 .... Retail $175.00

E **Hanover: Self-winding waterproof*** watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold-filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock-protected by Incabloc, has unbreakable mainspring
10A-996 V4090 .... Retail $125.00

F **Sea Clipper Self-winding waterproof*** watch suitable for military or naval use! All-stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip-figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring.
10A-997 V4620 .... Retail $135.00

G **Face-Setter: 25 Jewels. Waterproof*** dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold-filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.
10A-998 V5055 ... . Retail $150.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

65 Jewel self-winding

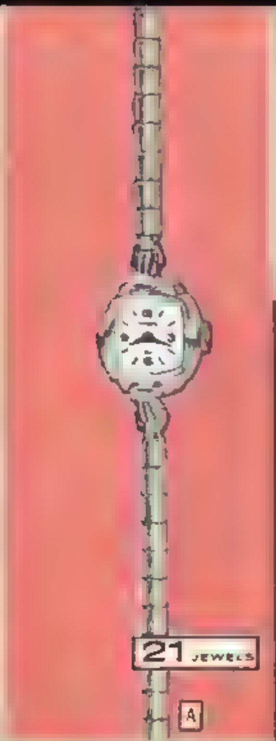
H **Rotolron VII: 65 Jewel self-winding waterproof* watch.** New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into timekeeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.
10A-999 V5830 ....Retail $175.00

J **Rotolron V: 65 Jewel self-winding waterproof*** dress watch. Solid 14K yellow gold case. Gold-filled combination expansion bracelet.
10A-1000 V9260 ....Retail $275.00

As above. Waterproof* 10K yellow gold filled case, combination expansion bracelet
10A-1001 V6320 ... . . Retail $195.00

Waltham Premier

Lifetime Guarantee
on movement parts against breakage



A **Gigi: 21 Jewels.** A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

10A-1002 V2890
Retail $87.50

B **Concerto: 21 Jewels.** 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

10A-1003 V2890
Retail $87.50

ADVERTISED IN
LIFE

25 JEWELS
25 JEWELS 14K GOLD
25 JEWELS 14K GOLD
C
D
E
F
G

C **Serenade: 25 Jewels.** Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet. Incabloc protected. Non-break mainspring.

10A-1004 V3360 Ret. $100.00

D **Sonata: 25 Jewels.** Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring

10A-1005 V4030 Ret. $125.00

E **Etude: 25 Jewels.** Bewitching case of solid 14K white gold. Matching gold-filled expansion bracelet. Skip figure dial. Incabloc. Non-break mainspring

10A-1006 V4030 Ret. $125.00

F **Jubilee: 25 Jewels.** 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet. Incabloc, unbreakable mainspring

10A-1007 V4535 Ret $135.00

G **Jubilee Y: 25 Jewels.** Solid 14k yellow gold case, petite but sturdy. Gold-filled expansion bracelet. Incabloc shock-protected. Non-break mainspring.

10A-1008 V4380 Ret. $130.00

25 Jewel Diamond Watches

H **Balmoral: 25 Jewels. 2 genuine radiant diamonds** in a sculptured case of white rolled gold plate. Stainless steel back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.

10A-1011 V3780 . . . Retail $115.00

J **Windsor: 25 Jewels. 4 blazing diamonds** in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet. Modern skip-figure dial. Incabloc protected. Unbreakable mainspring

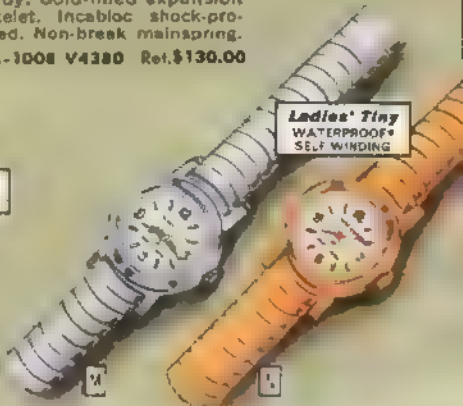
10A-1012 V5585 . . . . Retail $165.00

K **Buckingham: 25 Jewels. 8 fiery diamonds** in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold filled safety chain attached. Incabloc protected. Unbreakable mainspring.

10A-1013 V6925 . . . . . Retail $210.00

L **Crown: 25 Jewels. 22 blazing diamonds** in a luxurious case of solid 14K white gold. The peak of gracious beauty. Black silk cord bracelet with gold filled safety chain. Incabloc. Unbreakable mainspring

10A-1014 V10850 . . Retail $325.00



M **Giselle: Self-winding waterproof*** watch for ladies. Ideal for nurses, career women, sportswomen, homemakers. Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable mainspring, many other quality features.

10A-1009 V4275 Retail $130.00

N **Jeannine:** Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet.

10A-1010 V4600 Retail $140.00

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices include Federal Excise Tax; dealer's prices do not.

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

INCABLOC *Shock Protected*

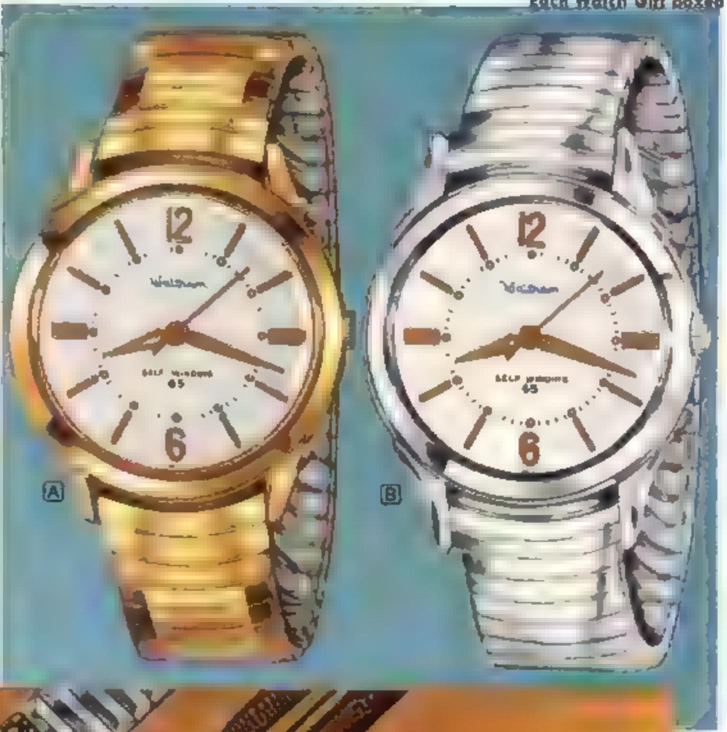
More Accurate *More Efficient*

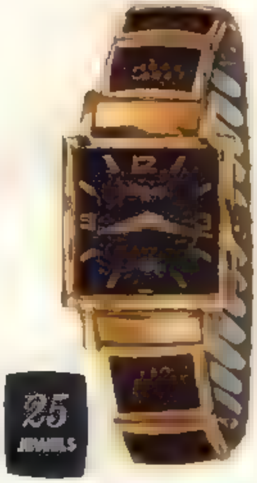
65 Functional JEWELS

Waterproof* Self-Winding

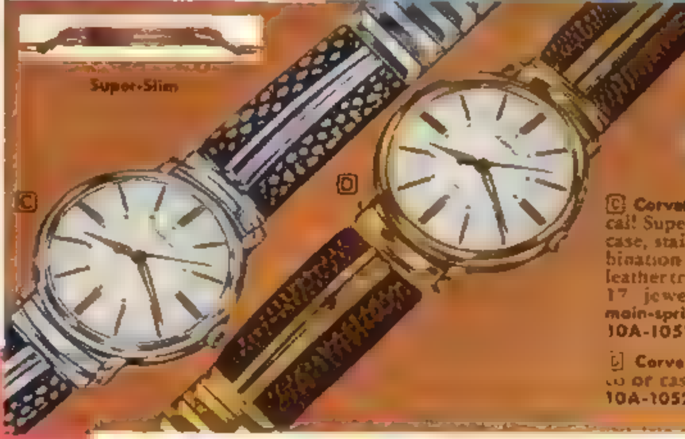
A Presentation Rototron 65 New, different finest self winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold filled case with stainless back. Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
10A-1048 V5995 Ret **$175.00**

B Ship'N Shore Rototron 65: as above. All steel case, band.
10A-1049 V5310 Ret **$150.00**





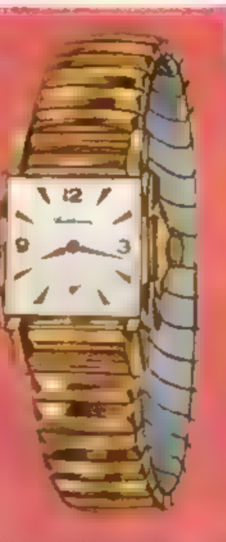
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold filled expansion band with leather insets. **Unbreakable mainspring shock-protected** Waltham movement
10A-1050 V2830 Retail **$79 50**



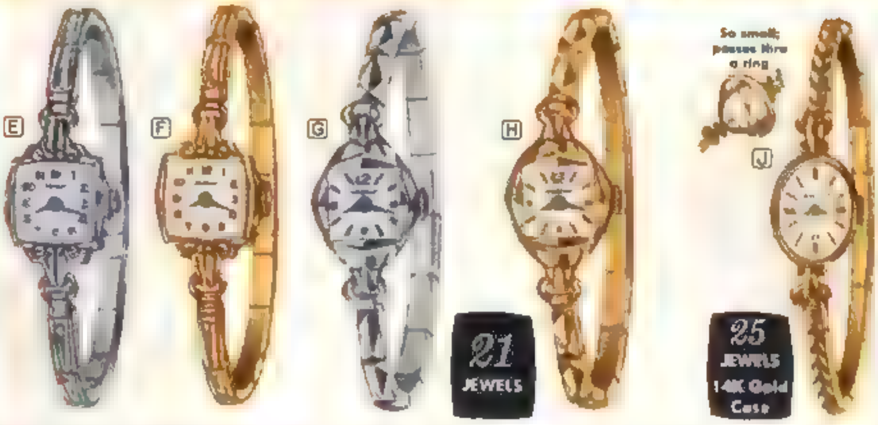
Waterproof*

C Corvette "A": Dressy and practical! Super-slim waterproof* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement. **Unbreakable main-spring, shock-protected.**
10A-1051 V2495 Retail **$65.00**

D Corvette "B": As above. Yellow color case, gold-filled bracelet.
10A-1052 V2885 Retail **$75.00**



Moultrie Dignified presentation watch. 10K yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet. 17 Jewels **unbreakable mainspring shock-protected with Incabloc**
10A-1053 V2395 Retail **$65.00**



E Adams: Easy to read dress watch. White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels. **Non-break mainspring. Incabloc**
10A-1054 V2395 Retail **$65.00**

F Washington As above. Yellow RGP case, G F bracelet.
10A-1055 V2395 Retail **$65 00**

G Amy: 21 Jewels. Carved case of white rolled gold plate. Steel back. Matching gold-filled expansion bracelet. **Unbreakable mainspring Incabloc protected.**
10A-1056 V2675 Retail **$72.50**

H Katherine As above. Yellow RGP case. Gold-filled bracelet.
10A-1057 V2675 Retail **$72 50**

J Marigold. 25 Jewels; 14K yellow gold case so dainty it will fit through a ring. Matching gold filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
10A-1058 V4185 Ret **$115 00**

Retail prices include Federal Excise Tax; dealer's cost do not.

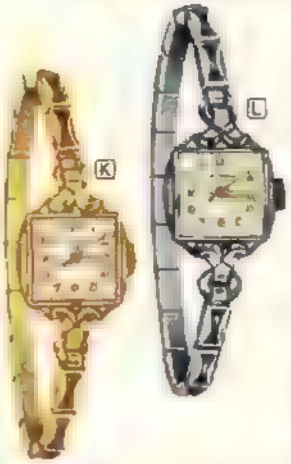
***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

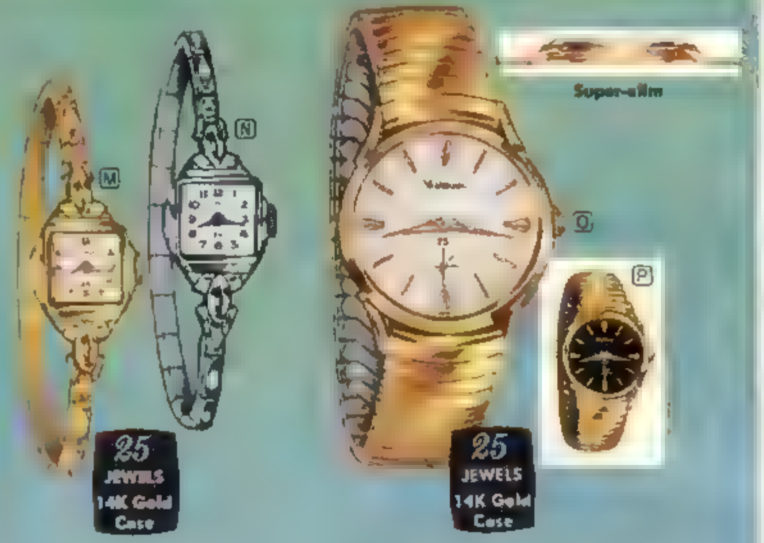
Each Watch Gift Boxed

For Women at Work



K Lady Elizabeth: For nurses career women homemakers. Dust-protected case of yellow rolled gold plate with stainless back Gold-filled expansion bracelet. Sweep second hand " Jewels. **Unbreakable mainspring. Incabloc shock-protected**
10A-1063 V2685
Retail $71 50

Lady Therese: As above. White rolled gold plate case, gold filled bracelet
10A-1064 V2685
Retail $71.50



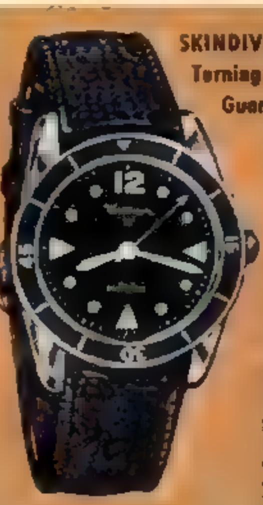
M Madeline: 25 Jewels. Breath-taking magnificence of an artfully carved case of solid 14K yellow gold. Matching gold filled "Queen" expansion bracelet. Very legible all-Arabic numerals dial with raised crystal. Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability.
10A-1059 V3625 Retail $100.00

N Julia: As above. 14K white gold case, matching gold-filled bracelet.
10A-1060 V3625 . Retail $100.00

O Boone: 25 Jewels. Man's presentation watch with a super-slim case of solid 14k yellow gold. Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick-figure dial. Matching gold-filled expansion bracelet. Movement has **unbreakable mainspring and famous Incabloc shock-protection.**
10A-1061 V4950 . Retail $135.00

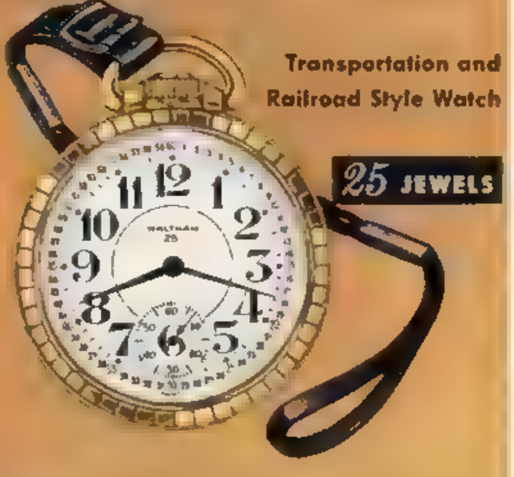
P Bowie: Same as above, but with black dial and gilt raised stick-figures.
10A-1062 V4950 . Retail $135.00

SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed 100% waterproof.*

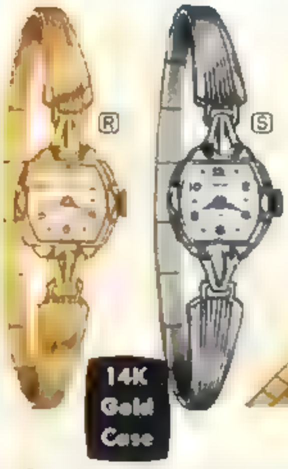


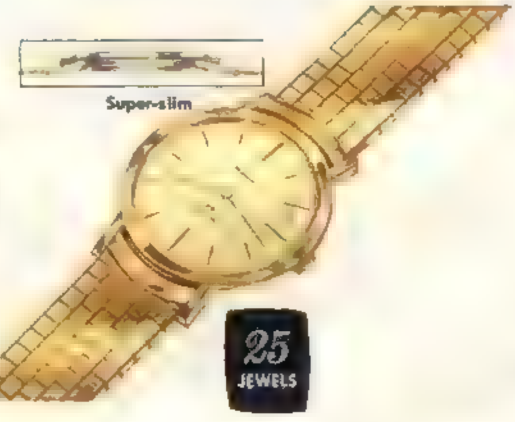
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of light. Turning bezel shows elapsed time at a glance. Chrome case with non corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc Unbreakable mainspring.**
10A-1065 V2995 Retail $85 00

Transportation and Railroad Style Watch



For drivers, farmers mechanics, sportsmen 25 Jewels Military case of 10K yellow rolled gold plate. Legible black enamel dial, completely numbered for quick tracking. 25 Jewel movement with **unbreakable mainspring Incabloc shock-protection** Leather fob included, no extra cost
10A-1069 V2995 Retail $85 00





R Jasmine: Solid 14K yellow gold case is thrillingly sculptured in a subtle design Matching gold filled combination bracelet looks like a solid bangle, yet has comfort of a true expansion bracelet. Easy to read stick-figure dial with raised crystal 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
10A-1066 V3195 Retail $85.00

S Daffodil: As above Solid 14K white gold case with gold-filled bracelet.
10A-1067 V3195 Retail $85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man' Simple and smart as it gracefully hugs his wrist Case is color of yellow gold and has a non corrosive back. Matching gold filled combination expansion bracelet looks like expensive solid gold band. Elegant champagne colored dial with modern stick figures Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
10A-1068 V3340 Retail $95.00

Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

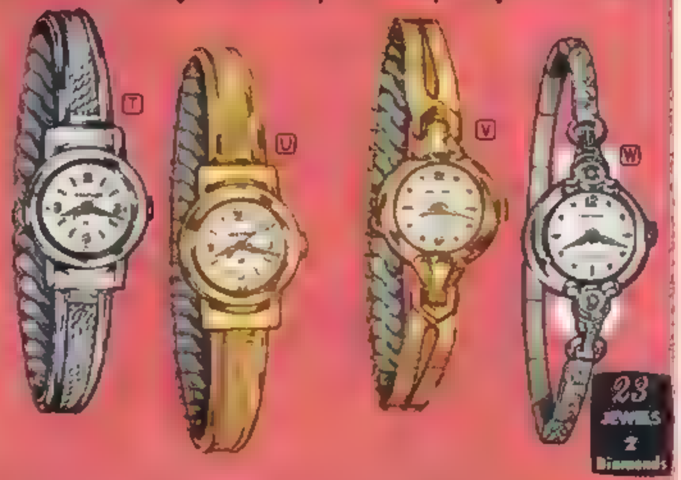
WALTHAM *Unconditional Lifetime Guarantee*

Watches illustrated are ⅔ actual size.

on all movement parts against breakage

Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



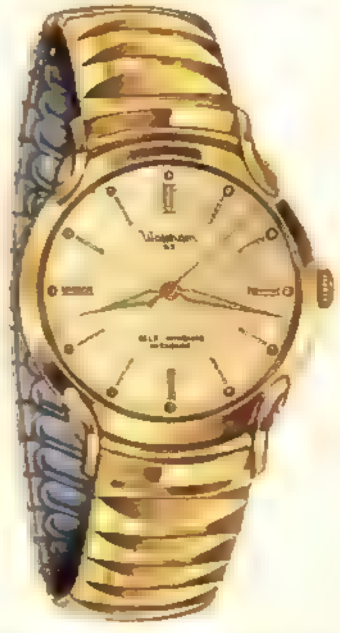
T **Salome: Lady's self-winding waterproof* watch for sports women, home-makers.** Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
10A-1070 V3895 Retail $100.00

U **Pavlova:** As above. Yellow color case, gold-filled bracelet.
10A-1071 V4075 Retail $110.00

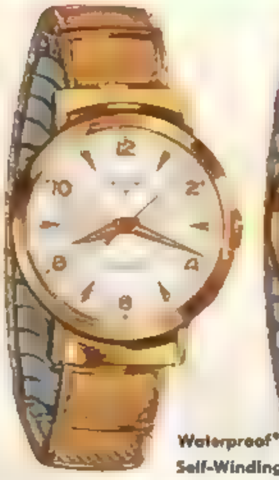
V **Magnolia: Lady's waterproof* self-winding** dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
10A-1072 V3995 Retail $100.00

W **Sylvia: 23 Jewel self-winding waterproof*** watch with 2 diamonds. White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet. **Unbreakable mainspring, Incabloc**
10A-1073 V4950 Retail $135.00

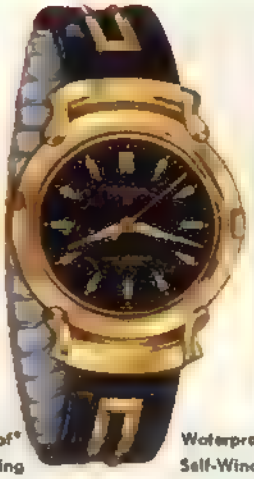
53
Functional JEWELS
Self Winding Waterproof*



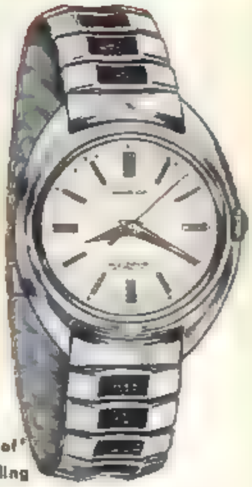
Rototron 53: More efficient, more accurate self winding waterproof* watch. Has built in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, numerals, hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
10A-1074 V4865 Retail $135.00



Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring**
10A-1075 V3695 $95.00

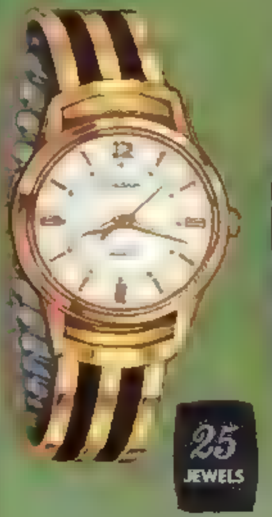


Scott: Self-winding waterproof*. Yellow rolled gold plate case, non corrosive back. Gold filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected**
10A-1076 V3795 $95.00

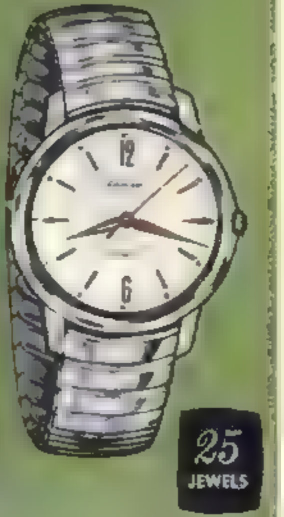


Sumter Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection**
10A-1077 V3485 $90.00

*Self-Winding Waterproof**



Northampton 25 Jewels. Self-winding waterproof* Yellow gold filled case, non-corrosive back. Ma[illegible] expansion bracelet with leather trim. Sweep second hand. [illegible] hands, hour [illegible]. **Unbreakable mainspring. Incabloc shock protection.**
10A-1078 V4575 $120.00



Southland 25 Jewels. Self-winding waterproof* [illegible] chrome case, stainless steel back and matching all steel expansion bracelet. Luminous hands, hour dots, red sweep second hand. **With Incabloc shock protection, unbreakable mainspring**
10A-1079 V3725 $92.50

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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WALTHAM *Unconditional Lifetime Guarantee*

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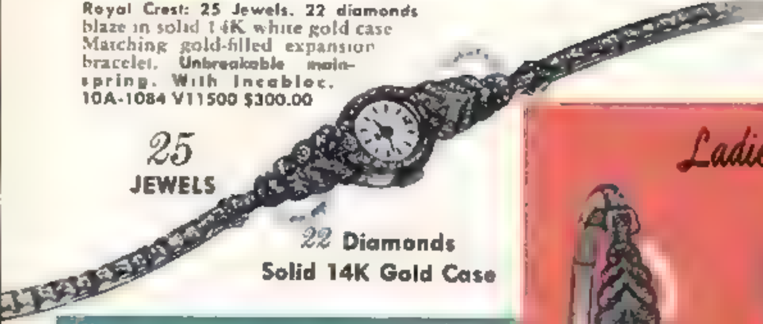
Each Watch Gift Boxed



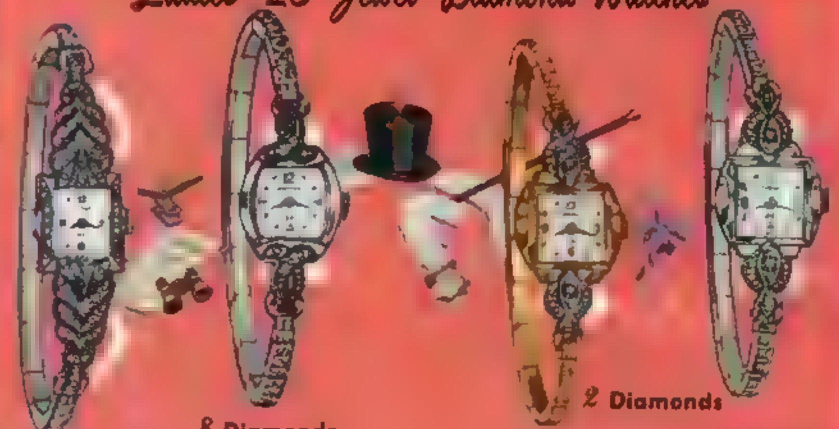
Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case Matching gold-filled expansion bracelet. **Unbreakable mainspring. With Incabloc.**
10A-1084 V11500 $300.00

25 **JEWELS**

22 **Diamonds**
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



8 Diamonds

2 Diamonds

50 Diamonds

Heritage Royal 25 **Jewels. 50 diamonds.** 14K white gold case Gold filled expansion bracelet **Incabloc. Non-break mainspring.**
10A-1080 V17265 $450.00

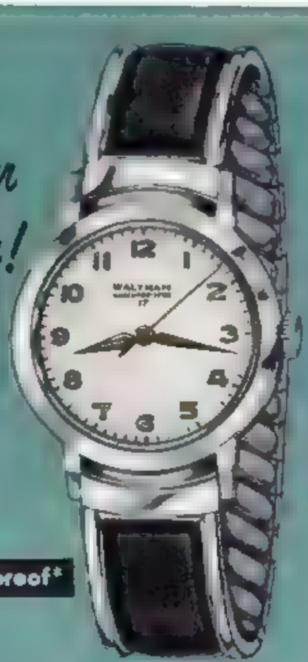
Eugene: 25 Jwls. 8 diamonds. 14K white gold case gold filled expansion bracelet **Incabloc shock-protection and unbreakable mainspring.**
10A-1081 V5925 $150.00

Patrician Y 25 Jewels. 2 diamonds in yellow RGP case, stainless back Gold filled expansion bracelet **Unbreakable mainspring Incabloc**
10A-1082 V3325 Retail **$85.00**

Patrician W As above. White RGP case, gold filled bracelet
10A-1083 V3325 Retail **$85.00**

Watches Illustrated are ⅔ actual size.

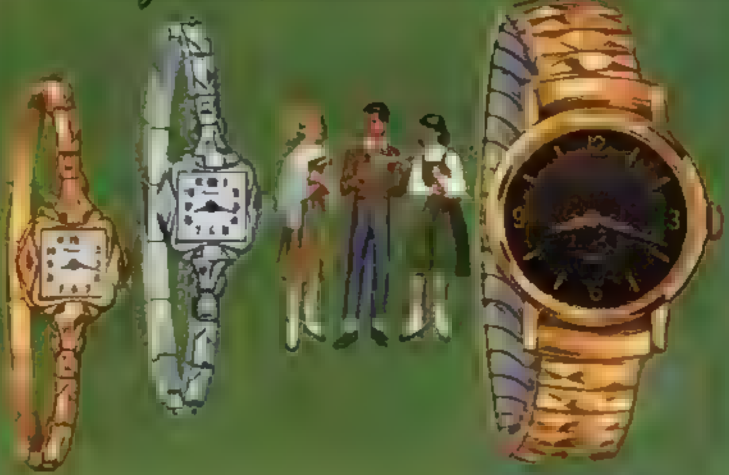
Super Value!



Waterproof*

Sea Escort: Waterproof* [illegible] naval style watch . . . the most practical you can buy for a man! Has a shining chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement
10A-1085 V1990 Retail **$49 50**

Junior Achievement Series

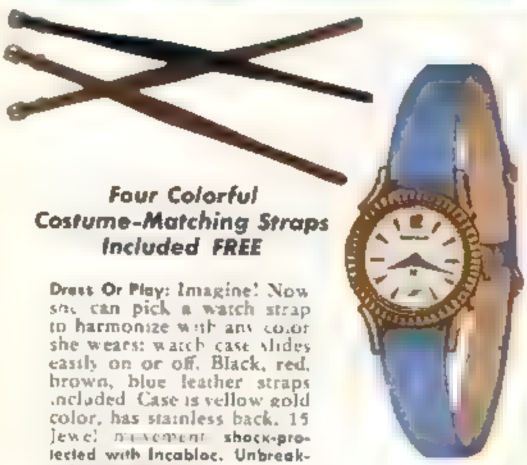


Waterproof*

Debutante Sue Budget priced fashion favorite. Miss Teen Dainty yellow rolled gold plate case, steel back. Matching gold filled expansion bracelet. 17 Jewel movement with **Incabloc protection and unbreakable mainspring**
10A-1086 V2095 Retail **$39.95**

Debutante Anne Same as above. White rolled gold plate case, gold filled bracelet
10A-1087 V2095 Retail **$39.95**

Space Major Super value for [illegible] and young men! Debonair black dial, accurate, dependable 17 jewel movement. Smart case is color of gleaming yellow gold, has non-corrosive stainless steel back. Matching 10K yellow gold filled expansion bracelet. Movement has **unbreakable mainspring shock-protected with Incabloc**
10A-1088 V1995 Retail **$39.95**



Four Colorful Costume-Matching Straps Included FREE

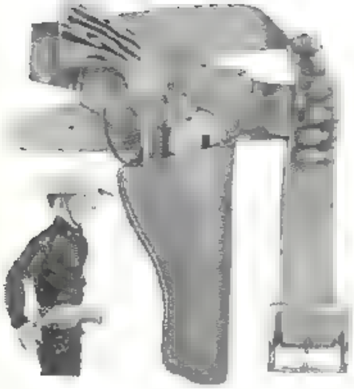
Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring**
10A-1089 V2125 Ret $39.95

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

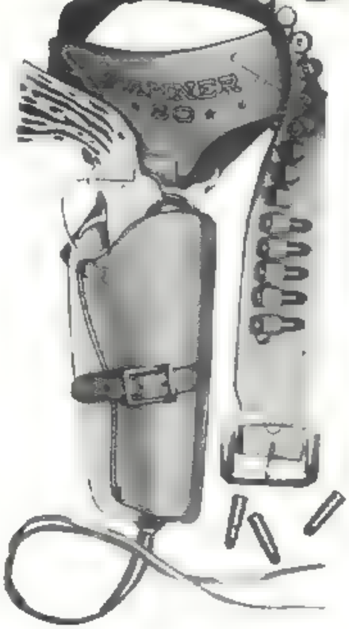
TOPHAND
$1.98

No. 250—Tophand Single Holster Set
The spectacularly popular Tophand 250 Shot Roll Cap Pistol is now holstered in genuine leather — on blister-bubble rack card. 12 in a carton; wt. 13 lbs. Each $1.98



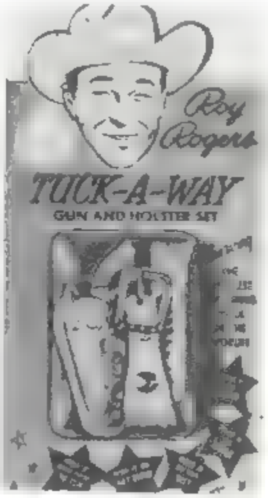
BULLET-BELT SWIVELSHOT TRICK HOLSTER SET**

Stock #600. Retail Price: $6.00
The Fanner* 50 Bullet-Loading Cap Pistol in Swivelshot**
Trick Holster ... with top-grain cowhide belt and 6 all-metal play bullets in leather bullet-loops. Individually boxed. *Size, adjustable. Std Pack: 6/12 doz. Wt 10½ lbs.*

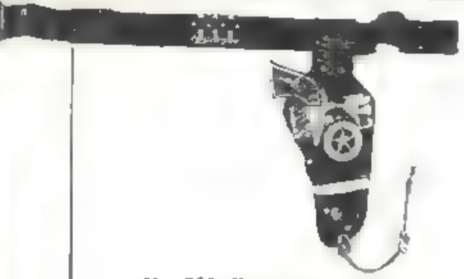


FANNER* 50 MARSHAL HOLSTER AND PISTOL SET *Stock #558 Retail Price: $7.00.*

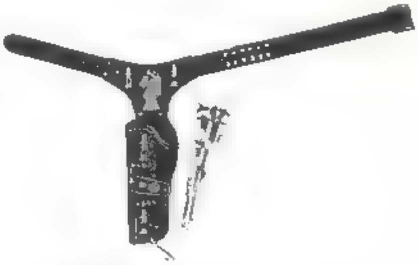
The Fanner* 50 with an authentic, cutaway-neck, fast-draw holster. Top grain cowhide leather, saddle-stitched and buckled. 18 all-metal play bullets to load in pistol. Hip-slung contoured belt is adjustable (up to 34" waist). All-metal buckle, rawhide leg-tie cord. Individually boxed.
Std Pack: 6/12 doz. Wt 10½ lbs.



No. 2801—Official Roy Rogers "Tuck-A-Way" Wrist Holster
Features smallest cap firing gun in the world 2¾ in. long in its own cowhide holster. Strap is fully adjustable and can be worn on wrist or ankle. Holster can also be worn on tie clip, any belt, hat band, etc. Neatly packed in blister pack on attractive two color card. Two doz. sets to a bag, 24 dozen sets to a carton. Weight 38 lbs. per carton.
Each $0.69



No. 816—"Flash Draw" Official Roy Rogers Single Holster Set
Newest innovation in the holster field. Features, exclusive patented FLASH DRAW mechanism- this will enable youngster to draw his guns as quickly as an experienced gun handler. Genuine leather set has 1½ in. wide belt, bullets and double prong western buckle. Basket weave pattern trimmed with deputy star medallion on Flash Draw pockets. Leather leg tie. One "R-90" Roy Rogers nickel plated gun, 10 in. long break barrel, repeater action. Fires roll caps. Individually boxed. Packed one dozen to a carton. Weighs 28 lbs. per carton. Each $3.98

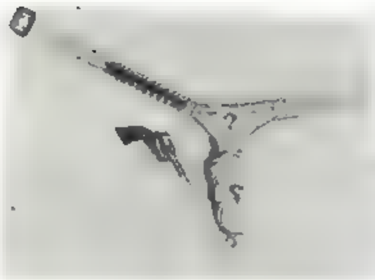


No. 5081—Single Holster Set
Top grain cowhide, low-slung, western cross-strap, stitch decorations, two-tone bullets. Black. 281 Colt .45 bullet pistol. 6 boxes to case; wt. 19 lbs. Each $7.98

RIC-O-SHAY
LISTEN TO THE WHINE OF THE BULLET
PULL THE TRIGGER

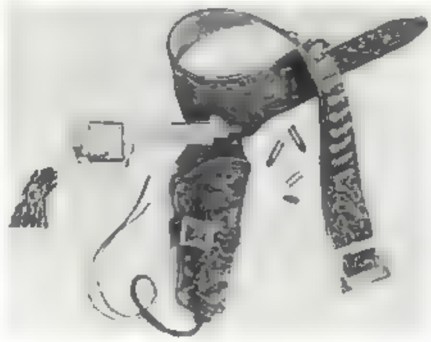
No. 5080—Single Holster Set
Top grain cowhide, new tubular pocket for regular or cross-draw with Hubley cameo. Natural color with "burned" screening. 273 Ric-O-Shay bullet pistol. 6 display boxes to case; wt. 17 lbs. Each $7.98

No. 5920—Wyatt Earp Single Holster Set Genuine leather in black and white combination. Pocket has Western cross strap and two conchas. Contour belt has tongue buckle and is decorated with Wyatt Earp screening. Packed with Hubley No. 246 Western pistol. Individually boxed; 2 dozen per case. Weight per dozen 16 lbs. Each $2.00



No. 5931—Wyatt Earp Single Holster Set Genuine leather featuring our beautiful natural ldather color. Pocket is Western foldover style with stand-away feature and is supplied with leather leg tie. Pocket has cross strap featuring Wyatt Earp, which is also shown in attractive silk screening on the hanger and belt. Belt is low slung, contour style with tongue buckle and 9 silver bullets. Packed with Hubley No. 247 Wyatt Earp Buntline pistol with canyon brown handles. Individually boxed; one dozen per case. Wt. per dozen 20 lbs. Each $3.00

No. 5933—Single Holster Set Genuine leather in black. Special Trooper style shoulder holster. Pocket works on a swivel arrangement. Features a double belt with large tongue buckle and 8 realistic bullets. Packed with Hubley No. 256 Remington bullet type pistol. Individually boxed; one dozen per case. Weight per dozen 18 lbs. Each $3.00



SHOOTIN' SHELL* FANNER* GUNFIGHTER SINGLE HOLSTER SET—BROWN

Stock #676 Retail Price $5.00.

Authentic fanning gun and holster used by gunfighters of the Old West Shootin' Shell* Fanner* shoots Shootin' Shells*, fires Greenie* Stik-M-Caps*, barrel smokes. Rugged new Dura-Hide holster is made to last, won't tear or crack, lose its shape or color Looks like real hand-tooled leather. Set includes 6 Shootin Shells*, 12 bullet-noses, 10 metal play bullets in belt loops Shootin' Shell* Target for competitive target shooting. Individually boxed. *Std Pack 6/12 doz Wt. 11 lbs.*

No. 677—Black .... Each $5.00

No. 5981—Single Holster Set Top grain cowhide throughout in "Saddle Leather" finish. Holster is low slung with Western cross strap and embodies the "Colt .45" identity. Decorated with beautiful stitching. Wide contour belt with 8 realistic bullets and tongue buckle. Leg tie furnished. Packed with Hubley No. 281 Colt .45 pistol. One-half dozen per case; individually boxed; weight per dozen 38 lbs. Each $8.00

SHOOTIN' SHELL* FANNER* PLAINSMAN HOLSTER SET

Stock #624. Retail Price: $5.00

The Shootin' Shell* Fanner* in an adjustable holster of top grain cowhide leather with metal buckle and rawhide leg-tie. Complete with 6 Shootin' Shell* cartridges and 12 bullet-noses. Individually boxed

Size: Holster, adjustable to 33"; Pistol 9" long Std. Pack. 6/12 doz. Wt., 7 lbs

SHOOTIN' SHELL FANNER* FRONTIER SINGLE HOLSTER SET

Stock #623 Retail Price. $7.00

The Shootin' Shell* Fanner* in a fast-draw holster of top grain cowhide leather with Western lacing and soft leather bullet pouch Metal buckle, rawhide leg-tie. Adjustable belt. Comes with 6 Shootin' Shell* cartridges, 12 bullet-noses and 6 all-metal play bullets Individually boxed.

Size: Pistol, 9" long; Holster, adjustable to 33"· Std. Pack: 6/12 doz. Wt., 9 lbs

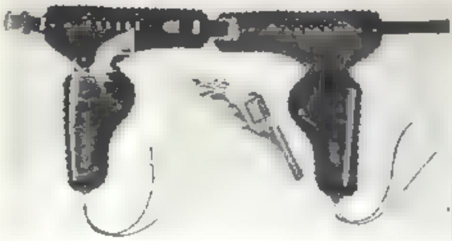
SHOOTIN' SHELL* FANNER* FRONTIER DOUBLE HOLSTER SET

Stock #627 Retail Price: $11.00

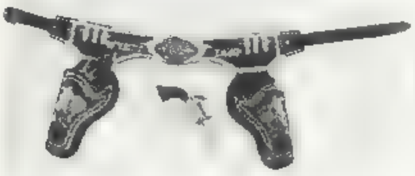
Two Shootin' Shell* Fanners* with two fast-draw holsters of top grain cowhide leather. Authentic Old West lacing, soft leather bullet pouch, metal buckle, rawhide leg tie. Comes with 12 Shootin' Shell cartridges, 24 bullet-noses and 8 all-metal play bullets. Individually boxed

Size. Pistol. 9", Holster, adjustable to 33", Std. Pack. 6/12 doz. Wt., 14½ lbs

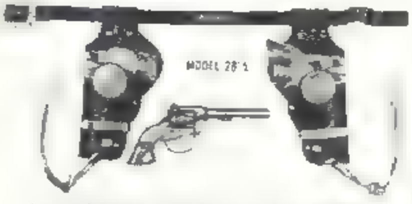
No. 390—Wagon Train Top-Grain Cowhide Single Holster All natural cowhide tooled with Wagon-Train name design, and western carvings. 6 silver play bullets. Adjustable cowhide belt. Leather leg tie. One No. 80 extra-long 50-shot automatic break-barrel gun with inset grips. Each in a window display box. One dozen in a package; wt. 17 lbs. Each $3.00



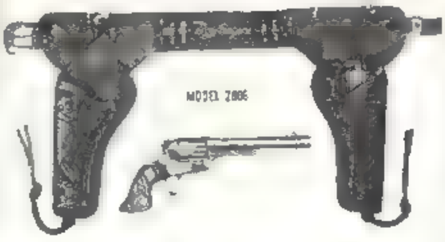
No. 6087 Double Holster Set
All top grain cowhide. Embossed parts of acorn motif are in natural color with new antiqued effect. Smooth parts are in rich saddle color finish. Holster belt is contoured with authentic Western style prong buckle, keeper and tip at both the front and center back for full adjustment. Set contains 12 silver bullets and leather leg ties. This set features our new Colt theme. Packed with Hubley No. 278 Colt '38 pistols. Individually boxed; one-half dozen 45 lbs. $7.95 Per set



No. 6030—Double Holster Set
Genuine brown leather Wyatt Earp holsters. Adjustable contour belt with 6 play bullets, metal and jewel concha, and 1 inch buckle. 2 coyote pistols. Boxed, 12 in a carton; wt. 22 lbs. Each $3.00

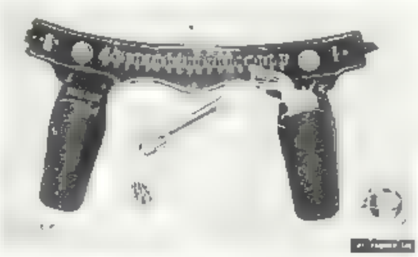


No. 2815—"Flash-Draw" Official Roy Rogers Double Holster Set
Newest innovation in the holster field. Features exclusive patented Flash Draw mechanism - this will enable any youngster to draw his guns as quickly as an experienced gun handler. Genuine leather set features flora embossed cowhide belt trimmed with large nickel plated open face trophy buckle. Flash Draw pockets trimmed with large nickel ornaments. Leather leg ties. Two "R-50" Roy Rogers guns 8½ in. long, break barrel, repeater action. Fires roll caps. Individually boxed. One dozen sets to a carton. Weight 32 lbs. per carton. Each $4.95

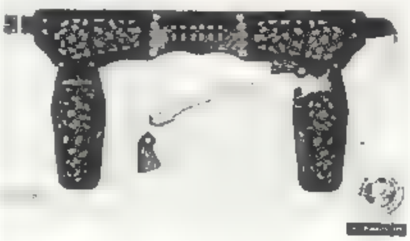


Four Gun Double Holster Set

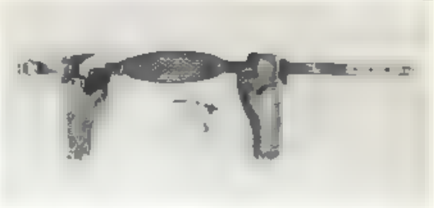
No. 2806—Official Roy Rogers Double Holster Set
Genuine leather features 4 guns in one holster set, with 2 of the smallest cap-firing guns 9¼ in. long encases in their own top grain pockets which trim belt. Large size matching top grain pockets. 3 pc. belt 4 in. wide trimmed with jewels, studs and bullets. Leather leg ties. Two Roy Rogers "R-100" repeater guns, [illegible] in. long, automatic break barrel, repeater action. Fires roll caps. Individually boxed. One dozen in a carton. Weight 34 lbs. per carton.
Each $5.95



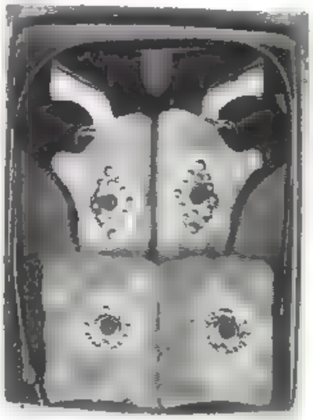
No. W2653—Wells Fargo Double Holster Set
Saddle tan leather holster with cone shaped, heavily embossed fast draw pockets. Wide, adjustable belt with western buckle and 18 silver bullets. Two 250 shot guns. 12 in a carton; wt. 33 lbs. Each $5.00



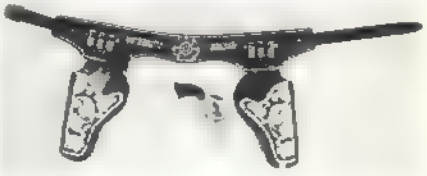
No. R2680—Johnny Ringo Set
Black leather holster embossed with open filigree work in gold inlay. Fast draw pockets. Wide belt with 6 metal cartridges and filigree conchas. 2 matching guns, 6 in a carton; wt. 19 lbs. Each $8.00



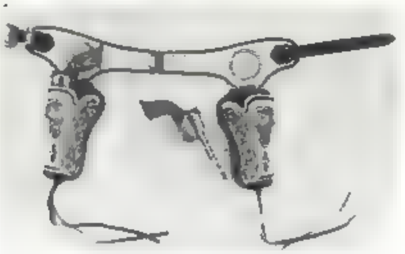
No. 6915—Double Holster Set
Deluxe miniature set of top grain cowhide. Holster is deeply tooled throughout. One-piece belt with tongue buckle This set is packed in an attractive window box. Packed with Hubley No. 211 Pet pistols. Individually boxed; 2 dozen per case. Weight per dozen 10 lbs. Each $2.00



No. D3—Double Holster and Cuff Set
Genuine leather backs and belt in alligator finish. Simulated for pockets, and cuffs with red jewels and nickel plated conchas. Guns included. 36 in a carton. Each $2.00

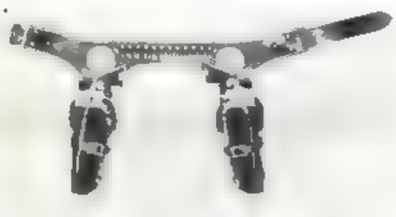


No. 6931—Wyatt Earp Double Holster Set
Black and yellow combination genuine leather. Pockets deeply tooled and inlaid with yellow and brown colortoning. Six white bullets. Large metal ornament in center of belt with red jewels. 3-piece Wyatt Earp contour belt and tongue buckle. Packed with Hubley No. 237 Coyote pistols. Individually boxed; one dozen per case. Weight per dozen 22 lbs. Each $3.00



No. 6040—Double Holster Set
Genuine black and white leather. Large metal ornaments and turquoise jewels. [illegible] contour belt with [illegible] Western buckle, adjustable in the back; leg ties. 2 pistols with turquoise handles. Boxed. [illegible] weight 8 lbs. Each $4.[illegible]

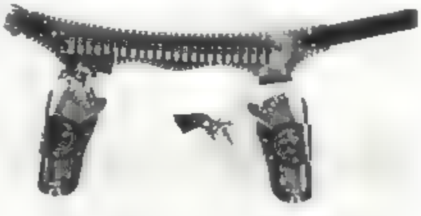
No. 6942—Wyatt Earp Double Holster Set
Top grain cowhide throughout in beautiful "Saddle Leather" finish. Holsters supplied with Western cross straps. Contour belt has new Hubley Western buckle [illegible] keeper for wearing in front or back, decorated with six silver bullets and numerous spots. Packed with two [illegible] pistols. Individually boxed; one dozen per case. Wt. per dozen [illegible] lbs. Each $4.[illegible]



No. 6950—Wyatt Earp Double Holster Set
Genuine leather in black and white combination. Holster is low slung, stand-away, three-piece Western fold-over style with Western cross straps. Contour belt features silk screened picture of Wyatt Earp; 12 silver bullets and large tongue buckle. Leg ties furnished. Packed with Hubley No. 247 Wyatt Earp Buntline pistols with canyon brown grips. Individually boxed; one-half dozen per case. Weight per dozen 35 lbs. Each $[illegible]

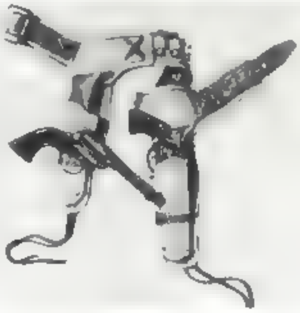
No. 6952—Double Holster Set
Top grain cowhide throughout in "Saddle Leather" finish, deeply tooled with beautiful inlay of golden yellow and brown. Holster fronts have life-like colortured horse head. [illegible] belt has Hubley [illegible] for the large Western tongue buckle. Leather leg ties furnished. Packed with Hubley No. 245 Western pistol with canyon brown handles. Individually boxed; one-half dozen per case. Weight per dozen 32 lbs. Each $5.00

No. 6962—Double Holster Set
Genuine top grain cowhide in beautiful natural color. Holster pockets have authentic Western cross straps with tongue buckle. Large hangers provide full adjustability. One-piece; fully adjustable belt has large Western tongue buckle and 6 silver bullets. Packed with Hubley No. 248 Marshal pistols with bone handles. Individually boxed; one-half dozen per case. Weight per dozen [illegible] lbs. Each $[illegible]



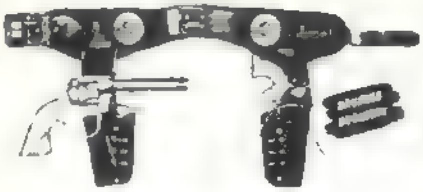
No. 6970—Wyatt Earp Double Holster Set
Genuine leather in suntan and black combination with Wyatt Earp insignia embossed on Western cross straps. Holster is three-piece Western fold-over, stand-away style decorated with spots. Large belt is supplied with lots of spots and new bullet treatment consisting of 24 silver bullets, and large tongue buckle. Leather leg ties furnished. Packed with Hubley No. 247 Wyatt Earp Buntline pistol with canyon brown handles. Individually boxed; one-half dozen per case. Weight 39 lbs. Each $5.00

No. 8040—Daisy Double Holster Set
Bantam-sized spittin' image of set featured in all Westerns! Pistols are 6 inch single shots. Tough grade leather holster. Fits waists 15½ to 26 inches. 12 in a ctn.; wt. 13 lbs. Each $3.00

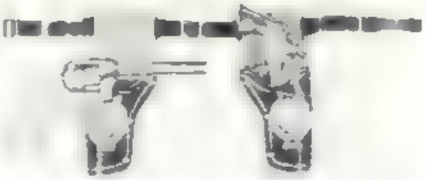


No. 8042—Daisy Double Holster Set
A combination of rugged leathers with shaggy leather laces and tie-downs. Fits waists 21 to [illegible] inches. Pistols are 50-cap roll capacity. 6 in a carton; weight 14 lbs. Each $5.00

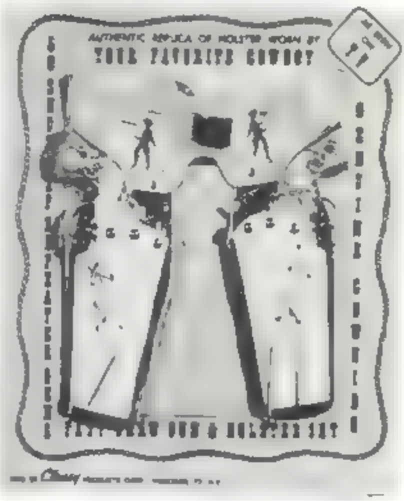
No. 8044—Daisy Double Holster Set
Beautiful top grain and brushed leathers with fast-draw pockets. Fits waists 25½ to 35 inches. Pistols are 250-cap capacity. Just like the ones that "won the West". 3 in a carton; weight 9½ lbs. Each $8.00



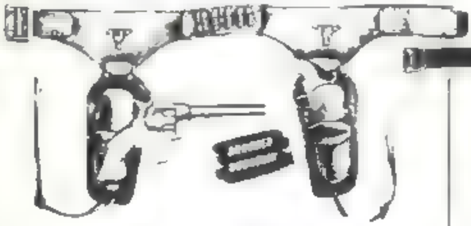
No. 2923—Double Holster Set
Newly styled natural brushed buckskin leather features cross draw holster pockets with bullets laced down the side of the holster pockets. Low slung holster pockets for fast draw. Belt edged with contrasting, colored western nickel [illegible] and jewels or wide contrasting leather thongs hold guns in position. Complete with two nickel plated break repeater 50 shot guns, 8½ in. long. One in a box, twelve in a carton; wt. 36 lbs. Each $2.98



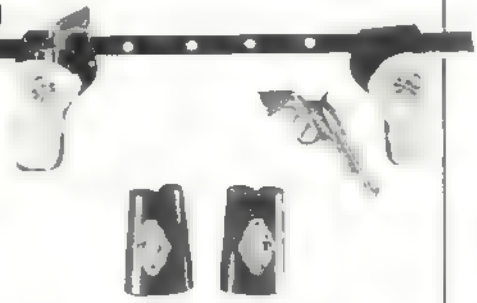
No. 2902—Double Holster Set
Genuine cowhide double holster set featuring 8½ in. long break barrel. 50 shot repeater action guns. Adjustable western buckle on belt. Large nickel ornaments on holster pockets. One in a box, thirty-six in a carton; wt. 2[illegible] lbs. Each [illegible].98


AUTHENTIC REPLICA OF HOLSTER WORN BY
YOUR FAVORITE COWBOY
FAST DRAW GUN & HOLSTER SET

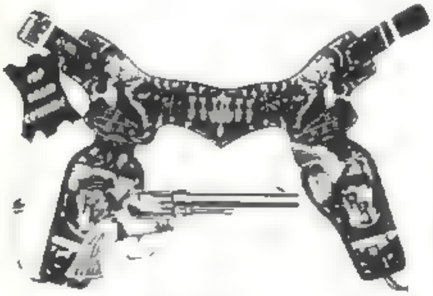
No. 1003—TV Hero Assorted Double Gun and Holster Sets For 3 to 9 Year Old Age Group
Each carton contains one piece of each of the following TV heroes skin packaged "[illegible]", "[illegible] Racers", "[illegible]", "[illegible] Sackett", "[illegible]", and "[illegible]". Each set is [illegible] different [illegible] authentic replica of the holster worn by [illegible] TV series. Made of genuine leather [illegible], and metal studs. Each set contains two 8 [illegible] repeaters. Weight [illegible]. Each $[illegible]



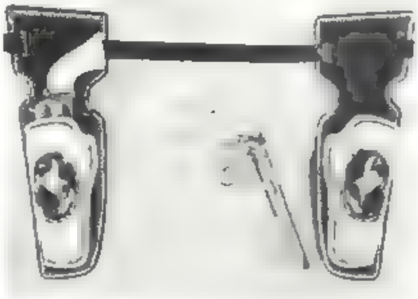
No. 2944—Double Holster Set
Twin gun and holster set of genuine natural brushed buckskin. Newly styled slim pockets with cross straps bearing Roy Rogers signature. Wide contour belt has extension overlays in true western style trimmed with nickle. Leather leg ties. Complete with two nickel plated break action repeater guns 8[illegible] in. long. One in a box, twelve in a carton; wt. [illegible] lbs. Each $3.98



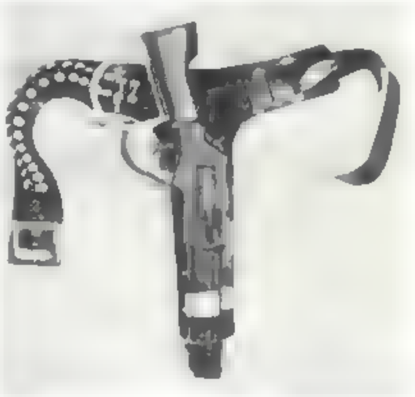
No. 6012—Double Holster Set
Holsters-and-cuff with [illegible] of [illegible] shocking. [illegible] and [illegible] Suede colors. 2 [illegible] guns. 24 boxes to case wt. [illegible] lbs. Each $[illegible]



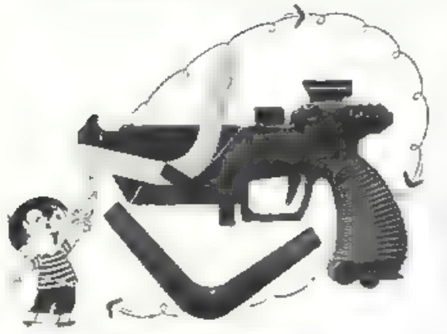
No. 2990—Double Holster Set
"Flash Draw" double gun and holster set. Our best top grain cowhide set handsomely engraved with a reindeer pattern and floral design. RR brand on flash draw pockets. Colored background. Rugged three piece adjustable belt. Leather leg ties. Complete with two nickel plated 11 in. long guns, 50 shot break repeater action. One in a box, twelve in a carton; weight 25 lbs. Each $9.98



No. 6020—Double Holster Set
Genuine leather, cushioned. Black or white. [illegible] guns. 24 boxes to case wt. [illegible] lbs. Each $1.[illegible]



No. 24—Rifle and Holster
The pursuer sawed-off rifle in swivel holster. Shoots soft, safe, rubber-like bullets. Triple action: swing draw, swivel draw, simulated pump action. Mahogany and black. Boxed, 12 in a carton, weight 15 lbs. Each $3.00



KANGAROO GUN

A revolutionary, new gun that propels "baby boomerangs" 30 to 40 feet. Easy to operate—just load, cock and pull the trigger. The expertly designed 'miniatures" perform amazing aerobatics. Boomerang Mark I zooms upward, takes a circular flight and returns. The Mark II is a non-returning Boomerang with rapid spin and longer flight. Spring operated, the gun is molded of fire engine red plastic. **No. K-100** retails 98c. Pack: 2 Doz. Weight: 10 lbs. per case.

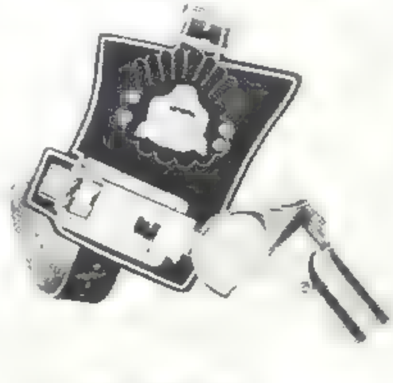
K • POP • GUN HOLSTER SET

An unbreakable, hand tooled holster and indestructible K-Pop Gun a Taff combination for bad hombres and wild injuns. Designed for right or left handed cowboys .. complete with a round of fire engine red ammunition. Blister packed on 8¼x 10½ card, **No. K-19** retails $ 98. Pack: 2 Doz. Weight: 10 lbs. per case

K • POP • GUN TWIN HOLSTER SET

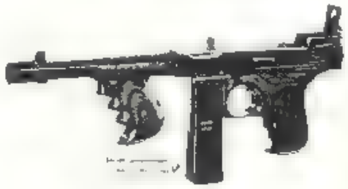
Marshal Matt Dooley says, "For rugged play, loads of fun and stalking bad hombres, I'll take my K-Pops every time." Unbreakable holsters and belt are hand tooled in fancy Western style Complete with two rounds of ammo in a beautiful gift box **No. K-198** retails $1.98. Pack: 1 Doz. Weight 10 lbs. per case.

No. 612—Sub-Machine Dart Gun
The latest addition to Kickerbocker's outstanding gun line is this new Sub-Machine Dart Gun - molded in sturdy black plastic with silver trim. An entirely new feature -- added to this item is the method of carrying three darts in the gun stock. Packaged in a colorful, upright gun-rack display box (6 to the box) for sales and eye appeal. Dimensions: 19¾x5-7/8x [illegible] in.
$3.98 Each



No. 273—Panther Pistol
4 in. long. Repeater pistol fastened to leather wrist band. With a flick of the wrist, pistol snaps into hand ready to fire. Chrome metal parts, white grips. Takes standard roll caps. One in a box 12 in a ctn.; weight 18 lbs. Each $3.00

No. 272—Electra-Matic "50" Machine Gun
Rapid fire or single shot. Powered by 2 "C" batteries (not included). Blue-black hi-impact plastic, white grips, chrome metal parts 7¾ inches long. Boxed, 5 in a ctn., wt. 10 lbs.
Each $4.00



No. 243—Tiny Tommy Sub-Machine Gun
Authentic scale model of real "Tommy," shoots standard roll caps as fast as you can pull the trigger. Of high-impact plastic, richly detailed, just like its big brother. Diecast chamber pops up for easy loading. Rear sight folds down. Black with "walnut" grained hand grips. One in a box, 6 in a ctn.; wt. 4½ lbs.
Each $0.98

No. 204—Secret Rifle
¼ in. long closed, 32½ in. open. A fast action, rapid fire rifle which snaps open from its closed carrying position to a cocked, ready to fire position just by pulling front trigger. Richly detailed, blue black, high-impact plastic. Chrome plated metal parts. Interior working parts nylon. Shoots a burst of 8 to 10 shots with each cocking, ejecting the brass play bullets at the same time. Shoots standard perforated roll caps. 1 in a box; ¼ doz. in carton; wt. 15 lbs
Each $12.98

BAZOOKA
Rocket Gun
ZOOMING ACTION

No. 100—Bazooka

Replica Bazooka in O.D. color made of High Impact Polystyrene is 13¾ in. long. Fires standard cap loading missile. Individually bagged on card.

12 in a carton; weight 5 lbs. Each $1.00

Waltham Premier

unconditional Lifetime Guarantee
on movement parts against breakage

Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

WATERPROOF*
ADVERTISED IN
LIFE
A

Ultra-Thin

Retail Prices Include Federal Excise Tax, dealer's prices do not.

A Viscount: Waterproof* thin-as-a-coin watch, handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock protected with Incabloc and with unbreakable mainspring.
4442P3060 Retail $95.00

B Diplomat: 21 jewels. Truly an elegant watch for the man of sophistication. Thin-as a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.
4443P4065 . . . Retail $125.00

WATERPROOF*
SELF WINDING
25 JEWELS
WATERPROOF*
25 JEWELS
25 JEWELS
C
Ultra-Thin
D
E
F
G
SELF WINDING

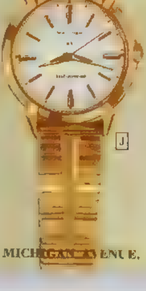
C Continental: 25 Jewels. Debonair, dashing, thin-as-a-coin and a wonderful time-keeper. 10K yellow gold filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock protected with Incabloc. Unbreakable mainspring.
4444P4010 . . . . . Retail $125.00

D Imperial: 25 Jewels. Solid 14K yellow gold case. Thin-as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity. Movement is shock protected with Incabloc. Unbreakable mainspring.
4445P5725 . . . . Retail $175.00

E Hanover: Self-winding waterproof* watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock-protected by Incabloc, has unbreakable mainspring.
4446P4090 . . . . Retail $125.00

F Sea Clipper Self-winding waterproof* watch suitable for military or naval use! All-stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring.
4447P4620 . . . . Retail $135.00

G Pace-Setter: 25 Jewels. Waterproof* dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.
4448P5055 . . . . Retail $150.00



65 Jewel self-winding

H Rotatron VII: 65 Jewel self-winding waterproof* watch. New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into time-keeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.
4449P5830 . . . . . . Retail $175.00

J Rotatron V: 65 Jewel self-winding waterproof* dress watch. Solid 14K yellow gold case. Gold-filled combination expansion bracelet.
4450P9260 . . . . Retail $275.00

As above. Waterproof* 10K yellow gold filled case, combination expansion bracelet.
4451P6320 . . . . Retail $195.00

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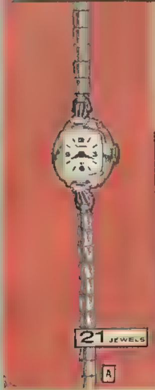
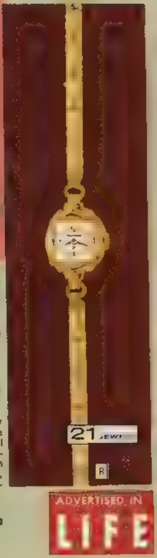
*Guaranteed waterproof as long as case, crown and crystal are intact.

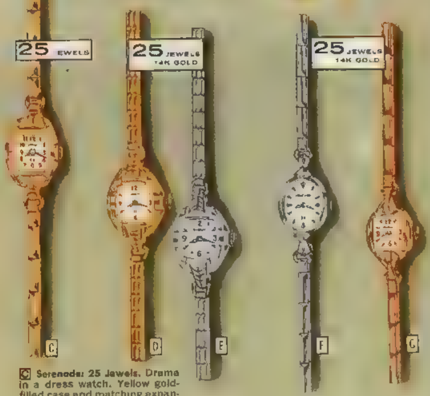
Waltham Premier

Lifetime Guarantee

on movement parts against breakage







A **Gigi: 21 Jewels.** A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

4452P2890 Retail $87.50

B **Concerto: 21 Jewels.** 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non break mainspring.

4453P2890 Retail $87.50

C **Serenade: 25 Jewels.** Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet. Incabloc protected. Non-break mainspring

4454P3360 Retail $100.00

D **Sonata: 25 Jewels.** Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring.

4455P4030 Retail $125.00

E **Etude: 25 Jewels.** Bewitching case of solid 14K white gold. Matching gold-filled expansion bracelet. Skip figure dial. Incabloc. Non-break mainspring.

4456P4030 Retail $125 00

F **Jubilee: 25 Jewels.** 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet. Incabloc, unbreakable mainspring.

4457P4535 Retail $135.00

G **Jubilee Y: 25 Jewels.** Solid 14k yellow gold case petite but sturdy. Gold-filled expansion bracelet. Incabloc shock protected. Non break mainspring.

4458P4380 Retail $130.00

H **Balmoral: 25 Jewels. 2 genuine radiant diamonds** in a sculptured case of white rolled gold plate. Stainless steel back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.

4461P3780 . . . Retail $115.00

J **Windsor: 25 Jewels. 4 blazing diamonds** in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet. Modern skip figure dial. Incabloc protected. Unbreakable mainspring.

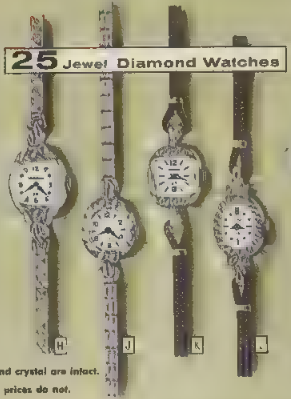
4462P5585 . . . . . . Retail $165.00

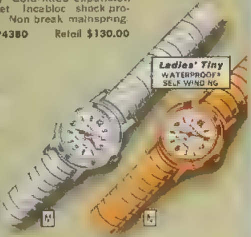
K **Buckingham: 25 Jewels. 8 fiery diamonds** in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold-filled safety chain attached. Incabloc protected. Unbreakable mainspring.

4463P6925 . . . . Retail $210.00

L **Crown: 25 Jewels. 22 blazing diamonds** in a luxurious case of solid 14K white gold. The peak of gracious beauty. Black silk cord bracelet with gold-filled safety chain. Incabloc. Unbreakable mainspring.

4464P10850 . . . . Retail $325.00





M **Giselle: Self-winding waterproof*** watch for ladies. Ideal for nurses, career women, sportswomen, homemakers. Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable mainspring, many other quality features.

4459P4275 . Retail $130.00

N **Jeannine:** Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet.

4460P4600 Retail $140.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

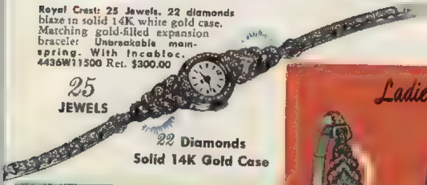
Retail Prices Include Federal Excise Tax; dealer's prices do not.

LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed



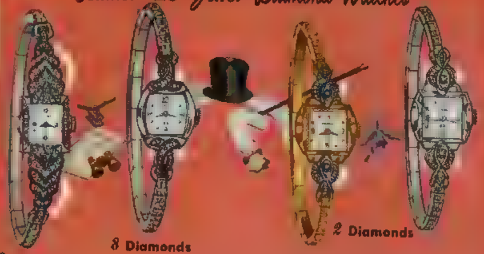
Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet **Unbreakable mainspring. With Incabloc.**
4436W11500 Ret. $300.00

25 **JEWELS**

22 **Diamonds**
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



50 **Diamonds**

8 **Diamonds**

2 **Diamonds**

Heritage Royal: 25 Jewels. 50 diamonds, 14K white gold case. Gold filled expansion bracelet **Incabloc. Non-break mainspring.**
4432W17265 Ret $450.00

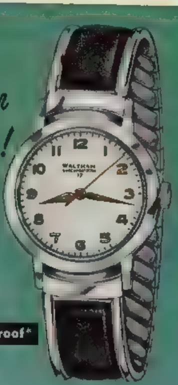
Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold filled expansion bracelet. **Incabloc shock-protection and unbreakable mainspring.**
4433W3925 Ret. $150.00

Patrician Y: 25 Jewels. 2 diamonds in yellow RGP case, stainless back. Gold-filled expansion bracelet **Unbreakable mainspring. Incabloc.**
4434W3325 . . Retail $85.00

Patrician W: As above. White RGP case, gold-filled bracelet.
4435W3325 . . . Retail $85.00

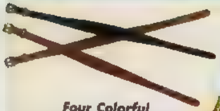
Watches illustrated are ⅞ actual size.

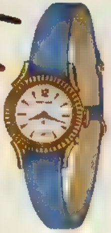
Super Value!



Waterproof*

Sea Escort: Waterproof* military or naval style watch . . the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back Matching steel combination expansion bracelet with black leather trim All arabic numeral dial has luminous hands and numbers that can be read in the dark Red sweep second hand **Shock-protected with Incabloc. Unbreakable mainspring** 17 jewel movement.
4437W1990 Retail $49.50

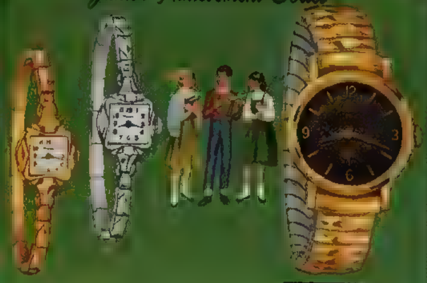




Four Colorful Costume-Matching Straps Included FREE

Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included Case is yellow gold color, has stainless back 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.**
4441W2125 . Retail $39.95

Junior Achievement Series



Waterproof*

Debutante Sue: Budget priced fashion flair for Miss Teen! Dainty yellow rolled gold plate case, steel back Matching gold filled expansion bracelet 15 jewel movement with **Incabloc protection and unbreakable mainspring.**
4438W2095 Retail $39.95

Debutante Anne: Same as above White rolled gold plate case, gold-filled bracelet.
4439W2095 Retail $39.95

Space Major: Super value for men and young men! Debonair black dial, accurate, dependable 15 jewel movement Smart case is color of gleaming yellow gold, has non corrosive stainless steel back Matching 10K yellow gold-filled expansion bracelet Movement has **unbreakable mainspring, shock-protected with Incabloc.**
4440W1995 Retail $39.95

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

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WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

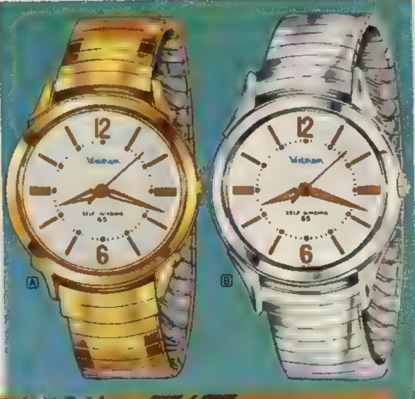
INCABLOC *Shock Protected*

More Accurate *More Efficient*

65 Functional JEWELS

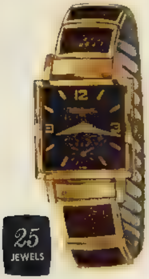
Waterproof*

Self-Winding

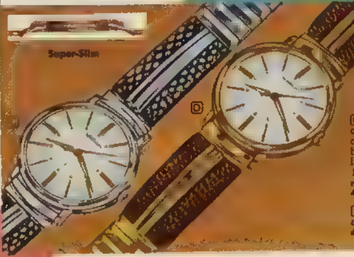


Ⓐ **Presentation Rototron 65:** New, different. Finest self-winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold-filled case with stainless back. Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
4400W5995 Retail $175.00

Ⓑ **Ship'N Shore Rototron 65:** as above. All steel case, band
4401W5310 . Retail $150.00



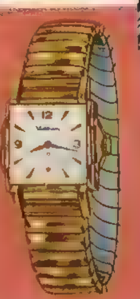
Jean LaFitte: 25 Jewels. Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold-filled expansion band with leather insets **Unbreakable mainspring, shock-protected** Waltham movement
4402W2830 Retail $79.50



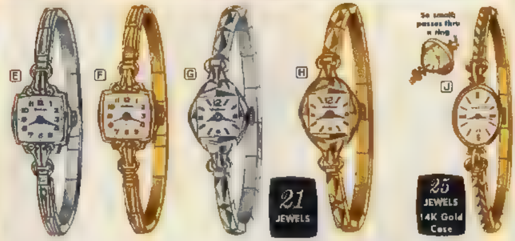
Waterproof*

Ⓒ **Corvette "A":** Dressy and practical! Super-slim waterproof* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement **Unbreakable main-spring, shock-protected**
4403W2495 Retail $65.00

Ⓓ **Corvette "B":** As above. Yellow color case, gold-filled bracelet.
4404W2885 .... Retail $75.00



Moultrie: Dignified presentation watch. 10K yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet 17 jewels **Unbreakable mainspring, shock-protected with Incabloc.**
4405W2395 . . . ...Retail $65.00



Ⓔ **Adams:** Easy to read dress watch. White rolled gold plate case, steel back. Gold-filled expansion bracelet. 17 Jewels. **Non-break mainspring. Incabloc.**
4406W2395 Retail $65.00

Ⓕ **Washington:** As above. Yellow RGP case, G.F bracelet.
4407W2395 . . Retail $65.00

Ⓖ **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back. Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc protected.**
4408W2675 Retail $72.50

Ⓗ **Katherine:** As above. Yellow RGP case. Gold-filled bracelet.
4409W2675 . Retail $72.50

Ⓙ **Marigold: 25 Jewels; 14K yellow gold case** so dainty it will fit through a ring. Matching gold filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
4410W4185 .. Retail $115.00

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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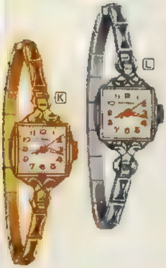
on all movement parts against breakage

Each Watch Gift Boxed

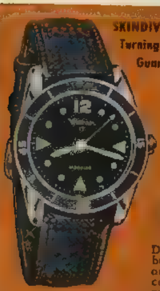
For Women at Work



K **Lady Elizabeth: For nurses, career women, homemakers** Dust protected case of yellow rolled gold plate with stainless back Gold filled expansion bracelet. Sweep second hand, 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected.**
4415W2685
Retail $71.50

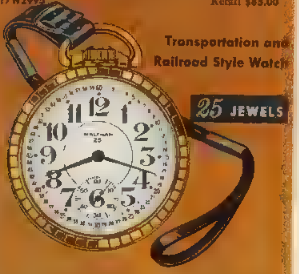
L **Lady Theresa:** As above. White rolled gold plate case, gold filled bracelet.
[illegible]5
Retail $71.50

SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed 100% waterproof.*

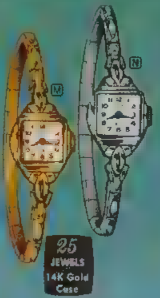


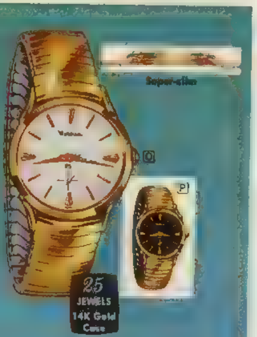
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc. Unbreakable mainspring.**
4417W2995
Retail $85.00

Transportation and Railroad Style Watch



For drivers, farmers, mechanics, sportsmen 25 Jewels. Milled case of 10K yellow rolled gold plate Legible black enameled dial, completely numbered minute track. 25 jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.
4421W2995 . . . . Retail $85.00



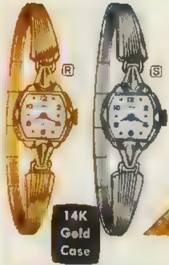


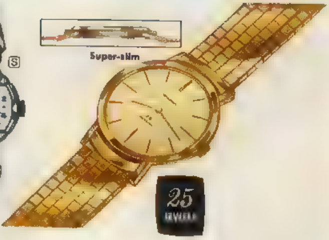
M **Madeline 25 Jewels.** Breath taking magnificence of an artfully carved case of solid 14K yellow gold Matching gold filled "Queen" expansion bracelet Very legible all-Arabic numeral dial with raised crystal Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability.
4411W3625 Retail $100.00

N **Julia** As above 14K white gold case, matching gold-filled bracelet
4412W3625 Retail $100.00

O **Boone: 25 Jewels.** Man's presentation watch with a super slim case of solid 14K yellow gold Ideal for giving on never to be forgotten occasions Very dressy very modern with stick figure dial Matching gold filled expansion bracelet Movement has **unbreakable mainspring and famous Incabloc shock-protection**
4413W4950 Retail $135.00

P **Bowie:** Same as above, but with black dial and gilt raised stick-figures.
4414W4950 Retail $135.00





R **Jasmine. Solid 14K yellow gold case** is thrillingly sculptured in a subtle design Matching gold filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet. Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
4418W3195 Retail $85.00

S **Daffodil:** As above. Solid 14K white gold case with gold filled bracelet
4419W3195 Retail $85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist Case is color of yellow gold and has a non-corrosive back. Matching gold-filled combination expansion bracelet looks like expansive solid gold band Elegant champagne colored dial with modern stick figures Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
4420W3340 Retail $95.00

Watches Illustrated are ⅞ actual size.

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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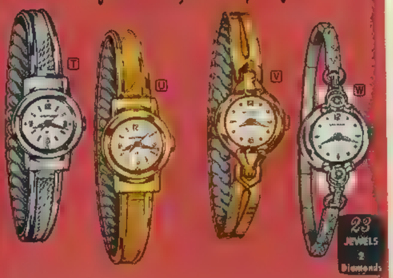
Watches illustrated are ⅞ actual size. on all movement parts against breakage Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



T **Salome: Lady's self-winding waterproof*** watch for sports women, home-makers. Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
4422W3895 . . . Retail **$100.00**

U **Pavlova:** As above. Yellow color case, gold-filled bracelet.
4423W4075 Retail **$110.00**

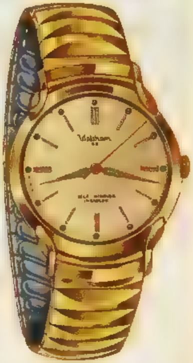
V **Magnolia: Lady's waterpro self-winding** dress watch. Yello rolled gold plate case with stai less back. Highly styled gold-fill combination expansion bracel 17 Jewels. **Unbreakable mainsprin Incabloc shock-protection.**
4424W3995 Retail **$100.0**

W **Sylvia: 23 Jewel self-windin waterproof*** watch with 2 di monds. White rolled gold pla case, non-corrosive back. Matc ing gold-filled expansion bracel **Unbreakable mainspring, Incabl**
4425W4950 . Retail **$135.0**

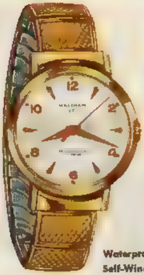
53

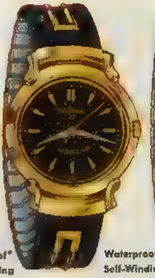
Functional JEWELS

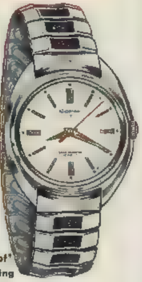
Self Winding Waterproof*



Rotetron 53: More efficient, more accurate self-winding waterproof* watch. Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand. **Unbreakable mainspring, Incabloc shock-protection, 53 jewel movement.**
4426W4865 Retail **$135.00**





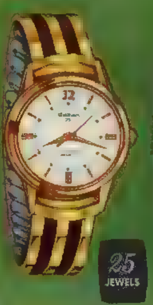


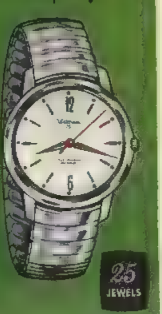
Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.**
4427W3695 Ret **$95.00**

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non corrosive back. Gold filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected.**
4428W3795 Ret **$95.00**

Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection.**
4429W3485 Ret. **$90.00**

*Self-Winding Waterproof**





Northampton 25 Jewels. Self-winding waterproof* Yellow gold filled case, non-corrosive back. Matching combination expansion bracelet with leather trim. Sweep second hand. Luminous hands, hour dots. **Unbreakable mainspring. Incabloc shock protection.**
4430W4575 Ret **$120.00**

Southland. 25 Jewels Sel winding waterproof* Mili tary style chrome case stainless steel back an matching all steel expan sion bracelet. Luminou hands, hour dots, red swee second hand. With **Incabloc shock protection, unbreak able mainspring.**
4431W3725 Retail **$92.5**

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

Retail prices include Federal Excise Tax; dealer's cost do not.

Waltham Premier

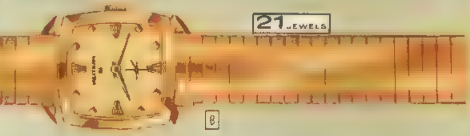
unconditional **Lifetime Guarantee**
on movement parts against breakage

Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

Retail Prices Include Federal Excise Tax; dealer's prices do not.

WATERPROOF*
A

Ultra-Thin



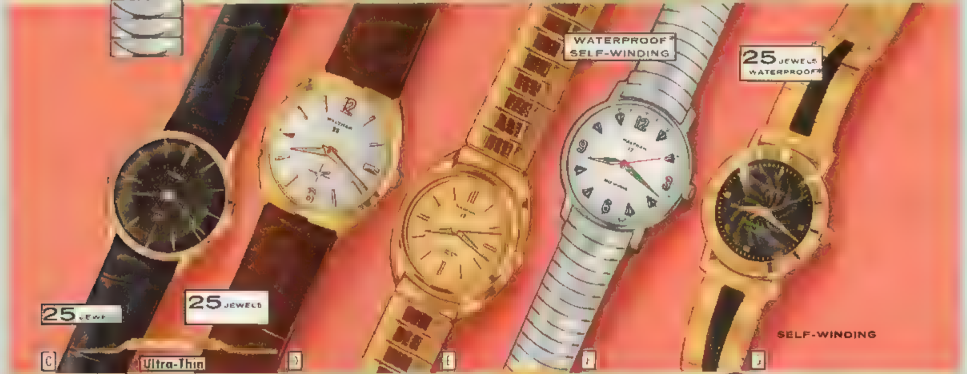
LIFE

A Viscount: Waterproof* thin-as-a-coin watch, handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock-protected with Incabloc and with unbreakable mainspring

4442P3060 . . . . **Retail $95.00**

B Diplomat: 21 jewels. Truly an elegant watch for the man of sophistication. Thin-as-a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.

4443P4065 **Retail $125.00**



C Continental 25 Jewels Debonair, dashing, thin as a-coin and a wonderful time-keeper 10K yellow gold-filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock-protected with Incabloc. Unbreakable mainspring.

4444P4010 . . . . **Retail $125.00**

D Imperial: 25 Jewels. Solid 14K yellow gold case. Thin-as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity. Movement is shock protected with Incabloc. Unbreakable mainspring

4445P5725 . . . . **Retail $175.00**

E Hanover: Self-winding waterproof* watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold-filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock-protected by Incabloc, has unbreakable mainspring.

4446P4090 . . . . **Retail $125.00**

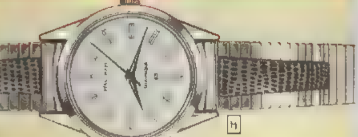
F Sea Clipper Self-winding waterproof* watch suitable for military or naval use! All-stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip-figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring

4447P4620 . . . . **Retail $135.00**

G Pace-Setter: 25 Jewels. Waterproof* dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold-filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.

4448P5055 . . . . **Retail $150.00**

***Guaranteed waterproof as long as case, crown and crystal are intact.**



65 Jewel self-winding

H Rototron VII: 65 Jewel self-winding waterproof* watch. New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into timekeeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.

4449P5830 . . . . . **Retail $175.00**

J Rototron V: 65 Jewel self-winding waterproof* dress watch. Solid 14K yellow gold case. Gold filled combination expansion bracelet.

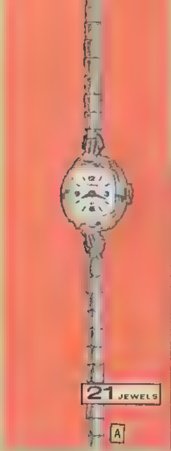
4450P9260 . . . . . **Retail $275.00**

As above. Waterproof* 10K yellow gold filled case, combination expansion bracelet.

4451P6320 . . . . **Retail $195.00**

Waltham Premier

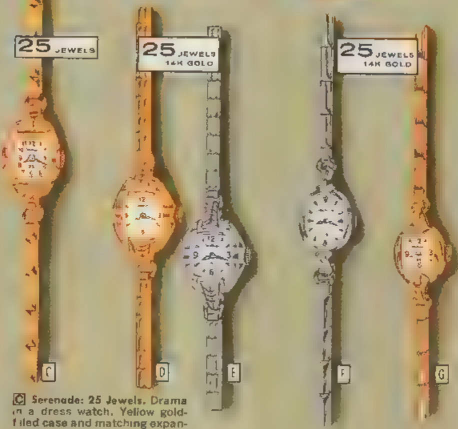
Lifetime Guarantee
on movement parts against breakage



A Gigi: 21 Jewels. A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.
4452P2890 . . . .
Retail $87.50

B Concerto: 21 Jewels. 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.
4453P2890
Retail $87.50

ADVERTISED IN LIFE



C Serenade: 25 Jewels. Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet. Incabloc protected. Non-break mainspring.
4454P3360 Retail $100.00

D Sonata: 25 Jewels. Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring
4455P4030 Retail $125.00

E Etude: 25 Jewels. Bewitching case of solid 14K white gold Matching gold-filled expansion bracelet. Skip figure dial Incabloc. Non-break mainspring.
4456P4030 Retail $125.00

F Jubilee: 25 Jewels. 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet. Incabloc, unbreakable mainspring.
4457P4535. Retail $135.00

G Jubilee Y: 25 Jewels. Solid 14k yellow gold case, petite but sturdy. Gold-filled expansion bracelet. Incabloc shock protected. Non-break mainspring.
4458P4380 Retail $130.00

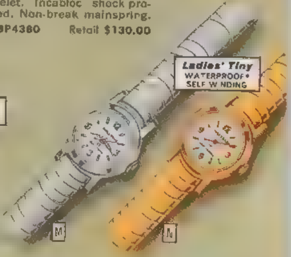
H Balmoral: 25 Jewels. 2 genuine radiant diamonds in a sculptured case of white rolled gold plate. Stainless steel back. Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.
4461P3780 . . . . Retail $115.00

J Windsor: 25 Jewels. 4 blazing diamonds in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet. Modern skip-figure dial. Incabloc protected. Unbreakable mainspring.
4462P5585 . . . . Retail $165.00

K Buckingham: 25 Jewels. 8 fiery diamonds in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold-filled safety chain attached. Incabloc protected. Unbreakable mainspring.
4463P6925 . . . . Retail $210.00

L Crown: 25 Jewels. 22 blazing diamonds in a luxurious case of solid 14K white gold The peak of gracious beauty. Black silk cord bracelet with gold-filled safety chain Incabloc. Unbreakable mainspring
4464P10850 Retail $325.00

25 Jewel Diamond Watches
H
J
K
L



M Giselle: Self-winding waterproof* watch for ladies. Ideal for nurses, career women, sportswomen, homemakers. Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable mainspring, many other quality features.
4459P4275 . Retail $130.00

N Jeannine: Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet.
4460P4600 . . Retail $140.00

*Guaranteed waterproof as long as case, crown and crystal are intact.

Retail Prices Include Federal Excise Tax; dealer's prices do not.

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

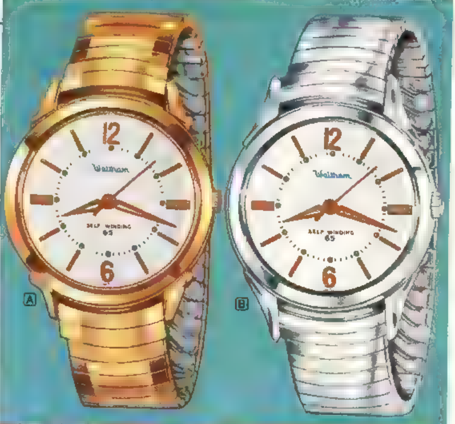
Each Watch Gift Boxed

INCABLOC *Shock Protected*

More Accurate *More Efficient*

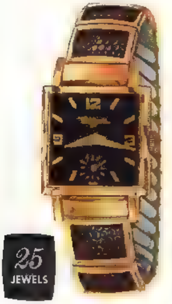
65 Functional JEWELS

Waterproof* Self-Winding

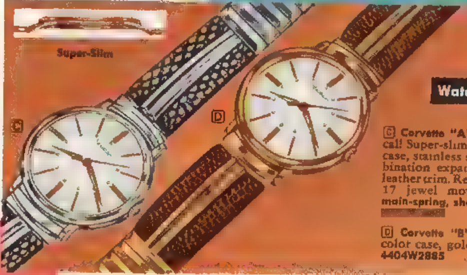


A **Presentation Rototron 65:** New, different. Finest self-winding movement made Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold filled case with stainless back. Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
4400W5995 . . Retail **$175.00**

B **Ship'N Shore Rototron 65** as above All steel case, band.
4401W5310 . . Retail **$150.00**



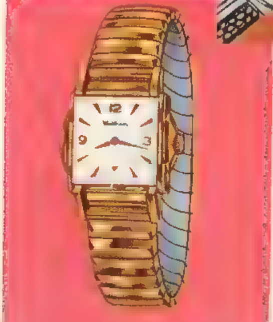
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold-filled expansion band with leather insets. **Unbreakable mainspring, shock-protected** Waltham movement.
4402W2830 . . Retail **$79.50**



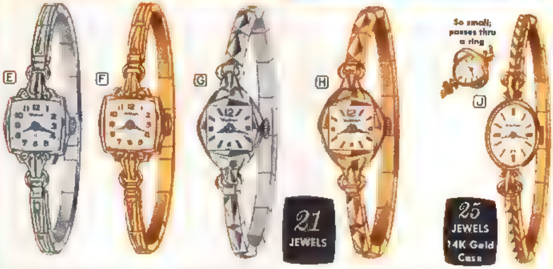
Waterproof*

C **Corvette "A":** Dressy and practical! Super-slim waterproof* chrome case, stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement. **Unbreakable main-spring, shock-protected.**
[redacted] . . . . Retail **$65.00**

D **Corvette "B":** As above. Yellow color case, gold-filled bracelet.
4404W2885 . . . . . . Retail **$75.00**



Moultrie: Dignified presentation watch 10K yellow rolled gold plate case with non corrosive back Matching gold-filled expansion bracelet. 17 jewels **Unbreakable mainspring, shock-protected with Incabloc.**
4405W2395 . . . . . Retail **$65.00**



E **Adams:** Easy to read dress watch White rolled gold plate case, steel back, Gold-filled expansion bracelet 17 Jewels. **Non-break mainspring. Incabloc.**
4406W2395 Retail **$65.00**

F **Washington:** As above. Yellow RGP case, G.F. bracelet.
4407W2395 . . . . . Retail **$65.00**

G **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back Matching gold-filled expansion bracelet. **Unbreakable mainspring. Incabloc protected.**
4408W2675 Retail **$72.50**

H **Katherine:** As above. Yellow RGP case. Gold-filled bracelet.
4409W2675 Retail **$72.50**

J **Marigold: 25 Jewels; 14K yellow gold case** so dainty it will fit through a ring. Matching gold-filled expansion bracelet Easy to read dial. Very elegant styling Movement shock protected **with Incabloc, has unbreakable mainspring.**
4410W4185 Retail **$115.00**

Retail prices include Federal Excise Tax; dealer's cost do not.

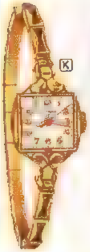
***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

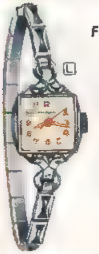
ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

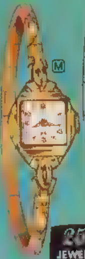


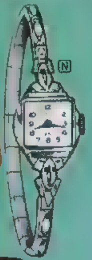


For Women at Work

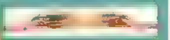
K **Lady Elizabeth: For nurses, career women, homemakers.** Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected.**
4415W2685 Retail $71.50

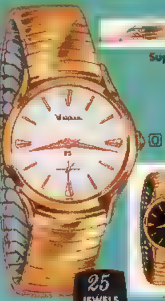
L **Lady Theresa:** As above White rolled gold plate case, gold filled bracelet.
4416W2685 Retail $71.50

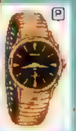




25 JEWELS 14K Gold Case


Super-slim





25 JEWELS 14K Gold Case

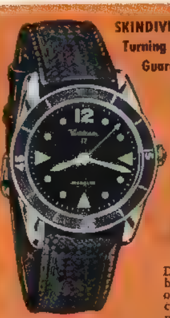
M **Madeline: 25 Jewels.** Breath taking magnificence of an artfully carved case of solid 14K yellow gold Matching gold filled "Queen" expansion bracelet Very legible all-Arabic numeral dial with raised crystal Accurate movement has **unbreakable mainspring. Incabloc shock-protection** for added durability
4411W3625 Retail $100.00

N **Julia:** As above 14K white gold case, matching gold-filled bracelet.
4412W3625 Retail $100.00

O **Boone: 25 Jewels.** Man's presentation watch with a super-slim case of solid 14K yellow gold Ideal for giving on never to be-forgotten occasions Very dressy, very modern with stick-figure dial Matching gold-filled expansion bracelet Movement has **unbreakable mainspring and famous Incabloc shock-protection.**
4413W4950 Retail $135.00

P **Bowie:** Same as above. but with black dial and gilt raised stick-figures.
4414W4950 Retail $135.00

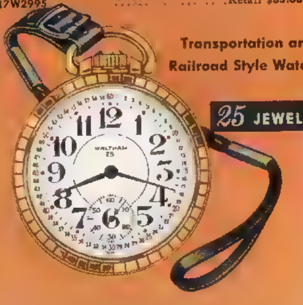
SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed 100% waterproof.*



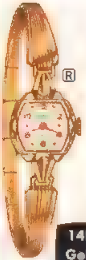
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc. Unbreakable mainspring.**
4417W2995 . . . . Retail $85.00

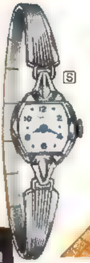
Transportation and Railroad Style Watch

25 JEWELS

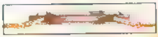


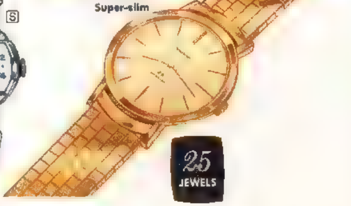
For drivers, farmers, mechanics, sportsmen. 25 Jewels. Milled case of 10K yellow rolled gold plate Legible black enameled dial, completely numbered minute track. 25 Jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.
4421W2995 . . . . Retail $85.00





14K Gold Case


Super-slim



25 JEWELS

R **Jasmine: Solid 14K yellow gold case** is thrillingly sculptured in a subtle design Matching gold-filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet Easy to-read skip-figure dial with raised crystal 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
4418W3195 . . . . Retail $85.00

S **Daffodil:** As above. Solid 14K white gold case with gold-filled bracelet.
4419W3195 . . . . . Retail $85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist. Case is color of yellow gold and has a non-corrosive back Matching gold-filled combination expansion bracelet looks like expansive solid gold band. Elegant champagne colored dial with modern stick-figures Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
4420W3340 . . . . Retail $95.00

Watches illustrated are ⅞ actual size.

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ADVERTISED IN LIFE

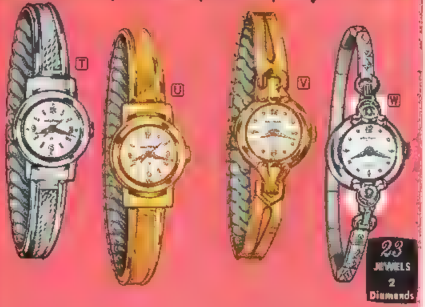
WALTHAM *Unconditional Lifetime Guarantee*

Watches illustrated are ⅞ actual size.

on all movement parts against breakage

Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



T Salome: Lady's self-winding waterproof* watch for sports women, home-makers. Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet Luminous hands, figures Sweep second hand 17 Jewels **Unbreakable mainspring, Incabloc shock-protection.**
4422W3895 Retail **$100.00**

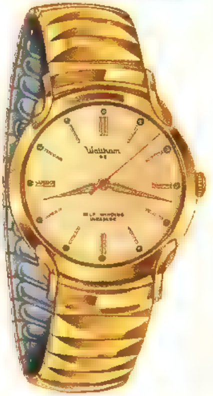
U Pavlova: As above. Yellow color case, gold-filled bracelet.
4423W4075 ... ... Retail **$110.00**

V Magnolia: Lady's waterproof* self-winding dress watch. Yellow rolled gold plate case with stainless back Highly styled gold-filled combination expansion bracelet 17 Jewels **Unbreakable mainspring, Incabloc shock-protection.**
4424W3995 Retail **$100.00**

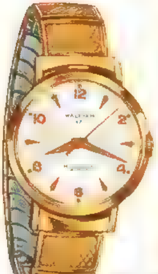
W Sylvia: 23 Jewel self-winding waterproof* watch with 2 diamonds. White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet **Unbreakable mainspring, Incabloc.**
4425W4950 . Retail **$135.00**

53 Functional JEWELS

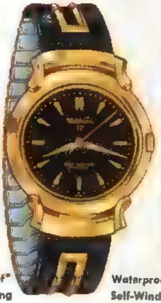
Self Winding Waterproof*



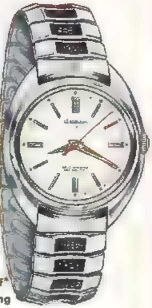
Rototron 53: More efficient, more accurate self-winding waterproof* watch Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet Champagne color dial, luminous hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
4426W4865 Retail **$135.00**



Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.**
4427W3695 Ret. **$95.00**

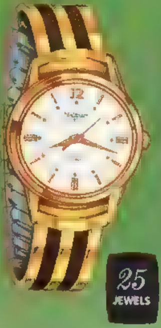


Scott: Self-winding waterproof*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band with black leather trim Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected.**
4428W3795 Ret. **$95.00**

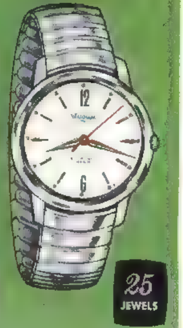


Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim Luminous hands and hour dots. Red sweep second hand 17 Jewels. **Non-break mainspring. With Incabloc shock-protection.**
4429W3485 Ret. **$90.00**

*Self-Winding Waterproof**



Northampton. 25 Jewels. Self-winding waterproof*. Yellow gold filled case, non corrosive back Matching combination expansion bracelet with leather trim. Sweep second hand luminous hands, hour dots **Unbreakable mainspring. Incabloc shock protection.**
4430W4575 Ret. **$120.00**



Southland: 25 Jewels Self-winding waterproof*. Military style chrome case, stainless steel back and matching all-steel expansion bracelet Luminous hands, hour dots, red sweep second hand. With **Incabloc shock protection, unbreakable mainspring.**
4431W3725 Retail **$92.50**

***GUARANTEED WATERPROOF** as long as case, crown and crystal remain intact.

Retail prices include Federal Excise Tax; dealer's cost do not.

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

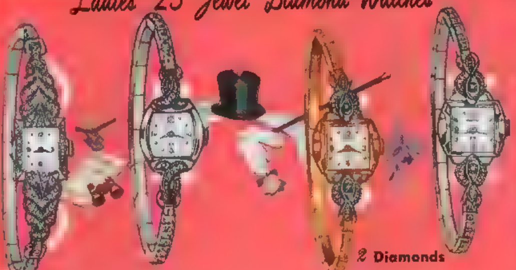
Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion bracelet. **Unbreakable mainspring. With Incabloc.** 4436W11500 Ret. $300.00

25 JEWELS

22 Diamonds
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



50 Diamonds

8 Diamonds

2 Diamonds

Heritage Royal: 25 Jewels. 50 diamonds, 14K white gold case. Gold-filled expansion bracelet. **Incabloc. Non-break mainspring.** 4432W17265 Ret. $450.00

Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold filled expansion bracelet. **Incabloc shock-protection and unbreakable mainspring.** 4433W5925 Ret. $150.00

Patrician Y: 25 Jewels. 2 diamonds in yellow RGP case, stainless back. Gold filled expansion bracelet. **Unbreakable mainspring. Incabloc.** 4434W3325 Retail $85.00

Patrician W: As above. White RGP case, gold-filled bracelet 4435W3325 Retail $85.00

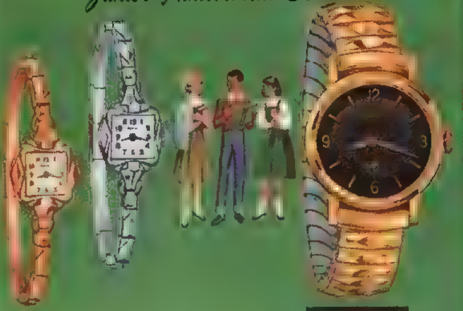
Super Value!

Waterproof*

Sea Escort: Waterproof* military or naval style watch . . . the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement 4437W1990 . . . . . Retail $49.50

Watches illustrated are ⅞ actual size.

Junior Achievement Series



Waterproof*

Debutante Sue: Budget priced fashion flair for Miss Teen! Dainty yellow rolled gold plate case, steel back. Matching gold-filled expansion bracelet. 15 Jewel movement with **Incabloc protection and unbreakable mainspring.** 4438W2095 Retail $39.95

Debutante Anne: Same as above. White rolled gold plate case, gold-filled bracelet. 4439W2095 Retail $39.95

Space Major: Super value for men and young men! Debonair black dial, accurate, dependable 15 jewel movement. Smart case is color of gleaming yellow gold, has non-corrosive stainless steel back. Matching 10K yellow gold-filled expansion bracelet. Movement has **unbreakable mainspring, shock-protected with Incabloc.** 4440W1995 Retail $39.95

Four Colorful Costume-Matching Straps Included FREE

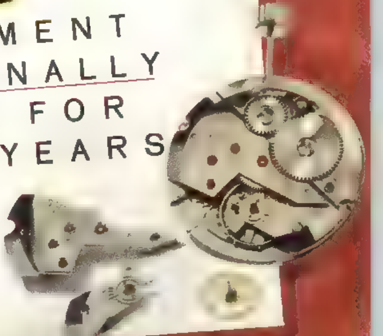
Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.** 4441W2125 Retail $39.95

*GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.

Retail prices include Federal Excise Tax; dealer's cost do not.

The most extraordinary guarantee in the history of watchmaking

EVERY SINGLE BENRUS WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS



Regardless of how you treat it, every BENRUS watch movement *must* run perfectly—or BENRUS will repair it or replace it free. That means you won't pay one cent for repairs for three whole years.

The fact is—a BENRUS watch can be counted on for a *lifetime* of faultless service . . . every BENRUS is just that fine a watch!

[illegible] Watch Company, Inc.

For the first half of this year, Benrus brought to the homes of all America the great Jack Benny comedy hours and spectaculars like the fabulous Emmy TV Awards program. This Fall and at the Christmas season, Benrus will bring you many other outstanding programs. Already scheduled is another special Jack Benny Hour on Saturday, November 7th, on the CBS network, and a great two hour showing in full color of the Wizard of Oz starring Judy Garland, Bert Lahr and Ray Bolger on CBS, Sunday, December 13th

STAINLESS STEEL

Lord Allan . . 17 jewels. Distinctive, simple lines distinguish its modern yellow top, stainless steel back. Unbreakable mainspring. Matching expansion band. A handsome, masculine watch that combines contemporary styling with real watch value. Smartly gift boxed.

1J440X2300 . 30.00

Lord Bruce *Same as above with genuine leather strap.*

1J441X2000 25.00

Lady Harriet . . . 17 jewels. Strikingly new with a charming 10K yellow rolled gold plate top and a stainless steel back. Unbreakable mainspring. Beautiful, matching expansion bracelet of slim sleek links to grace a lovely wrist. No finer gift for a woman who enjoys wearing fine fashion first. Gift boxed

1J442X2300 . 30.00

Lady Janice . *Same as above with black nylon cord attachment*

1J443X2000 25.00

Lady Harriet "W" . . . 17 jewels. Youthful, exquisite styling at its finest. Attractive 10K white rolled gold plate top, with stainless steel back. Unbreakable mainspring. Perfectly matched expansion bracelet. A gift of gleaming loveliness that will be appreciated for years to come. Beautifully gift boxed.

1J444X2300 30.00

Lady Janice "W" *Same as above with black nylon cord attachment.*

1J445X2000 25.00

Water Master . . . 17 jewels. Guaranteed Waterproof*, luminous hands, stainless steel case. Unbreakable mainspring. Matching inlaid expansion band. A perfect gift, the rugged dependability of Water Master will meet the most exacting standards that can be set by an active sportsman. Gift boxed

1J446X2300 . 30.00

Sea Serpent . *Same as above with genuine leather strap.*

1J447X2000 .25.00

**Guaranteed Waterproof when case, crown and crystal remain intact and still [illegible] unconditionally guaranteed for three whole years.*

EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

BENRUS
WATERPROOF*

NOT A DROP OF WATER, NOT A SPECK OF DUST CAN EVER GET IN!

The Benrus Waterproof was "TOWED 'ROUND THE WORLD UNDERWATER—kept perfect time. Historic underwater tests prove that the Benrus Waterproof is the finest waterproof watch you can buy!"

SEAL OF
Guaranteed
WATERPROOF
WATERPROOF* PROTECTION!

This seal guarantees that no water, moisture or dust can harm your Benrus waterproof watch. Insist on a Benrus . . . finest waterproof watch you can wear.

Sea Ace "Z" . . . 17 jewels. Guaranteed waterproof*. Yellow top, stainless steel back. Luminous black dial, sweep second hand. Shock-absorbing movement. Leather inlaid expansion band. Unbreakable mainspring. Guaranteed accurate, the Sea Ace "Z" represents a truly unusual value in a fine waterproof watch.
1J449X3250 . . . 57.50
Sea Ace . . . *In white dial.*
1J448X3250 . . . 57.50

21 Jewels
STAINLESS STEEL CASE
STAINLESS STEEL CASE
21 Jewels
EXTRA SLIM
14K. Gold
HIDDEN CROWN

Ocean Baron . . . 17 jewel guaranteed waterproof* watch lives up to its name. Stainless steel case is dustproof, guaranteed accurate movement is shock-absorbing, antimagnetic, has unbreakable mainspring. Luminous, full figure dial. Sweep second hand. Inlaid expansion band. A perfect gift for men of every age. Truly a winner in styling. Truly a winner in value.
1J450X2680 . . . 47.50

Waterwheel "21" . . . 21 jewels give peak precision. Modern stainless steel case is guaranteed waterproof*. Antimagnetic. Luminous hands, sweep second hand. Inlaid expansion band. Shock absorbing. Unbreakable mainspring. Versatile styling that goes anywhere.
1J451X3275 . . . 57.50
Waterwheel "Z" "21" . . . *Same as above in black dial.*
1J452X3275 . . . 57.50

Ocean Cruiser . . . 17 jewels, guaranteed waterproof*, with magnificent ultra flat yellow top case. Shock-absorbing movement. Unbreakable mainspring. Sweep second hand. Stainless steel back. Luminous hands. Leather inlaid expansion band. Smartly gift packaged.
1J453X3440 . . . 62.50
Ocean Cruiser "Z" . . . *Same as above with striking black dial.*
1J454X3440 . . . 62.50

Golden Ensign "21" . . . 21 jewels, guaranteed waterproof*. Luminous hands, sweep second hand. 14K gold case with hidden crown feature. Shock absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. Smartly gift packaged.
1J455X7825 . . . 145.00
Golden Ensign "Y" "21" . . . *As above in 10K yellow gold filled case.*
1J456X4790 . . . 87.50

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

fact, and still [illegible] unconditionally [illegible] whole [illegible]

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Prices do not include 10% Federal Excise Tax.

MEMORABLE
GIFTS

LUXURY
WATCHES
BY
BENRUS

Lovely 17-jewel watches of gleaming perfection. Perfect to give . . . perfect to receive

IDEAL FOR ALL OCCASIONS

Edie . . . 17 jewels. Glamorous and exciting, case has 10K yellow rolled gold plate top, stainless steel back. Easy-view full figure dial. Matching expansion band. Unbreakable mainspring. Gift box.
1J457X2690 . . . 47.50
Edie "W" . . . *Same as above in white*
1J458X2690 . . . 47.50

Kim . . . 17 jewels. A delicately styled case of 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet blends to perfection with exquisite case. Unbreakable mainspring. Gift packaged for presentation.
1J459X3195 . . . 57.50
Kim "W" . . . *In white.*
1J460X3195 . . . 57.50

Sportmate "S" . . . 17 jewel ideal watch for every occasion. Glittering yellow top case, stainless steel back. Sweep second hand. Full figure dial. Black suede strap. Unbreakable mainspring. Gift boxed.
1J461X3195 . . . 57.50
Sportmate . . . *With matching expansion bracelet.*
1J462X3480 . . . 65.00

Jane . . . 17 jewels. So petite and dainty it will pass through a ring! Distinctive 10K yellow rolled gold plate top, stainless steel back. Expansion bracelet. Unbreakable mainspring. Beautifully packaged for gift giving.
1J463X3415 . . . 62.50
Jane "W" . . . *In white*
1J464X3415 . . . 62.50

EVERY SINGLE **BENRUS** WATCH MOVEMENT
IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

BENRUS
SELFWINDING
WATERPROOF*

RUNS WITHOUT WINDING . . . NEEDS NO BATTERIES!
Always perfectly wound, always perfectly accurate, the Benrus Self-Winding watch is the finest you can wear. It combines every wanted automatic watch feature—convenience, accuracy, and dependability. All Benrus Self-Winding watches are shock-resistant, anti-magnetic . . . with an unbreakable mainspring. Truly—the newest, most modern watch in the world!

Golden Planet "39" . . 39 jewels, Self-Winding, Guaranteed Waterproof*, Calendar Feature (tells the date), Luminous hands, sweep second hand. Ultra Slim 14K Gold case. Hidden Crown Feature. Shock-absorbing movement, unbreakable mainspring. Unique adjustable bracelet with ratchet clasp. This is one of the finest Benrus watches you can give. Ideal for the man who appreciates true quality and usefulness in a watch he will be proud to wear.
1J465X10790 . . . 200.00
Golden Planet "Y" "39" . . *Same as above in 10K yellow gold filled case.*
1J466X7615 . . . 145.00

39 Jewels
14K. Gold
HIDDEN CROWN
15
CALENDAR
BENRUS
39 JEWELS SELF-WINDING

STAINLESS STEEL

25 Jewels
HIDDEN CROWN
14K. Gold
EXTRA SLIM

Sportsman . . 17 jewels, self-winding—slightest wrist motion winds it as you wear it! Guaranteed waterproof* stainless steel case. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Luminous dial, sweep second hand. Inlaid expansion band. The ideal watch for the active man. Tested and retested for guaranteed accuracy. Smartly packaged for giving.
1J467X3540 . . . 62.50

Space Pilot . . . 17 jewel self-winding movement, always wound, always accurate. Guaranteed waterproof* case has rich yellow top, stainless steel back. Shock absorbing movement, unbreakable mainspring. Luminous hands, sweep second hand. Leather inlaid expansion band. Gift packaged.
1J468X4190 . . . 75.00
Space Pilot "Z" . *In black dial.*
1J469X4190 . . . 75.00

Air Travel "25" . . . Ultimate in automatic time-keeping. 25 jewels. Guaranteed waterproof* case in rich yellow top, stainless steel back. Sweep second hand, shock-absorbing movement, unbreakable mainspring. Luminous full figure dial. Leather inlaid expansion band harmonizes with over-all design.
1J470X4945 . . . 87.50
Air Travel "Z" "25" *In black dial.*
1J471X4945 . . . 87.50

Star Fire "25" . . . 25 jewel automatic movement. Magnificent 14K gold case is guaranteed waterproof*! New ultra-flat shape, new hidden crown! Shock absorbing movement, anti-magnetic, unbreakable mainspring. Luminous hands, sweep second hand. Tapered leather inlaid expansion band.
1J472X8700 . . . 160.00
Star Fire "Y" "25" *Same as above in 10K yellow gold filled.*
1J473X5860 . . . 110.00

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

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Prices do not include 10% Federal Excise Tax

MAGNIFICENT
GIFTS

BENRUS
LUXURY
WATCHES

Classically beautiful 17-jewel Benrus watches of lasting dependability.

Winthrop . . . 17 jewels. A truly executive watch in a glittering yellow top, stainless steel back, for dress-up elegance. Guaranteed accurate for rugged, everyday duty. Luxury expansion band, easy-to-read full figure dial, stainless steel back. Unbreakable mainspring. The classic styling of this fine man's watch makes it a suitable gift for any occasion. Beautifully gift boxed.
1J474X2690 . . . 47.50

Chairman . . . 17 jewels. A regal-looking watch you'll wear or give proudly. Modern masculine case has a deluxe yellow top, with stainless steel back to withstand years of rugged wear. Unbreakable mainspring. Expansion band inlaid with genuine leather for extra luxury, for dress-up elegance. Newly styled dial is a masterpiece of contemporary design. Beautifully gift boxed.
1J475X3050 . . . 55.00

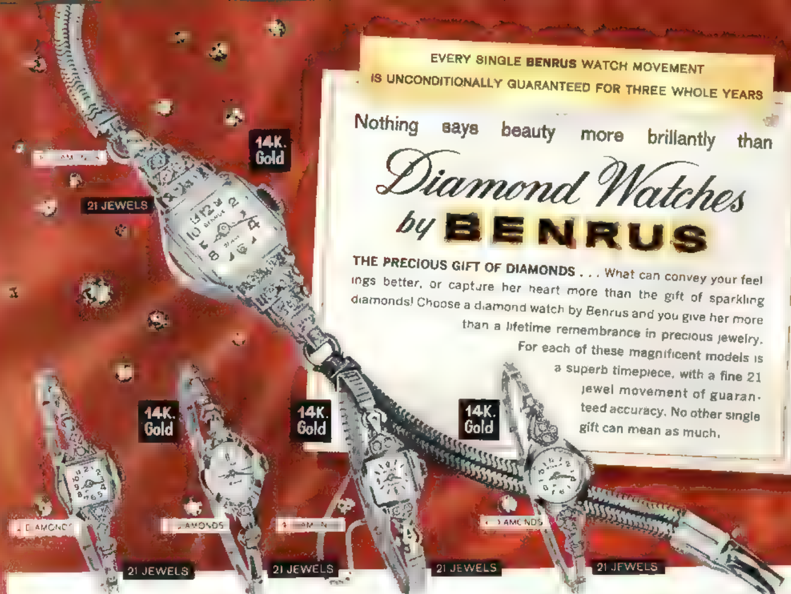
Edward "Z" . . . 17 jewels. Jet black dial contrasts smartly with 10K yellow rolled gold plate top, stainless steel back. Matching leather inlaid expansion band. Unbreakable mainspring. By day and by night this unusual watch is in perfect taste, and can be worn with pride. Smartly gift boxed.
1J476X3285 . . . 59.50
Edward . *With white dial.*
1J477X3285 . . . 59.50

EVERY SINGLE **BENRUS** WATCH MOVEMENT IS UNCONDITIONALLY GUARANTEED FOR THREE WHOLE YEARS

Nothing says beauty more brillantly than

Diamond Watches by BENRUS

THE PRECIOUS GIFT OF DIAMONDS . . . What can convey your feelings better, or capture her heart more than the gift of sparkling diamonds! Choose a diamond watch by Benrus and you give her more than a lifetime remembrance in precious jewelry. For each of these magnificent models is a superb timepiece, with a fine 21 jewel movement of guaranteed accuracy. No other single gift can mean as much.



Diamond Stardust "21" . . . 21 jewels the gleam of 2 genuine 8 facet diamonds. 10K white rolled gold plate top stainless steel back Full figure dial Expansion band Unbreakable mainspring A lovely gift for all time
1J480X4345 .75.00
Diamond Stardust "T" "21" . . *As above in yellow.*
1J481X4345 75.00

Diamond Valerie "21" . . . 21-jewel movement plus the breathtaking brilliance of two genuine diamonds Stunning 14K white gold case Unbreakable mainspring Expansion bracelet of tastefully simple design
1J482X5245 .92.50
Diamond Valerie "G" "21" . *In 14K yellow gold*
1J483X5245 92 50

Diamond Regal "21" . . . 21 jewels, 4 genuine diamonds set in a splendid 14K white gold case. Unbreakable mainspring Beautiful, unique flexible mesh bracelet with safety clasp sets off the charm of this model
1J484X6190 .110.00
Diamond Regal "G" "21" . . *In 14K yellow gold.*
1J485X6190 110.00

Diamond Dawn "21" . . . 21 jewels 6 genuine diamonds dance with fire in a quality case of 14K white gold Faceted crystal, unbreakable mainspring. Matching expansion band enhances this twinkling beauty.
1J486X6600. . . . 115.00
Diamond Dawn "G" "21" . *As above in yellow*
1J487X6600 115 00

Diamond Glamour "21" . . 21 jewels, 10 genuine diamonds in a 14K white gold case Glamorous matching double snake chain bracelet with safety chain clasp Unbreakable mainspring.
1J478X8555 . .160.00
Diamond Glamour "W" "21" *In 10K white rolled gold plate top, stainless steel back*
1J479X6190 110.00

ALL **BENRUS** WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS

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21 Jewels
21 Jewels

Embraceable Kit . . . 17 jewels Striking watch and stunning bracelet combined! Full figure dial. Magnificently designed case in 10K yellow rolled gold plate top, stainless steel back. Unbreakable mainspring. Safety chain Guaranteed accurate A really charming gift to grace any woman's beauty
1J488X3190 57.50
Embraceable Kit "W" . . . *As above in white.*
1J489X3190. . . . . . . .57.50

Embraceable Marsha "21" . . 21 jewel movement heightens the value of this entrancing bracelet-watch combination Modern dome crystal. 10K yellow rolled gold plate top stainless steel back. Safety chain. Unbreakable mainspring. A rounded feminine style that makes the most of a lovely wrist
1J490X3885. . . 69.50
Embraceable Marsha "W" "21" . . . *In white.*
1J491X3885. . . . . .69.50

Embraceable Vickie . . . 17 jewels. Circles the wrist with glamour in the most fitting way. A stunning bracelet and watch in one! Stylish 10K yellow gold filled case Unbreakable mainspring to guarantee years of accuracy. Sleek grace gives this modern watch equal appeal for a woman of 15—or of 50
1J492X4413 . 82 50
Embraceable Vickie "B". . *Same as above in white.*
1J493X4413. . . . . . . .82.50

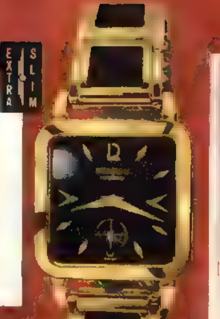
Embraceable Jean "21" . . . 21 jewels. A glamorous and exciting bracelet/watch combination Magnificent all yellow case contains the world famous Benrus precision movement Unbreakable mainspring Complete with safety chain. This luxurious watch is beautifully packaged for gift giving
1J494X4700 .87 50
Embraceable Jean "B" "21" *...Same as above in white.*
1J495X4700. . . . . . . .87.50

SMARTEST WAY TO A WOMAN'S HEART

BENRUS
Embraceable®

- Opens to fit the wrist, closes to circle the wrist with beauty'
- Accurate watch and stunning bracelet combined

Citation Corsair "Z" . . . 17 jewel movement. Sculptured detailing adds elegance to this new extra slim all yellow case. Striking black dial, anti-magnetic, unbreakable mainspring. Modern tapered expansion bracelet is leather-inlaid for luxury appearance. A fine precision timepiece that is guaranteed accurate. Fine watch styling and fine watch performance that you can depend upon in watches that bear the Benrus citation ribbon. Special presentation case for gift giving.
1J496X4190 75.00
Citation Corsair . . . *Same as above with white dial*
1J497X4190 75.00



BENRUS

UNCONDITIONAL
THREE YEAR GUARANTEE

This is to certify that the fine jeweled movement in this Benrus watch is unconditionally guaranteed for a period of three years. In the event that your watch stops functioning, the movement will be repaired or replaced at no charge by the Benrus Watch Company, during the period of the guarantee.

(signed) J. Lazrus President
Benrus Watch Company, Inc

(This written guarantee accompanies every Benrus watch. It is your assurance that you won't have to spend one cent for repairs for three whole years. It does not apply to watch bands or straps.)

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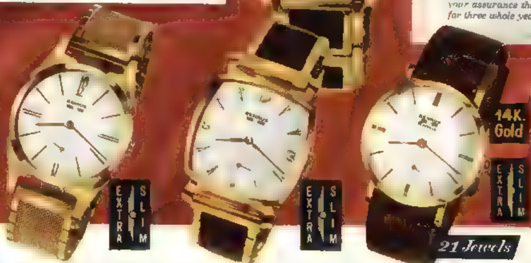


The Most Beautiful Watch In The World!

BENRUS Citation

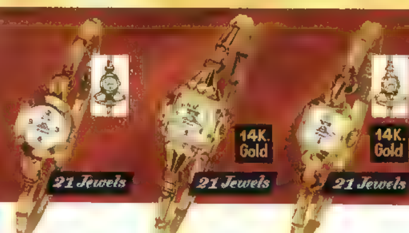
Citation . . . the ultimate in a fine watch . . . the ultimate in a fine gift. Elegant hand polished cases of precious metal, custom crafted dials of harmonious beauty. Citation means unsurpassed Benrus quality in a collection of superb models for men and women. Choose Citation for the most memorable gift of all.

Citation Corbett . . . 17-jewel ultra-precise movement in magnificent ultra-flat, all yellow case. Anti-magnetic, unbreakable mainspring. Mesh inlaid expansion band. The ultimate in simplicity and good taste. Presentation box.
1J498X4190................75.00
Citation Corbett "Z" . . . *Same as above with black dial.*
1J499X4190................75.00

Citation Clay . . . 17 jewels. A magnificently styled timepiece in an extra slim, all yellow case. Beautiful sculptured modern dial. Unbreakable mainspring. A truly distinctive watch that you can give with supreme confidence, because of world recognized quality. New, flexible inlaid expansion band.
1J500X4190................75.00

Citation Comet "21" . . . 21 jewels. Perfection in an ultra-slim luxury case of precious 14K yellow gold. Unbreakable mainspring, genuine leather strap. Simplicity of design that represents the ultimate in fine craftsmanship. A perfect gift.
1J501X5700.............. 110.00
Citation Comet "Y" "21" . . . *As above in 10K yellow rolled gold plate.*
1J502X3890.............. 69.50

ALL BENRUS WATCHES UNCONDITIONALLY GUARANTEED THREE WHOLE YEARS



GUARANTEED UNCONDITIONAL 3
GUARANTEED 3 YEARS
BENRUS Citation
14K. Gold
21 Jewels

Every BENRUS watch in this beautiful GIFT JEWEL CASE

Citation Coral "21" . . . 21 jewels. So trim and petite it slips through the daintiest ring. The classic beauty of its all yellow case—matching expansion bracelet gives it a truly luxurious appearance. Unbreakable mainspring. An elegant watch that goes everywhere with assurance.
1J503X3635...........65.00
Citation Coral "W" "21" . . . *Same as above in white.*
1J504X3635...........65.00

Citation Golden Cathy "21" 21 jewels luxurious 14K yellow gold case. Full figure dial for easy reading. Unbreakable mainspring, matching expansion bracelet. Traditional styling that adapts with ease to every phase of living. Truly a gift to win her heart.
1J505X4170...........75.00
Cit. Gold. Cathy "A" "21" . . . *In 14K white gold case.*
Citation Golden Cathy "A"
1J506X4170........ 75.00

Citation Golden Carmen "21" 21 jewels, exquisite 14K yellow gold case. Guaranteed accurate movement has unbreakable mainspring. Matching expansion bracelet completes the picture of a feminine watch any fashion conscious woman would be glad to receive as a gift
1J507X4560. . . 82.50
Cit. Gold. Carmen "A" "21" . . . *In 14K white gold case*
1J508X4560........82.50

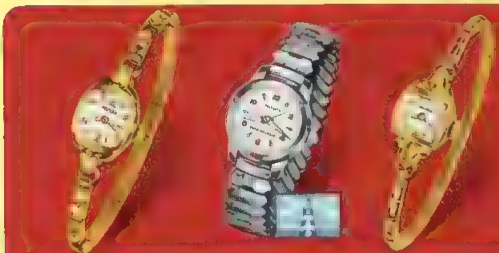
Citation Golden Camille "21" . . . 21 jewel guaranteed accurate watch in 14K yellow gold case of lifetime elegance. Adjustable expansion bracelet harmonizes with case in beautiful fashion styling. Lifetime unbreakable mainspring. Gleaming perfection in a watch that will convey your good wishes on a special occasion. Smart gift box. Guaranteed accurate.
1J509X5175...............95.00
Citation Golden Camille "A" "21" . *As above in 14K white gold.*
1J510X5175 95.00

BELFORTE

Subsidiary of the BENRUS Watch Company

The heart of the Belforte watch is a jewelled lever escapement. It is your assurance of long, dependable, accurate service.

Ultra deluxe in every respect, the Belforte is a beautiful jewelled lever watch with an unbreakable mainspring to assure accuracy and long service. Precision workmanship, electronic timing and testing guarantee the value and dependability of Belforte. Gift packaged for presentation



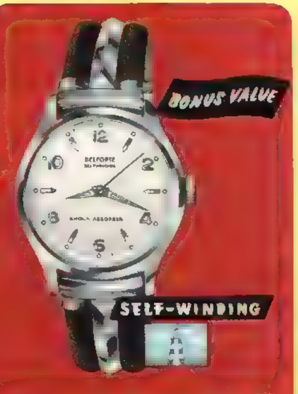
Marianne Excitingly styled yellow-top case, stainless steel back Jewelled lever escapement, unbreakable mainspring. Heart motif design appears on bracelet also. 7 jewels. Gift boxed.
1J512X1495..........**31.95**

Marianne "W". . . *In white.*
1J513X1495........ **31.95**

Water Princess "A" Guaranteed waterproof*, dustproof case Brilliant chrome top, stainless steel back Accurate jewelled lever movement. Luminous dial, sweep second hand, unbreakable mainspring. Matching expansion bracelet Shock absorbing movement. 7 jewels.
1J514X1488 ..... .**29.95**

Princess Petite So feminine yet sturdy, in a glistening yellow top case with stainless steel back. Full figure dial. Unbreakable mainspring. Matching expansion bracelet. 7 jewels. Gift box
1J515X1435 ...... **29.95**

Princess Petite "W" . . *Same as above in white.*
1J516X1435 .... **29.95**



Sky Mariner . . . Superbly accurate self-winding watch has shock-absorbing jewelled lever movement. Guaranteed waterproof* case is dustproof, has chrome top, stainless steel back Luminous dial, sweep second hand Unbreakable mainspring Genuine inlaid expansion band 7 jewels Beautifully gift packaged for presentation.
1J511X1698..............................**39.95**

Prices do not include Federal Excise Tax.
**When case, crystal and crown remain intact.*

© 1959 Belforte Watch Company, Inc.

Hawthorne Handsome yellow top with durable stainless steel back Unbreakable mainspring Matching expansion band. 7 jewels Gift-boxed
1J517X1195 . **24.95**

Creighton . *Like Dad's above, but with "Junior" band for boys.*
1J518X1195. . ...**24.95**

Water Prince Guaranteed waterproof*, dustproof Luminous glow-in-dark dial sweep second hand, jewelled lever, shock absorbing movement. Chrome top, stainless steel back Unbreakable mainspring Expansion band 7 jewels.
1J519X1297 ... . . .**27.50**

Water Prince "Z" . . . *Black dial.*
1J520X1297 ....**27.50**

Sir George "A" "Z" . . . Executive model watch has striking black dial Stylized yellow top, stainless steel back Unbreakable mainspring Inlaid expansion band. 7 jewels Guaranteed accurate! Gift packaged
1J521X1249 . **27.50**

Sir George "A" . . . *As above, white dial.*
1J522X1249.............**27.50**

CAMPUS-TIMERS

Sea Cliff ..Boy's waterproof* watch has "junior" expansion band, luminous full-figure dial, sweep second hand. Chrome top, stainless steel back. Dustproof. Unbreakable mainspring Shock absorbing movement 7 jewels
1J525X1249 . **24.95**

Miss Debutante . Exquisite girl's watch has rich, yellow top, stainless steel back, "junior" expansion bracelet Unbreakable mainspring. 7 jewels. Guaranteed accurate!
1J523X1347................ **27.95**

Miss Debutante "W" . . . White top.
1J524X1347 ....**27.95**

ADVERTISED IN LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

INCABLOC *Shock Protected*

More Accurate *More Efficient*

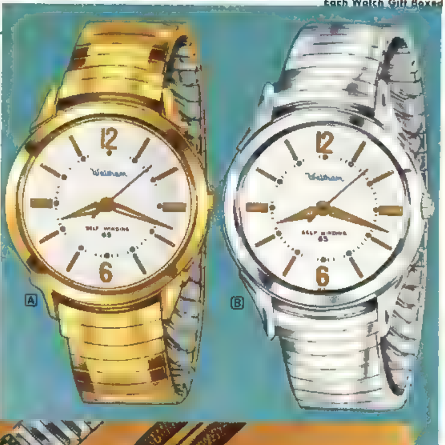
65 Functional JEWELS

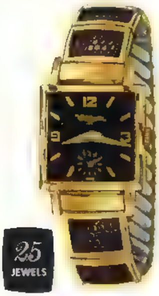
Waterproof*

Self-Winding

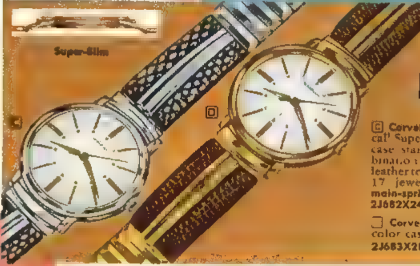
Ⓐ **Presentation Rototron 65:** New, different Finest self winding movement made Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold-filled case with stainless back Has matching expansion bracelet. Luminous dial sweep second hand, **unbreakable mainspring. Shock-protected movement.**
2J679X5995 Retail **$175.00**

Ⓑ **Ship'N Shore Rototron 65,** as above. All steel case, band.
2J680X5310 Retail **$150.00**





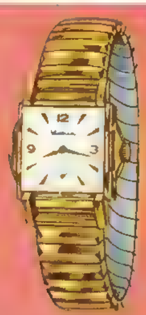
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back Gold-filled expansion band with leather insets **Unbreakable mainspring, shock-protected** Waltham movement
2J681X2830 Retail **$79.50**



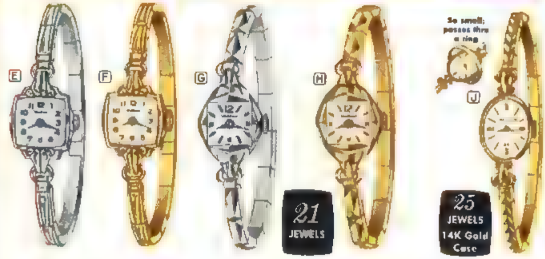
Waterproof*

Ⓒ **Corvette "A":** Dressy and practical! Super slim waterproof* chrome case stainless steel back Stee. combination expansion bracelet, black leather trim. Red sweep second hand. 17 jewel movement **Unbreakable main-spring, shock-protected.**
2J682X2495 . . . . Retail **$65.00**

Ⓓ **Corvette "B"** As above! Yellow color case, gold filled bracelet.
2J683X2885 Retail **$75.00**



Moultrie: Dignified presentation watch 10K yellow rolled gold plate case with non corrosive back Matching gold-filled expansion bracelet. 17 jewels **Unbreakable mainspring, shock-protected with Incabloc**
2J684X2395 . . . . Retail **$65.00**



Ⓔ **Adams:** Easy to read dress watch White rolled gold plate case steel back Gold-filled expansion bracelet. 17 Jewels. **Non-break mainspring Incabloc**
2J685X2395 Retail **$65.00**

Ⓕ **Washington:** As above. Yellow RGP case, G.F. bracelet.
2J686X2395 . Retail **$65.00**

Ⓖ **Amy: 21 Jewels.** Carved case of white rolled gold plate Steel back Matching gold filled expansion bracelet. **Unbreakable mainspring Incabloc protected**
2J687X2675 Retail **$72.50**

Ⓗ **Katherine:** As above. Yellow RGP case. Gold-filled bracelet.
2J688X2675 . . Retail **$72.50**

Ⓙ **Marigold: 25 Jewels: 14K yellow gold case** so dainty it will fit through a ring Matching gold-filled expansion bracelet. Easy to read dial Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
2J689X4185 Retail **$115.00**

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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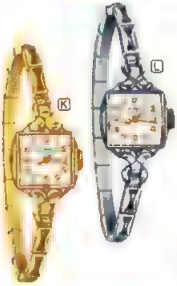
on all movement parts against breakage

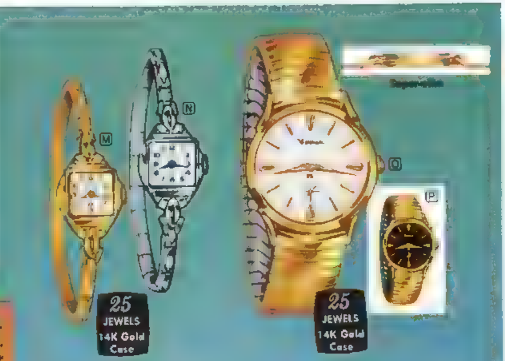
Each Watch Gift Boxed



For Women at Work

[K] **Lady Elizabeth: For nurses, career women, homemakers.** Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand. 17 Jewels **Unbreakable mainspring. Incabloc shock-protected.**
2J694X2685 Retail **$71.50**

[L] **Lady Theresa:** As above. White rolled gold plate case, gold filled bracelet.
2J695X2685 Retail **$71.50**

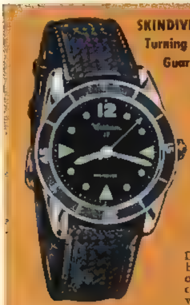


[M] **Madeline 25 Jewels.** Breath taking magnificence of an artfully carved case of solid 14K yellow gold. Matching gold-filled Queen expansion bracelet. Very legible all Arabic numeral dial with raised crystal. Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability.
2J690X3625 Retail **$100.00**

[N] **Julia** As above 14K white gold case, matching gold-filled bracelet.
2J691X3625 Retail **$100.00**

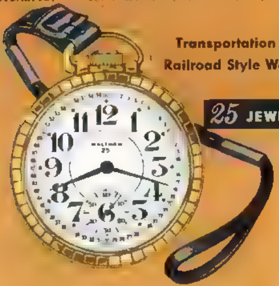
[O] **Boone: 25 Jewels** Man's presentation watch with a super slim case of solid 14K yellow gold. Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick figure dial. Matching gold-filled expansion bracelet. Movement has **unbreakable mainspring and famous Incabloc shock-protection.**
2J692X4950 Retail **$135.00**

[P] **Bowie** Same as above, but with black dial and gilt raised stick figures.
2J693X4950 Retail **$135.00**



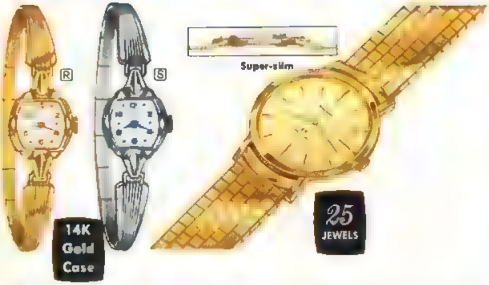
SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed, 100% waterproof.*

Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch. Luminous hands and figures can be read in total absence of all light. Turning bezel shows elapsed time at a glance. Chrome case with non-corrosive back. Plastic waterproof band. 17 Jewels. **With Incabloc, Unbreakable mainspring.**
2J696X2995 . . . . Retail **$85.00**



Transportation and Railroad Style Watch

For drivers, farmers, mechanics, sportsmen. 25 Jewels. Milled case of 10K yellow rolled gold plate. Legible black enameled dial, completely numbered minute track. 25 Jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.
2J700X2995 . . . . Retail **$85.00**



[R] **Jasmine: Solid 14K yellow gold case** is thrillingly sculptured in a subtle design. Matching gold-filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet. Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**
2J697X3195 . . . . . Retail **$85.00**

[S] **Daffodil:** As above. Solid 14K white gold case with gold-filled bracelet.
2J698X3195 . . . . . Retail **$85.00**

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist. Case is color of yellow gold and has a non-corrosive back. Matching gold-filled combination expansion bracelet looks like expensive solid gold band. Elegant champagne colored dial with modern stick-figures. Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.
2J699X3340 . . . . . . Retail **$95.00**

Watches illustrated are ⅔ actual size.

Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

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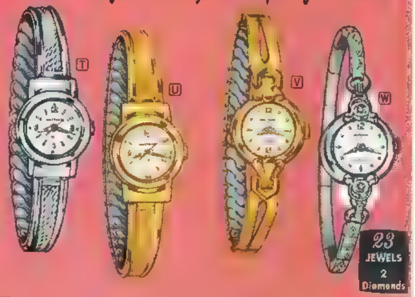
Watches illustrated are ⅞ actual size. on all movement parts against breakage Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



Ⓣ **Salome: Lady's self-winding waterproof*** watch for sports women, home-makers. Chrome top case, has non-corrosive back Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
2J701X3895 . . . Retail **$100.00**

Ⓤ **Pavlova:** As above. Yellow color case, gold-filled bracelet.
2J702X4075 Retail **$110.00**

Ⓥ **Magnolia: Lady's waterproof* self-winding** dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels. **Unbreakable mainspring, Incabloc shock-protection.**
2J703X3995 Retail **$100.00**

Ⓦ **Sylvia: 23 Jewel self-winding waterproof*** watch with 2 diamonds. White rolled gold plate case, non-corrosive back Matching gold-filled expansion bracelet **Unbreakable mainspring, Incabloc.**
2J704X4950 Retail **$135.00**

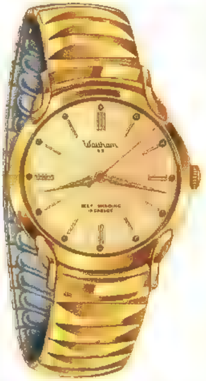
53

Functional

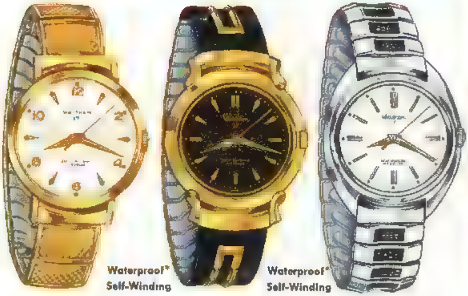
JEWELS

Self Winding

Waterproof*



Rototron 53: More efficient, more accurate self-winding waterproof* watch. Has built-in shock-absorbers. Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand. **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
2J705X4865 . . . . Retail **$135.00**

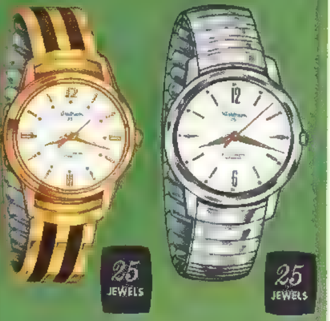


Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots. Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.**
2J706X3695 **$95.00**

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band with black leather trim. Black dial Sweep second hand. 17 Jewels **Non-break mainspring, Incabloc protected.**
2J707X3795 **$95 00**

Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels. **Non-break mainspring. With Incabloc shock-protection.**
2J708X3485 **$90 00**

*Self-Winding Waterproof**



Northampton 25 Jewels. Self-winding waterproof*. Yellow gold-filled case, non-corrosive back Matching combination expansion bracelet with leather trim. Sweep second hand, luminous hands, hour dots **Unbreakable mainspring Incabloc shock protection.**
2J709X4575 Ret **$120.00**

Southland: 25 Jewels. Self-winding waterproof* Military style chrome case, stainless steel back and matching all-steel expansion bracelet Luminous hands, hour dots, red sweep second hand With **Incabloc shock protection, unbreakable mainspring.**
2J710X3725 Ret **$92.50**

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.

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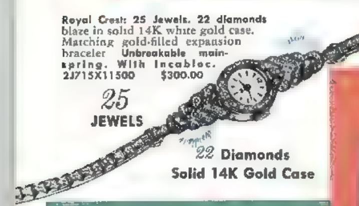
on all movement parts against breakage

Each Watch Gift Boxed



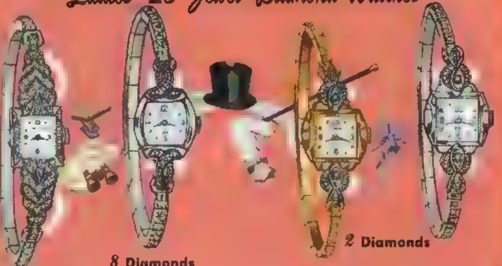
Royal Crest: 25 Jewels. 22 diamonds blaze in solid 14K white gold case. Matching gold-filled expansion braceler **Unbreakable mainspring. With Incabloc.**
2J715X11500 **$300.00**

25 **JEWELS**

22 **Diamonds**
Solid 14K Gold Case

Unbreakable Mainsprings

Ladies' 25 Jewel Diamond Watches



***50* Diamonds**

Heritage Royal: 25 Jewels. 50 diamonds, 14K white gold case. Gold-filled expansion bracelet. **Incabloc. Non-break mainspring.**
2J711X17265 **$450.00**

***8* Diamonds**

Eugenie: 25 Jwls. 8 diamonds. 14K white gold case, gold-filled expansion bracelet. **Incabloc shock-protection and unbreakable mainspring.**
2J712X5925 . **$150.00**

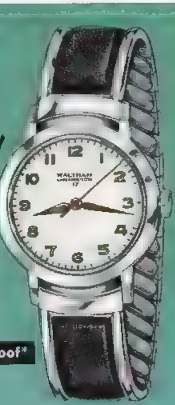
***2* Diamonds**

Patrician Y: 25 Jewels. 2 diamonds in yellow RGP case, stainless back. Gold-filled expansion bracelet **Unbreakable mainspring. Incabloc.**
2J713X3325 . . . Retail **$85.00**

Patrician W: As above. White RGP case, gold-filled bracelet.
2J714X3325 . . . Retail **$85.00**

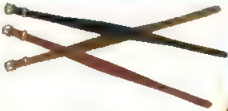
Watches illustrated are ⅞ actual size.

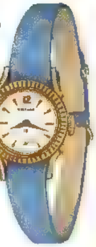
Super Value!



Waterproof*

Sea Escort: Waterproof* military or naval style watch . . the most practical you can buy for a man! Has a shiny chrome top case with stainless steel back. Matching steel combination expansion bracelet with black leather trim. All arabic numeral dial has luminous hands and numbers that can be read in the dark. Red sweep second hand. **Shock-protected with Incabloc. Unbreakable mainspring.** 17 jewel movement
2J716X1990 Retail **$49.50**

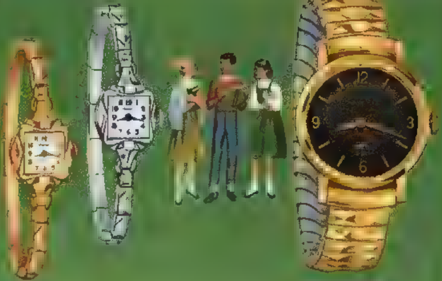




Four Colorful Costume-Matching Straps Included FREE

Dress Or Play: Imagine! Now she can pick a watch strap to harmonize with any color she wears: watch case slides easily on or off. Black, red, brown, blue leather straps included. Case is yellow gold color, has stainless back. 15 Jewel movement **shock-protected with Incabloc. Unbreakable mainspring.**
2J720X2125 Retail $39.95

Junior Achievement Series



Waterproof*

Debutante Sue: Budget priced fashion flair for Miss Teen! Dainty yellow rolled gold plate case, steel back. Matching gold filled expansion bracelet. 15 Jewel movement with **Incabloc protection and unbreakable mainspring.**
2J717X2095 Retail **$39.95**

Debutante Anne: Same as above. White rolled gold plate case, gold filled bracelet
2J718X2095 Retail **$39.95**

Space Major: Super value for men and young men! Debonair black dial, accurate dependable 15 jewel movement. Smart case is color of gleaming yellow gold, has non corrosive stainless steel back. Matching 10K yellow gold-filled expansion bracelet. Movement has **unbreakable mainspring, shock-protected with Incabloc.**
2J719X1995 Retail **$39.95**

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

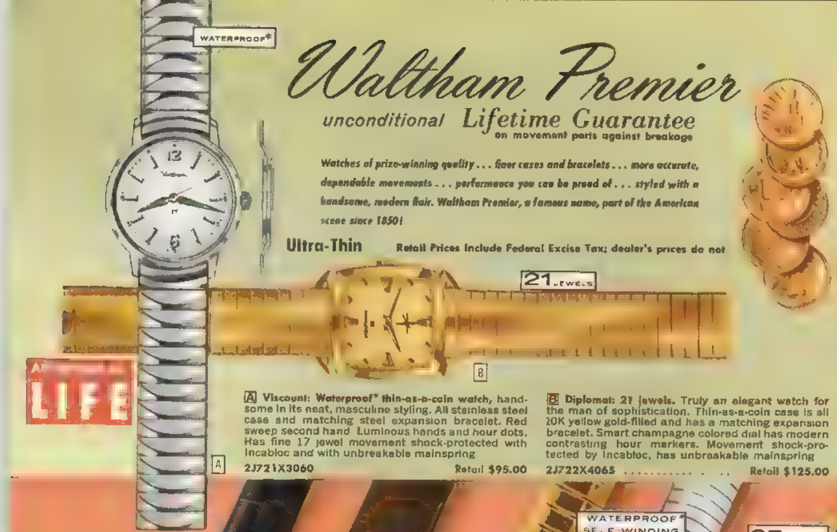
Retail prices include Federal Excise Tax; dealer's cost do not.

Waltham Premier

unconditional Lifetime Guarantee
on movement parts against breakage

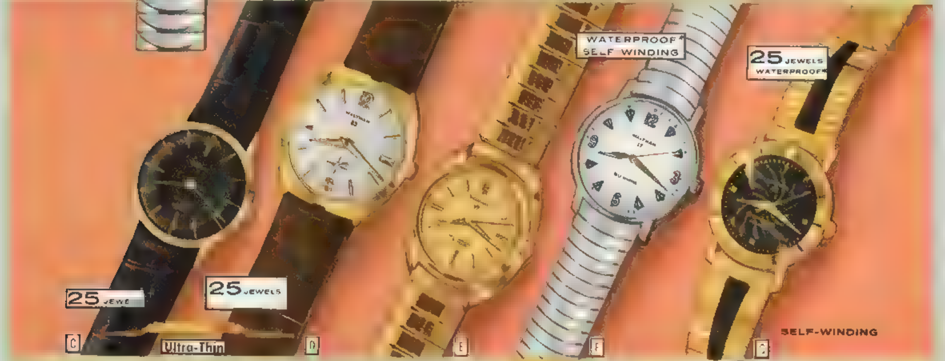
Watches of prize-winning quality . . . finer cases and bracelets . . . more accurate, dependable movements . . . performance you can be proud of . . . styled with a handsome, modern flair. Waltham Premier, a famous name, part of the American scene since 1850!

Ultra-Thin **Retail Prices Include Federal Excise Tax; dealer's prices do not**



A Viscount: Waterproof* thin-as-a-coin watch, handsome in its neat, masculine styling. All stainless steel case and matching steel expansion bracelet. Red sweep second hand. Luminous hands and hour dots. Has fine 17 jewel movement shock-protected with Incabloc and with unbreakable mainspring.
2J721X3060 Retail $95.00

B Diplomat: 21 Jewels. Truly an elegant watch for the man of sophistication. Thin-as-a-coin case is all 10K yellow gold-filled and has a matching expansion bracelet. Smart champagne colored dial has modern contrasting hour markers. Movement shock-protected by Incabloc, has unbreakable mainspring.
2J722X4065 . . . . Retail $125.00



C Continental: 25 Jewels. Debonair, dashing, thin-as-a-coin and a wonderful time-keeper. 10K yellow gold filled case and back. Genuine black alligator band. Black dial, gilt stick figures. Shock-protected with Incabloc. Unbreakable mainspring.
2J723X4010 . . . . Retail $125.00

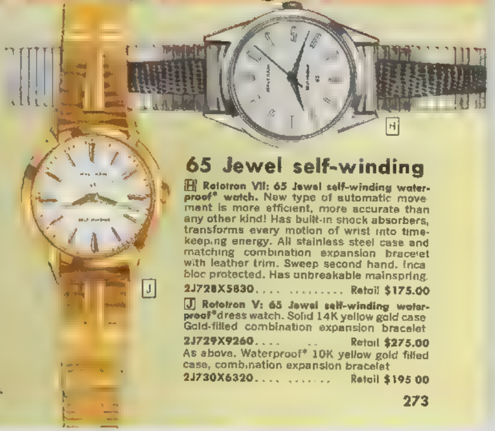
D Imperial: 25 Jewels. Solid 14K yellow gold case. Thin-as-a-coin styling in an attractive new design. Genuine brown alligator band completes the effect of luxurious simplicity. Movement is shock protected with Incabloc. Unbreakable mainspring.
2J724X5725 . . . . Retail $175.00

E Hanover: Self-winding waterproof* watch in a modern suave design. Case is yellow gold color with stainless steel back. Matching gold-filled combination expansion bracelet with genuine alligator trim. Champagne color dial, luminous hands and hour dots. Red sweep second hand. 17 jewel movement shock protected by Incabloc, has unbreakable mainspring.
2J725X4090 . . . . Retail $125.00

F Sea Clipper Self-winding waterproof* watch suitable for military or naval use! All stainless steel case and expansion bracelet. Luminous hands and hour dots can be read in the dark. Red sweep second hand. Modern skip figure dial. 17 jewel movement is shock protected with Incabloc. Unbreakable mainspring.
2J726X4620 . . . . Retail $135.00

G Pace-Setter: 25 Jewels. Waterproof* dress watch reaches a new height in modern styling. Streamlined wrap-around crystal, textured black dial. Hour marks on dial and bezel. Yellow gold-filled case, stainless steel back. Matching combination expansion bracelet with leather trim. Incabloc. Non-break mainspring.
2J727X5055 . . . . Retail $150.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**



65 Jewel self-winding

H Rototron VII: 65 Jewel self-winding waterproof* watch. New type of automatic movement is more efficient, more accurate than any other kind! Has built-in shock absorbers, transforms every motion of wrist into time-keeping energy. All stainless steel case and matching combination expansion bracelet with leather trim. Sweep second hand. Incabloc protected. Has unbreakable mainspring.
2J728X5830 . . . . Retail $175.00

J Rototron V: 65 Jewel self-winding waterproof* dress watch. Solid 14K yellow gold case. Gold-filled combination expansion bracelet.
2J729X9260 . . . . Retail $275.00
As above. Waterproof* 10K yellow gold filled case, combination expansion bracelet.
2J730X6320 . . . . Retail $195.00

Waltham Premier

Lifetime Guarantee

on movement parts against breakage

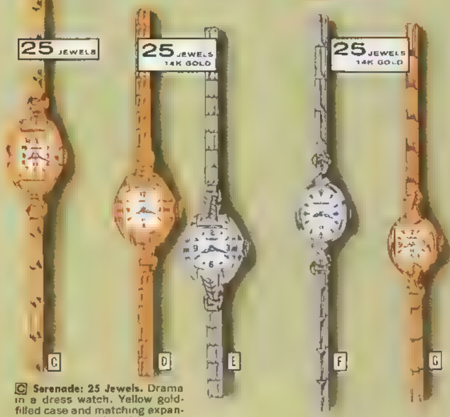
A Gigi 21 Jewels. A dress watch enchantingly modelled. 10K white rolled gold plate case, stainless back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring

2J731X2890 . . Retail $87 50

B Concerto: 21 Jewels. 10K yellow rolled gold plate case, stainless steel back. Matching gold-filled expansion bracelet. Incabloc, non-break mainspring.

2J732X2890 Retail $87.50

21 JEWELS
B
ADVERTISED IN
LIFE



C Serenade: 25 Jewels. Drama in a dress watch. Yellow gold-filled case and matching expansion bracelet Incabloc protected. Non-break mainspring.

2J733X3360 . Retail $100.00

D Sonata. 25 Jewels. Solid 14K yellow gold case imaginatively sculptured. Gold-filled expansion bracelet. Incabloc protected. Non-break mainspring.

2J734X4030. Retail $125 00

E Etude: 25 Jewels. Bewitching case of solid 14K white gold. Matching gold-filled expansion bracelet. Skip figure dial. Incabloc. Non-break mainspring.

2J735X4030. . Retail $125.00

F Jubilee: 25 Jewels. 14K white gold case petite enough to pass thru a lady's ring. Gold-filled expansion bracelet Incabloc, unbreakable mainspring.

2J736X4535 . Retail $135.00

G Jubilee Y: 25 Jewels. Solid 14k yellow gold case, petite but sturdy. Gold-filled expansion bracelet. Incabloc shock protected Non break mainspring.

2J737X4380. . Retail $130.00

25 Jewel Diamond Watches

H Balmoral. 25 Jewels. 2 genuine radiant diamonds in a sculptured case of white rolled gold plate Stainless steel back Gold-filled expansion bracelet. Incabloc shock-protected. Unbreakable mainspring.

2J740X3780. . . . . Retail $115.00

J Windsor: 25 Jewels. 4 blazing diamonds in a very elegant case of solid 14K white gold. Matching gold-filled expansion bracelet Modern skip-figure dial. Incabloc protected Unbreakable mainspring.

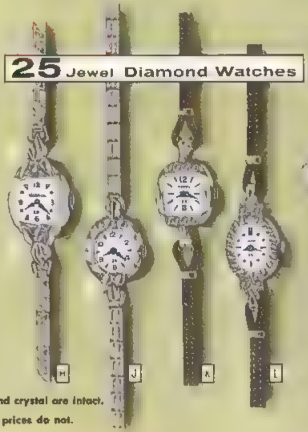
2J741X5585 . . . . Retail $165.00

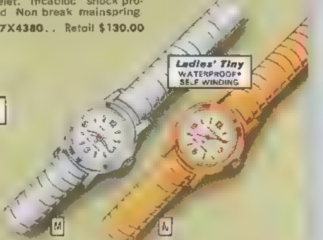
K Buckingham: 25 Jewels. 8 fiery diamonds in a richly carved case of solid 14K white gold. Black silk cord bracelet has a gold filled safety chain attached. Incabloc protected Unbreakable mainspring.

2J742X6925 . . . . Retail $210.00

L Crown: 25 Jewels. 22 blazing diamonds in a luxurious case of solid 14K white gold. The peak of gracious beauty. Black silk cord bracelet with gold-filled safety chain. Incabloc. Unbreakable mainspring

2J743X10850 . . . . . Retail $325.00





M Giselle: Self-winding waterproof* watch for ladies. Ideal for nurses, career women, sportswomen, homemakers Chrome top case has steel back, matching stainless steel expansion bracelet. Luminous hands and hour dots, red sweep second hand. Dependable 17 jewel movement is shock protected with Incabloc, has unbreakable main spring, many other quality features.

2J738X4275 . . Retail $130.00

N Jeannine: Same as above. Case is color of yellow gold, has steel back and gold-filled expansion bracelet

2J739X4600. Retail $140.00

***Guaranteed waterproof as long as case, crown and crystal are intact.**

Retail Prices Include Federal Excise Tax; dealer's prices do not.

Flying Scott, a 3-cyl 60 hp. outboard

New 7½-hp. Scott, designed for the fisherman

A NEW 7½-HP. SCOTT, DESIGNED FOR THE FISHERMAN, is featured among the 1960 offerings of the Marine Products Div. of the McCulloch Corp. Electric starting is standard on the 60-hp. model and the Royal Scott, deluxe 40-hp. motor Standard 40 and 25-hp. units are available with either electric or manual starters while 12, 7½ and 3.6-hp. models are built with only manual starters.

The new "7½" weighs but 36 lb. and is approximately 30" long. Its propeller has three back-swept blades intended to keep weeds from reaching the prop shaft. The lower unit has a contoured piece against which weeds are cut by propeller action. Reduction in weight and size of this model are attributed to the following design features: the engine block is low-mounted directly on the lower unit housing, the drive shaft and shaft housing are shorter, connecting rods are of centrifugally cast aluminum, and the hood cover is molded of a new type of light, sound-deadening plastic. The lightweight has a new type of bracket designed to prevent "crawling" off the transom. Other highlights include a shaped handgrip cast as part of the pivot tube for easy carrying, a steering and throttle control handle that swings down flat, rubber cushion mountings, an improved shift located on the power head control panel and a neoprene-cushioned propeller hub.

All models except the smallest have Bail-A-Matic power bailers which pump 300 gal. per hour. The same motors have snap on attachments for Scott's single-lever or double-lever remote controls.

All electric-starting Scotts for 1960 have battery ignition for easier starts. They are equipped, at no extra cost, with built-in flywheel alternators (alternating current generators).

Fuel economy of the "40s" and "60s" is improved by new throttle and spark linkages. Carburetors have fixed jets. Power heads of these models have been reduced in size and weight and have a separate carburetor for each cylinder.

MC CULLOCH CORP., MARINE PRODUCTS DIV., 2901 E. Hennepin Ave., Minneapolis, Minn.

New Michigan propeller designed for larger outboards

MICHIGAN PROPS IN NEW ALLOY. Said to be available for the first time in stock propellers, a new heat-treated alloy christened "Mich-alum" has been developed by Michigan Wheel Co. primarily for use in propellers for the new outboard motors in the 25 to 75-hp. range. Due to their greater strength and ductility, props of this alloy are said to be less frequently damaged and when bent or torn, they are readily straightened and welded

Equi-Poise "super-cup" propellers, of patented design, are intended for fast inboard runabouts. Each blade has a slight cupping of the trailing edge which is said to produce substantial speed increases. They are made of tough Ni-bral (nickel-aluminum-bronze alloy)

To provide a height adjustment for new Evinrude and Johnson 75-hp outboards and the 60-hp. Buccaneers when used on on-standard transoms, Michigan is making a bracket which bolts to the transom but can be slid up and down

MICHIGAN WHEEL CO, 1501 Buchanan Ave., S.W., Grand Rapids, Mich.

Van Breems imports the 42′ Calypso centerboard ketch

VAN BREEMS INTERNATIONAL offers nine types of sailboats from the 13½′ fiberglass Flying Fish to the 40′ Vitesse fiberglass yawl. The Flying Fish is a boardboat with lateen rig, and two other small craft are the Flying Tern 14′ one-design sloop and the Flying Dutchman 19′ racing sloop, an Olympic Class, manufactured in fiberglass

Van Breems' fleet of cruising boats starts with the Dutch Maid auxiliary, sleeping four, 30′ x 23′4″ x 8′7″ x 4′3″, planked in African mahogany with teak frames and structural parts, full headroom, private bath and hanging locker, selling for $7700 with sails The Vitesse 35 is a centerboard yawl 35′7″ x 25′2″ x 10′6″ x 3′9″, designed by Al Mason, sleeping five and available in wood, steel or fiberglass The Vitesse 40 is from designs by William Tripp, fiberglass construction 40′8″ x 27′6″ x 11′8″ x 3′11″.

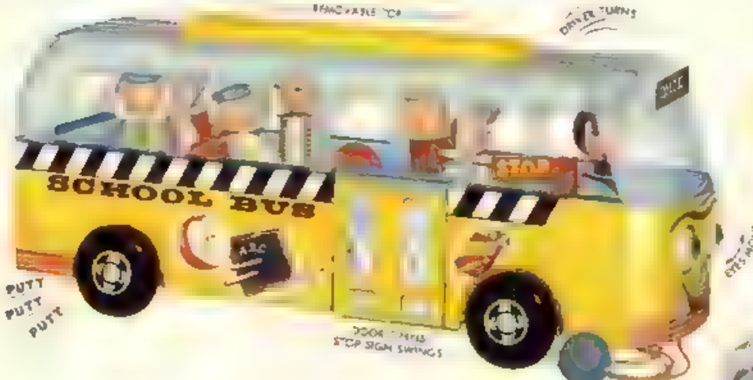
Two cruising ketches are the Orca, 40′3″ x 28′7″ x 10′7″ x 5′7″, a sturdy seagoing yacht of welded and riveted steel that sleeps eight, and the Calypso, 42′4″ x 35′ x 12′6″ x 4′3″. She is steel with teak superstructure and decks, a motorsailer rig and accommodations for seven. Gasoline or diesel power is optional. The 1960 model incorporates certain changes brought about by experience gained with the first 12 boats of this class. A smaller 37′ Calypso is also planned

VAN BREEMS INTERNATIONAL, At Muzzio Bros. Yacht Yards, Seaview Ave., Stamford, Conn.

1960
FISHER • PRICE TOYS

Sturdy, entertaining toys for children 1-6!

- Constructed from flawless Western Pine, highest quality plastic materials, heavy steel parts. Finest non-toxic finishes, rounded corners and edges, safely concealed mechanisms. Entertaining and instructive toys every child is proud to own!


REMOVABLE TOP
DRIVER TURNS
SCHOOL BUS
EYES MOVE
PUTT PUTT PUTT
DOOR OPENS STOP SIGN SWINGS

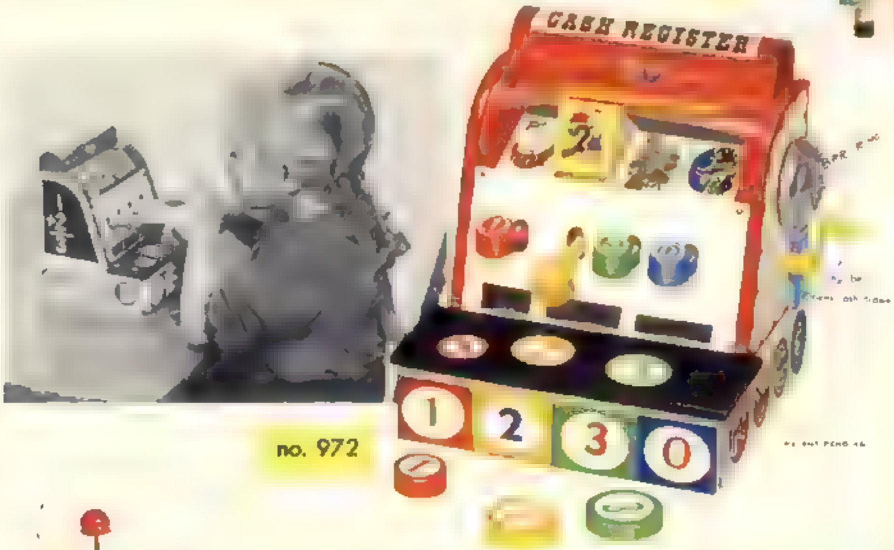
no. 983

no. 983

SAFETY SCHOOL BUS

Eyes roll, driver bounces and turns, "putt - putt" sound! Wood-turned figures removable through hinged door or top lid. Unbreakable butyrate plastic top, rugged wood body. 14" long. Ea. in box, mfr's pack ¼ doz.

$5.00


CASH REGISTER
BELL RINGS
1
2
3
0

no. 972

no. 972

F-P CASH REGISTER

Keys operate sales indicators. When crank is turned, bell rings, drawer opens, sales indicators drop down. 3 wood coins fit slots. 8½" wide. Ea. in box, mfr's pack ¼ doz.

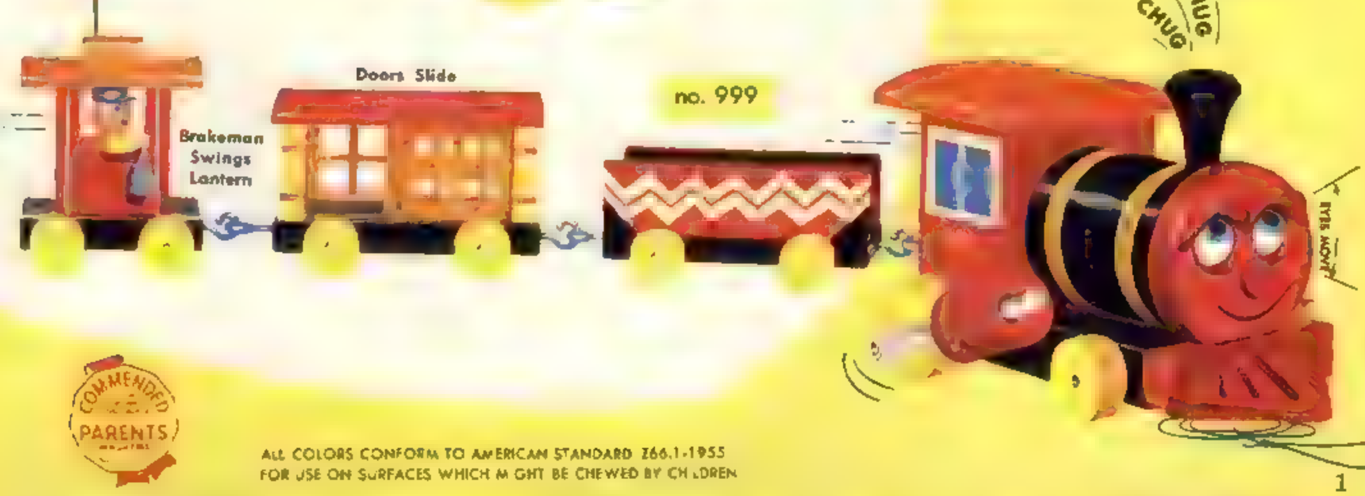
$5.00

no. 999

"HUFFY PUFFY" TRAIN

27 colorful inches of play train happiness! "Chug-chug" sound, eyes roll, swinging brakeman. Hold-fast couplers, yet easy to unhook. Ea. in box, mfr's pack ¼ doz.

$5.00


CHUG CHUG
Doors Slide
Brakeman Swings Lantern
no. 999
EYES MOVE

COMMENDED PARENTS

ALL COLORS CONFORM TO AMERICAN STANDARD Z66.1-1955 FOR USE ON SURFACES WHICH MIGHT BE CHEWED BY CHILDREN

FISHER·PRICE TOYS

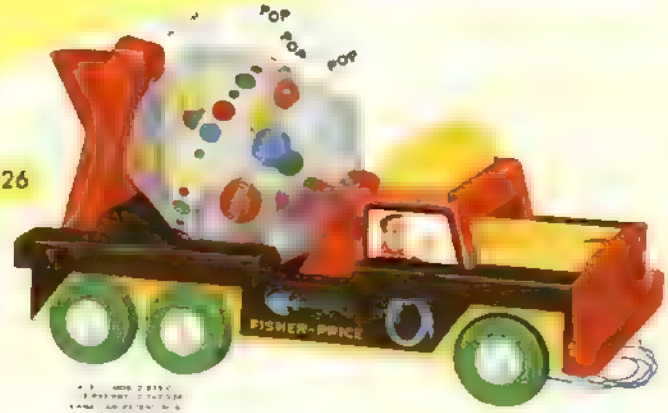
no. 926

CONCRETE-MIXER TRUCK

Plunger fires wooden balls against revolving plastic mixing-drum, making delightful "pop-pop" sound! Heavy-duty wood body 13" long. Ea. in box, mfr's pack ¼ doz.

$5.00

no. 926



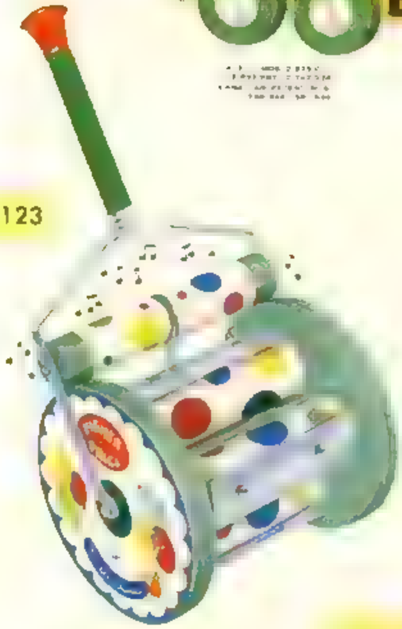
no. 123

ROLLER CHIMES

Clappers strike 4 steel xylophone keys to produce melodious sounds. 7½" wide. Ea. in shipper, mfr's pack 1/12 doz.

$3.95

no. 123



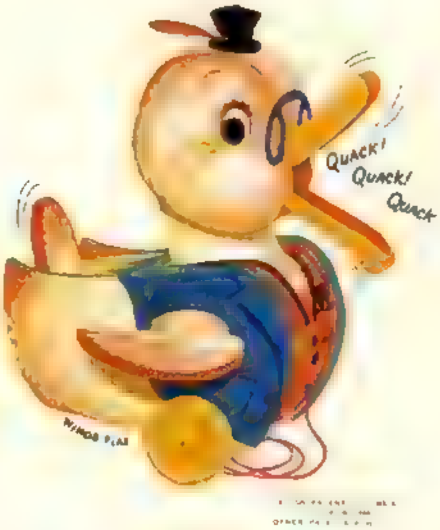
no. 132

DOCTOR DOODLE

Concealed bellows "quack-quacks" as bill opens! Humorous wing and tail action. 9" high. Ea. in box, mfr's pack ½ doz

$3.00

no. 132



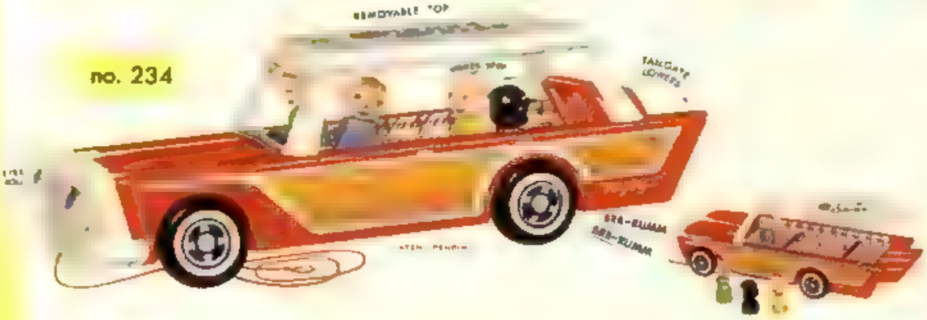
no. 234

NIFTY STATION WAGON

Rolls eyes, roars "brr-rum"! Child and dog in rear spin. Removable top, all 4 wood figures lift out. Tailgate lowers. 13½" long. Ea. in box, mfr's pack ½ doz.

$3.00

no. 234

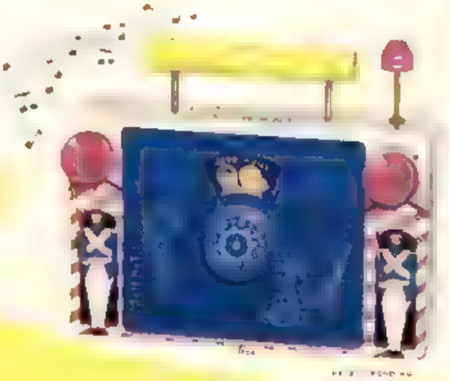


no. 148

JACK 'n JILL TV RADIO

Genuine Swiss music box plays tune when wound by center dial. As music plays, picture-story appears across window. Spring aerial. Wood case and handle. 7¼" wide. Ea. in box, mfr's pack ½ doz.

no. 148



by Fisher-Price Toys, Inc. East Aurora, N. Y., U.S.A. 1960
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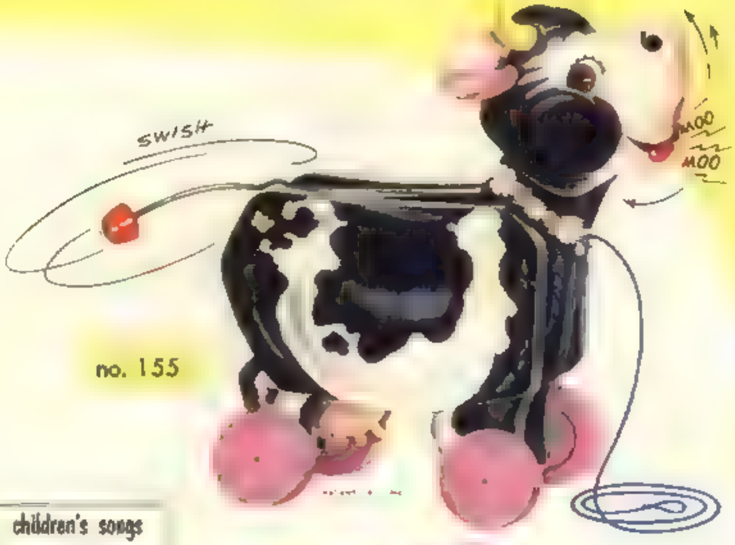
FISHER·PRICE TOYS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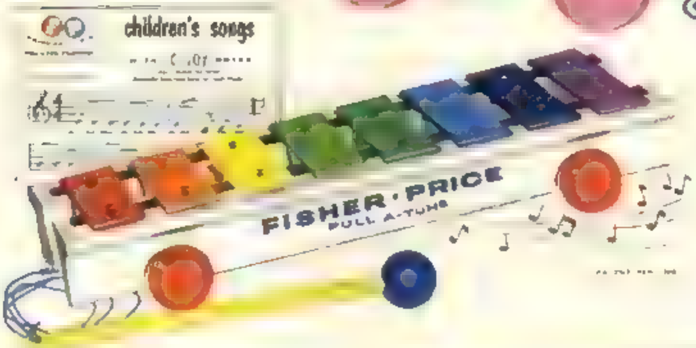
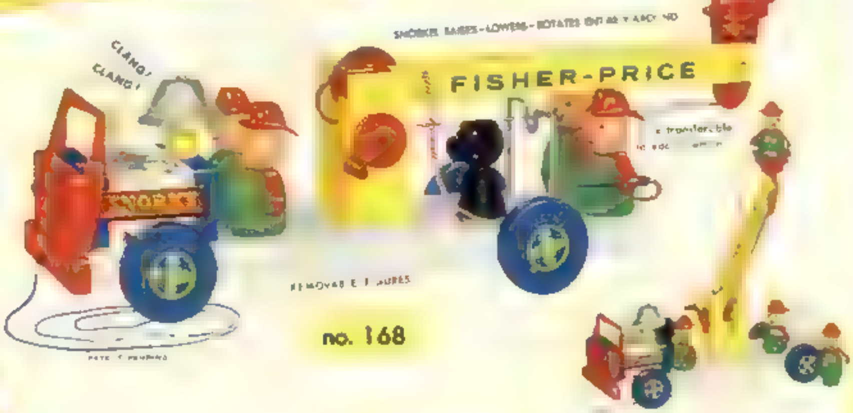
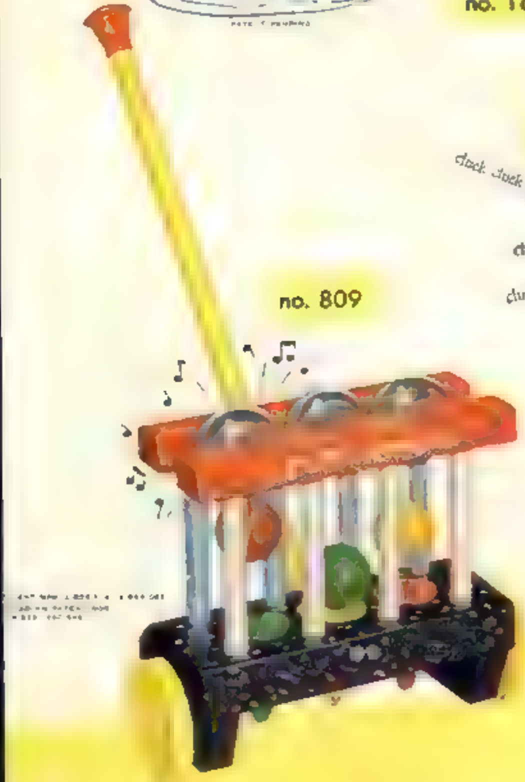
SWISH
MOO
MOO


no. 870
children's songs
FISHER·PRICE
PULL A-TUNE


no. 168
CLANG!
CLANG!
SNORKEL RAISES-LOWERS-ROTATES
FISHER-PRICE
SNORKEL
REMOVABLE FIGURES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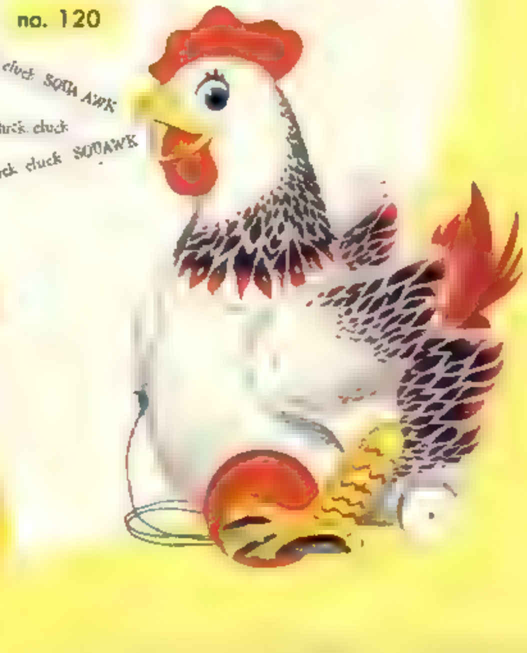

no. 120
cluck cluck cluck SQUAWK
cluck cluck
cluck cluck SQUAWK

no. 155

MOO-OO COW

Tosses her head up and down while sounding a long, low "mooooo"! Swishing spring tail. 10" long. Ea. in box, mfr's pack ½ doz.

$3.00

no. 870

PULL-A-TUNE XYLOPHONE

Precision tuned steel keys. Unbreakable wood sound chamber. Color-coded music folder. Plays automatically when pulled! 14" long. Ea. in box, mfr's pack ½ doz.

$3.00

no. 168

SNORKY FIRE ENGINE

Heavy-duty wood "snorkel" lift raises, lowers, pivots. Jam-proof gear mechanism. All four wood firemen lift out, stand in snorkel bucket, hold hose. Bell rings. 15" long. Ea. in box, mfr's pack ½ doz.

$3.00

no. 120

THE CACKLING HEN

Realistic "cluck-cluck-squawk" as wings flap proudly! Flexible vinyl comb and tail feathers. 10" high. Ea. in box, mfr's pack 1 doz.

$2.50

no. 809

POP 'N RING

"Ding-dong-ding" sound 3 acetate balls as they bounce against shiny nickeled bells. Beautifully enameled and lithographed finish. Ea. in box, mfr's pack 1 doz.

$2.50

FISHER-PRICE TOYS

no. 180

SNOOPY SNIFFER

"Woof-woofs" and wags spring tail! Comical leg action, huge vinyl ears. 14" long. Ea. in box, mfr's pack 1 doz.

$2.50

no. 189

LOOKY CHUG-CHUG

Eyes roll up and down, realistic "chug-chug", authentic piston action! Tender permanently attached. 12" long. Ea. in box, mfr's pack 1 doz.

$2.50

no. 139

TUGGY TURTLE

Legs paddle, tail wags, concealed keys and mallets make music! Unbreakable acetate shell. 9" long. Ea. in box, mfr's pack 1 doz.

$2.50

no. 764

MUSIC BOX

Imported Swiss music box, encased in sturdy wood barn, plays "Farmer-in-the-Dell" as crank is turned. Jam-proof mechanism. 26" long vinyl neck strap. 6¾" high. Ea. in box, mfr's pack 1 doz.

$2.00

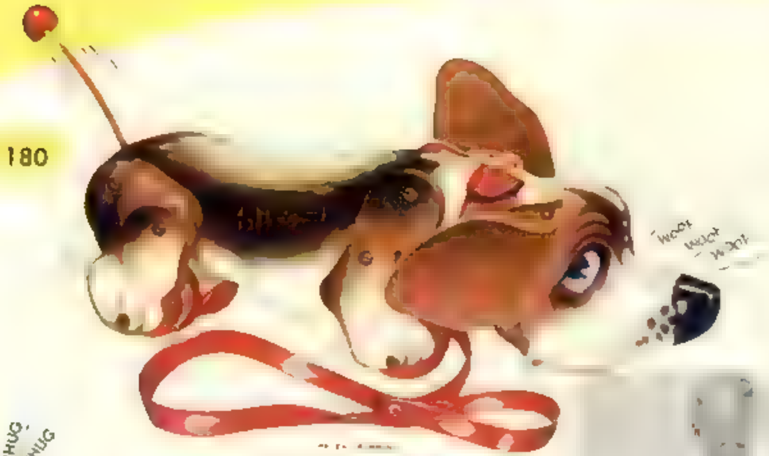
no. 8

BOUNCY RACER

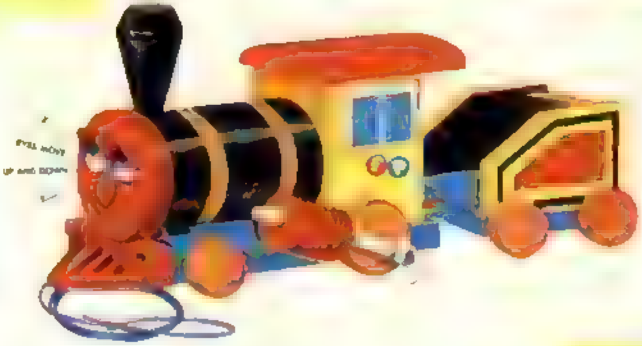
Enormous, resilient, blown-polyethylene balloon tires. Helmeted driver bounces. Engine "roars". 9¾" wood chassis. Ea. in box, mfr's pack 1 doz.

$2.00

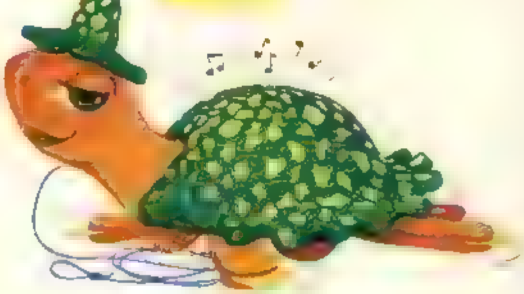
no. 180

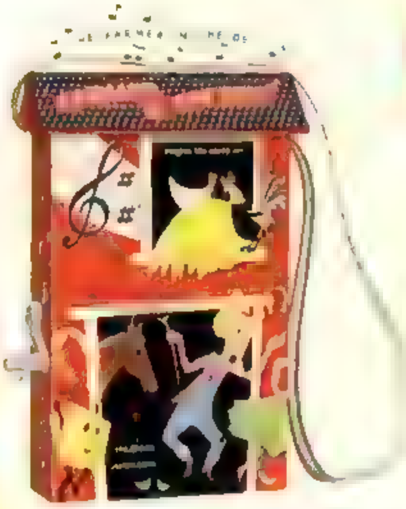

Woof
Woof
Woof

no. 189

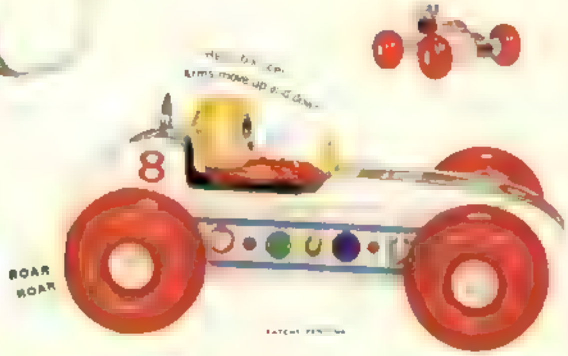

CHUG CHUG
EYES MOVE UP AND DOWN

no. 139




THE FARMER IN THE DELL

no. 764


Arms move up and down
8
ROAR
ROAR

no. 8

the original
giant
SNAP
beads
no. 752

no. 752

the original

GIANT SNAP-LOCK BEADS

38 giant blown-polyethylene beads in gift box assortment. The five correct shapes, non-toxic, chewable, squeezable. Snap-together, pull-apart! Infants—4 yrs. Box 19″ x 14″, mfr's pack 1 doz.

$2.00

no. 785
POP
POP
POP
FISHER-PRICE

no. 785

CORN POPPER

Concealed mechanism hurls wood balls against unbreakable acetate dome, making "pop-pop" sound! 6½″ wide. Ea. in box, mfr's pack 1 doz.

$2.00

no. 738

SHAGGY ZILO

Plays gay tune as platform zigs and zags, mallets striking all 4 steel keys. 9″ long. Ea. in box, mfr's pack 1 doz.

$2.00

no. 776

CHATTER
CHATTER
CHATTER
WOBBLE
WOBBLE
WOBBLE
WOBBLE
ALL WINGS WHIRL

GABBY GOOFIES

Frolicsome family wobbles along as wings whirl and Mama Goofy "chatter-chatters". Turned hardwood, steel connectors. 13″ long. Ea. in box, mfr's pack 1 doz.

$2.00

no. 728

GRUMPH
GRUMPH

BUDDY BULLFROG

"Grumph-grumphs", as he leaps along with unbelievably realistic jumping action! Sturdy wood body 6½″ long. Ea. in box, mfr's pack 1 doz.

$2.00

FISHER • PRICE TOYS

no. 905

THIS LITTLE PIG

"Oink", sound colorful polyethylene piggies when squeezed! Wood ball in first pig rattles. Vinyl connector. Infants—4 yrs. 15" long. Ea. in box, mfr's pack 1 doz.

$2.00

no. 722

MUSICAL PUSH CHIME

Cheerful music sounds from steel cylinder! Wood wheels, 18½" handle, 8½" wide. Mfr's pack 1 doz.

$1.50

no. 636

TINY TEDDY

Mallets strike 3 nickeled keys to play a gay tune! 6¼" long. Ea. in box, mfr's pack 1 doz.

$1.25

no. 682

RATTLE BALL

Wood balls produce delightful rattle sound as they tumble about inside sturdy acetate globe. 5¼" wide. Mfr's pack 1 doz.

$1.00

no. 615

TOW TRUCK

Crane of unbreakable polyethylene, jam-proof gears, steel tow hook. Driver bounces, "clatter-clack" motor sound. Wood body, 5⅝" long. Mfr's pack 6 in box, 1 doz. per shipper.

$1.00

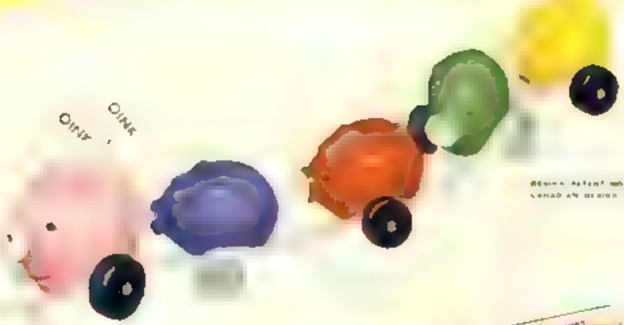
no. 649

STAKE TRUCK

Correctly proportioned wood chassis, unbreakable polyethylene stake body, cab, and grill. "Putt - putt" sound. Driver's head bounces and turns. 6¾" long. Mfr's pack 6 in box, 1 doz. per shipper.

$1.00

no. 905



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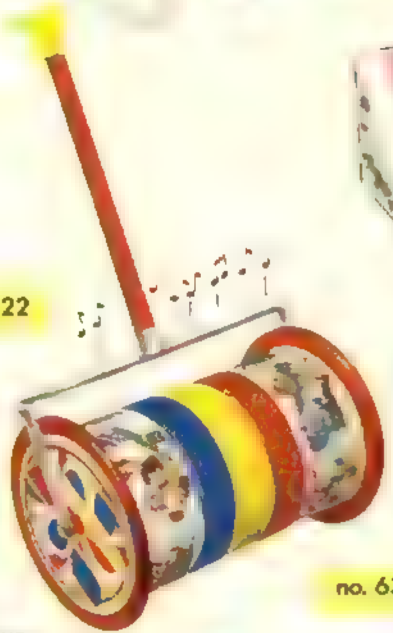

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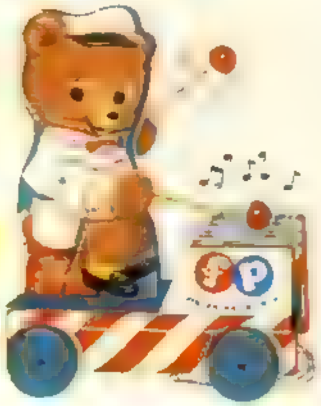

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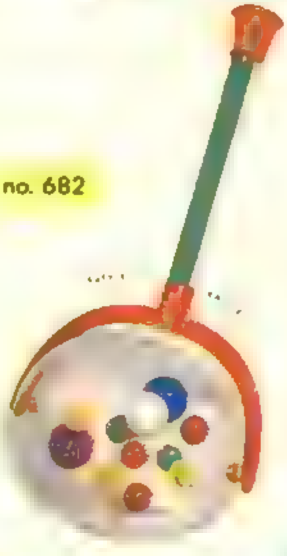

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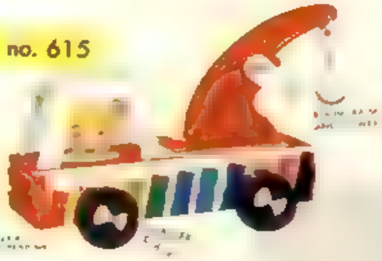

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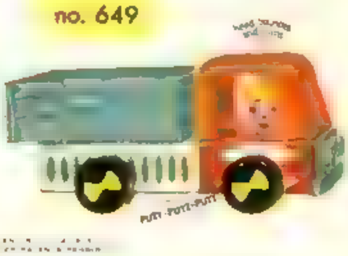
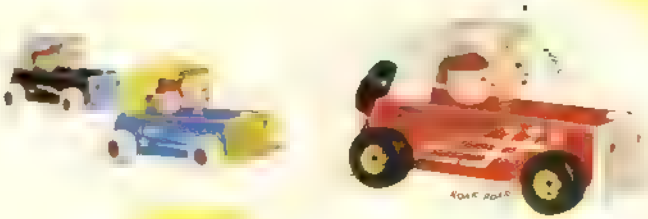


FISHER • PRICE TOYS



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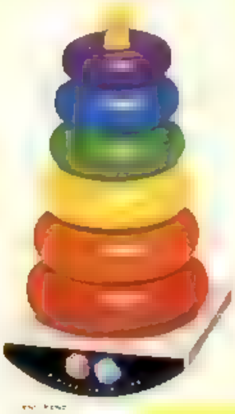

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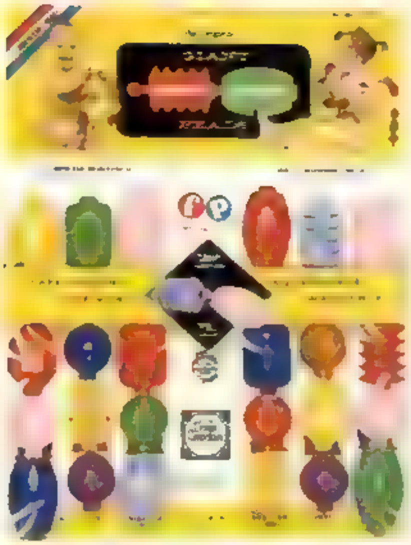

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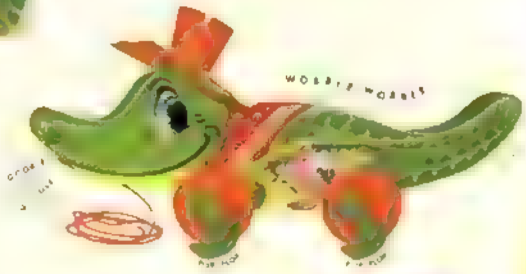

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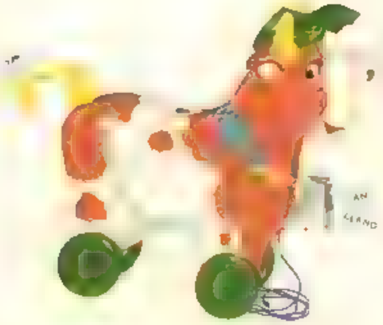

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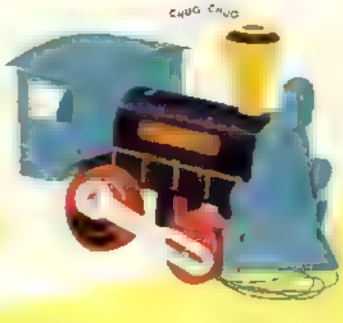


no. 642

no. 674

SPORTS CAR

Heads spin as engine "roars"! Polyethylene top and grill, enameled wood body. Assorted colors. 6¼" long, mfr's pack 1 doz

$1.00

no. 627

ROCK-A-STACK

Six correctly proportioned blown - polyethylene rings graduated to fit over cone only in sequence of color spectrum. Enameled wood rocker base. 7¾" high. Ea. in display pkg., mfr's pack 1 doz.

$1.00

no. 667

the original

GIANT SNAP-LOCK BEADS

24 giant blown-polyethylene beads on striking 4-color card, clear, protective bag. The 5 correct shapes, non-toxic, chewable. Package 11" x 15". Mfr's pack 1 doz.

no. 653 $1.00

ALLIE 'GATOR

Wobbles along with a friendly gait as acetate feet rotate on hardwood wheels. Says, "Gooble - goggle"! Rumpled hat, wood body. 10¼" long Mfr's pack 6 in box, 1 doz. per shipper.

no. 656 $1.00

BOSSY BELL

Nickeled bell swings, ringing "clang-clang" as tail swishes around! 6" long. Mfr's pack 6 in box, 1 doz. per shipper.

no. 642 $1.00

SMOKIE ENGINE

Realistic "chug-chug" sound, fascinating piston action! Authentically reproduced in unbreakable plastic and wood. 6¼" long. Mfr's pack 6 in box, 1 doz. per shipper.

$1.00

FISHER • PRICE TOYS

no. 630

FIRE TRUCK

Fireman bounces, turns looks for the fire! Sturdy ladder extends, pivots. Rugged wood body. 9" long, mfr's pack 6 in box, 1 doz. per shipper.

no. 550 $1.00

TOY LUNCH KIT

High-impact plastic designed "just like Daddy's". Leak-proof bottle. 5" wide. Ea. on 8" x 9" display card. Mfr's pack 1 doz.

$0.79

no. 479

PETER PIG

Grunts, "oink-oink" as tail whirls! Solid wood body, flexible vinyl ears. 6" long. Mfr's pack 1 doz.

$0.79

no. 444

QUEEN BUZZY BEE

"Buzz-buzz" sound as fluorescent wings whirl and antennae quiver! Sparkling polyethylene crown. 6" lg. Mfr's pack 1 doz.

no. 462 $0.79

BARKY

Barks "woof-woof" as eyes roll up and down. Flexible vinyl ears and tongue. 5¼" long. Mfr's pack 1 doz.

$0.79

no. 496

TINY TIM

Tail wags as he "chuck-chuckles" at amusing, unbreakable acetate shell! 6¼" long. Mfr's pack 1 doz.

$0.79

no. 787

CRIB RATTLE

Gold-flecked acetate globe with six wood balls sealed inside, spins to make "rattle" sound . . . polyethylene teething rings . . . assembled on steel rod. Vinyl straps removable for toddler play. 12" long. Ea. in box, mfr's pack 1 doz.

no. 446 $1.79

RAINBOW STACK

Four rings of correctly proportioned blown-polyethylene, fit polyethylene post on enameled wood base. Instructively rainbow-hued. 5½ high. Ea in display pkg., mfr's pack 1 doz

$0.79

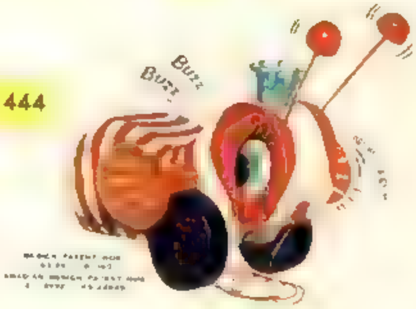
no. 630

TOY
LUNCH KIT

no. 550

no. 479

no. 444

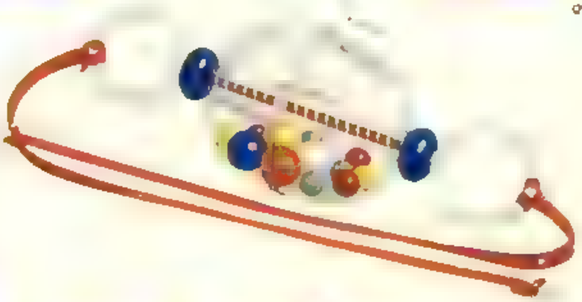


no. 462

BARKY
WOOF
WOOF
WOOF

no. 787

no. 496

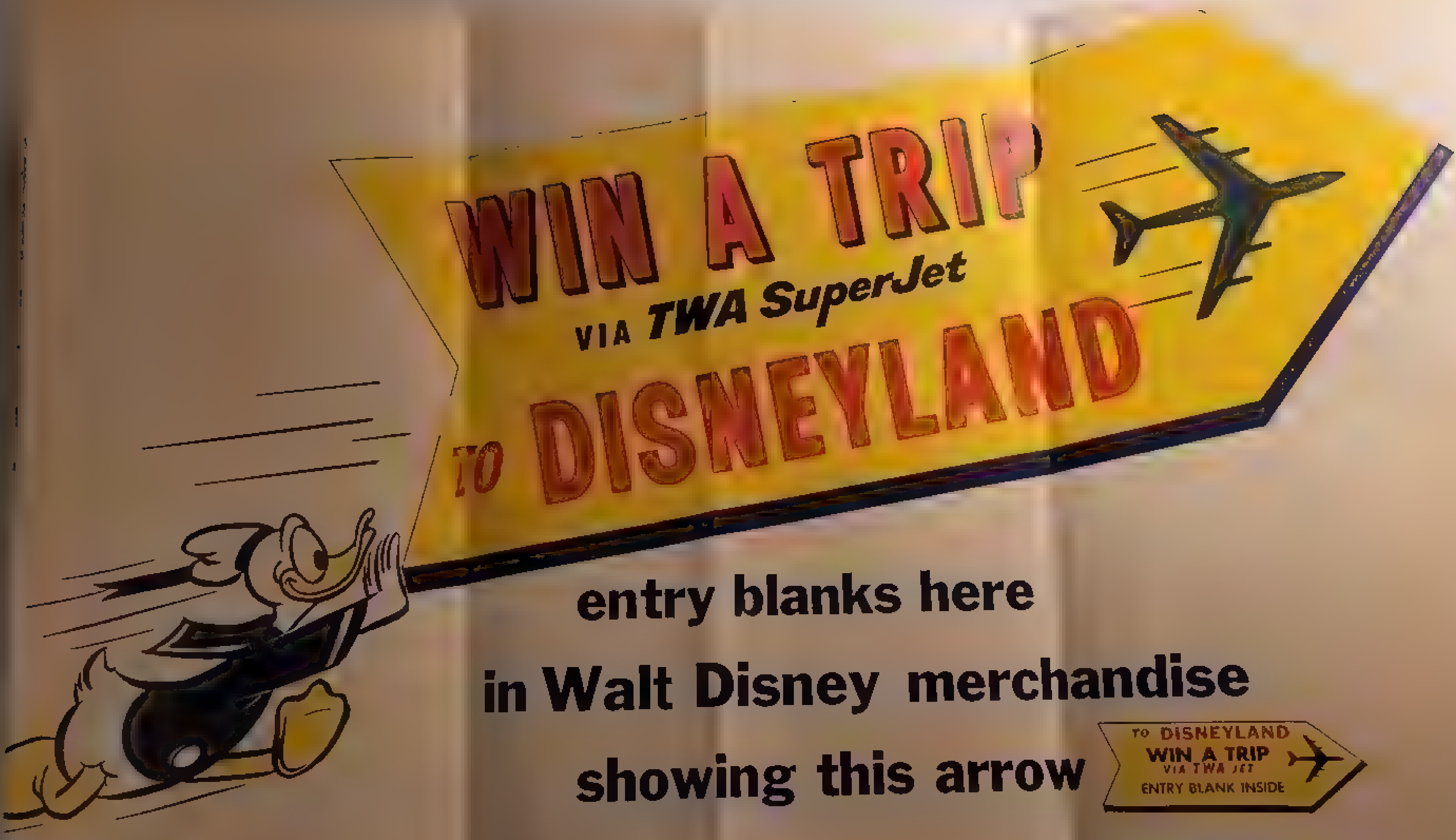


no. 88

PUSH TOY DISPLAY RACK

Sturdy steel stand for displaying push toys in minimum of space. Ea. in shipper, complete with 1 ea. nos. 123, 809, 785, and 722. 31" high.

no. 446


WIN A TRIP
VIA TWA SuperJet
TO DISNEYLAND
TO DISNEYLAND
WIN A TRIP
VIA TWA JET
ENTRY BLANK INSIDE

entry blanks here
in Walt Disney merchandise
showing this arrow

© Walt Disney Productions

MR. DEALER --

Pull this *all* the way out and tape it on your window to build traffic that buys.

We are telling the kids through TV in 40 key markets — 6,000,000 Dell comic books — entry blanks in 50,000,000 Disney packages — "You've got to *buy* to enter . . . entry blanks in Disney packages . . . available in stores where you see this sign displayed."

For full information write:

WALT DISNEY PRODUCTIONS
Character Merchandising Division
477 Madison Avenue
New York 22, New York

MR. DEALER

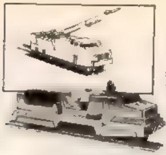
Pull this all the way out and tape it on your window to build traffic that buys.

We are telling the kids through TV in 40 key markets – 6 000 000 Dell comic books – entry blanks in 50 000 000 Disney packages – "You've got to buy to enter entry blanks in Disney packages available in stores where you see this sign displayed."

For full information write

WALT DISNEY PRODUCTIONS
Character Merchandising Division
477 Madison Avenue
New York 22 New York

LIONEL "SUPER O" TRAINS



NEW MOBILE MISSILE LAUNCHER Push the remote control button . . . and W-h-o-o-s-h goes the missile! Ammo dump "explodes" when hit.

HELICOPTER LAUNCHING CAR shoots helicopter into the air with its blades whirling.

LIONEL
LIONEL
LIONEL

LIONEL SUPER "O" 4-CAR MILITARY SET

New Mobile Missile Launcher carries and fires four Little John artillery-type missiles . . . launching car transports helicopter that actually takes off . . . missile carrying car . . . flat car with IRBM missile . . . first aid medical car . . . exploding ammo dump . . . 12 curved track, 1 straight track . . . insulated track section . . . operating set, including uncoupler . . . lubricant . . . instructions

The missile age comes to railroading! Unique motorized unit can guard against enemy attack, intercept planes, fire at long-range targets. Plenty of action-fun for young and old!
88-0062 B2665 Military Set, 54" long.**$39.95**
88-0203 B1197 Missile Launcher only **17.95**
Order transformer separately; see below.

LIONEL SUPER "O" 5-CAR STEAM FREIGHT

Steam Loco and whistle Tender with smoke, headlight, Magne-Traction . . . operating aquarium car . . . flat car with earth scraper . . . hopper car . . . flat car with trestle bridge . . . caboose . . . 12 curved, 3 straight track . . . insulated track section . . . operating set . . . instructions

Just like the big ones! All the color and realism of a real freight—brought down to boy-size. RR knuckle couplers hold cars firmly
88-0070 B3997 Train, 71" long. **$59.95**
Order transformer separately; see below.

LIONEL SUPER "O" 5-CAR SANTA FE DOUBLE-ENDER

Twin Unit Diesel with 2 motors . . . horn, headlight, Magne-Traction . . . operating horse car . . operating fireman and ladder car . . . Allis Chalmers car . . . flat car with bulldozer . . . illuminated caboose . . . 12 curved, 3 straight track . . . insulated track section . . . uncoupler . . instructions

Power to spare with double motors plus Magne-Traction. Exact models. Knuckle couplers.
88-0088 B5997 Train. 78½" long. . . .**$89.95**
88-1425 B3500 Twin Unit Diesel only **52.50**
Order transformer separately; see below.

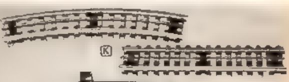
ORDER A LIONEL TRANSFORMER

E

F

G

H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L

Ⓔ **"LW TRAINMASTER"**—125 watts . . . with recessed illuminated dial. Two buttons control train direction, horn or whistle. Two fixed voltage ranges for accessories. Built-in automatic circuit breaker, warning light. 115 volts, AC. 60 cycles. UL Approved.
88-0351 B1130 LW Transformer. . . .**$16.95**

Ⓕ **"TW TRAINMASTER"**—175 watts. Two independent power circuits. Right hand throttle controls speed. Left hand controls start, stop, reverse, horn or whistle. Built-in automatic circuit breaker, warning light. 115 volts, AC. 60 cycles. UL Approved.
88-0369 B1665 TW Transformer. . . .**$25.00**

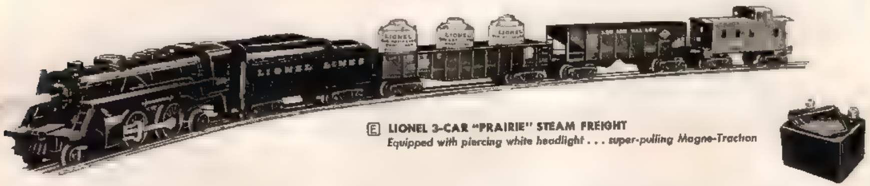
Ⓖ **"KW TRAINMASTER"**—190 watts. Operates 2 trains independently on different layouts, plus loads of accessories. Two separate direction and whistle and horn control circuits. Circuit breaker; warning light. 115 volts, AC. 60 cycles. UL Approved.
88-0377 B1997 KW Transformer. . .**$29.95**

Ⓗ **"ZW TRAINMASTER"**—275 watts . . . king of all transformers! Operates up to 4 different train sets at one time. Two separate built-in horn and whistle controls; two separate train direction levers. Heavy duty circuit breaker. Warning light. 115 volts, AC.
88-0385 B2665 ZW Transformer. . . .**$39.95**

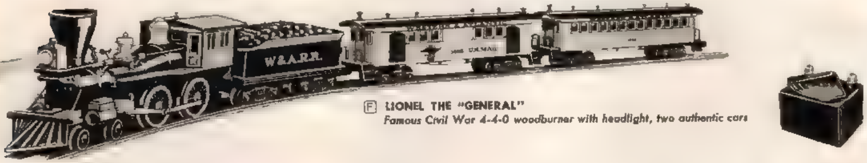
Ⓚ **SUPER "O" TRACK.** Has appearance of two rails, performance of three rails! Power is fed through inconspicuous center bus of copper-clad steel. In 9" long sections . . . 36" circle requires 12 curved sections.
88-1250 B34 Curved Track. Each. . . .**$0.50**
88-1268 B34 Straight Track. Each. . . . **0.50**

Ⓛ **REMOTE CONTROL SWITCHES.** Exclusive non-derailing device. Operates automatically to unlock and throw swivel rail when train approaches. Can be set for fixed voltage operation. Red and green indicator lights show position. Controllers and wire included.
88-1300 B1500 Switches. Pair. **$22.50**

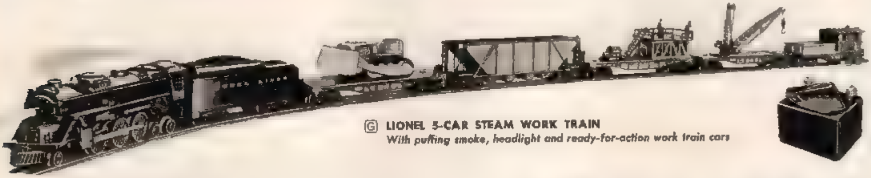
Lionel Introduces 6 Exciting New "027" Gauge Railroads



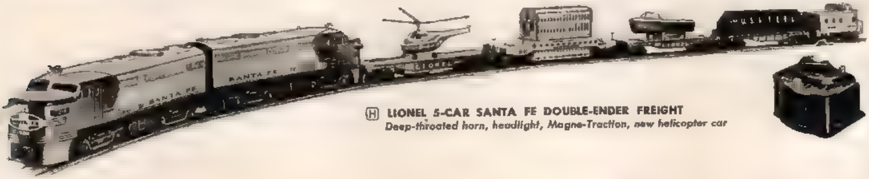
E LIONEL 3-CAR "PRAIRIE" STEAM FREIGHT
Equipped with piercing white headlight . . . super-pulling Magne-Traction



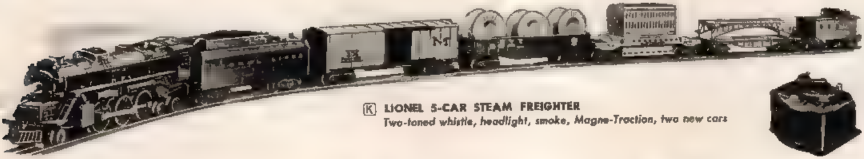
F LIONEL THE "GENERAL"
Famous Civil War 4-4-0 woodburner with headlight, two authentic cars



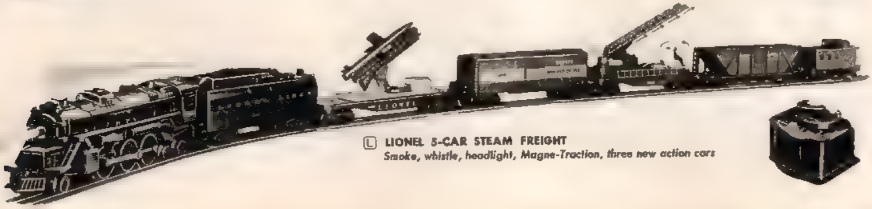
G LIONEL 5-CAR STEAM WORK TRAIN
With puffing smoke, headlight and ready-for-action work train cars



H LIONEL 5-CAR SANTA FE DOUBLE-ENDER FREIGHT
Deep-throated horn, headlight, Magne-Traction, new helicopter car



K LIONEL 5-CAR STEAM FREIGHTER
Two-toned whistle, headlight, smoke, Magne-Traction, two new cars



L LIONEL 5-CAR STEAM FREIGHT
Smoke, whistle, headlight, Magne-Traction, three new action cars

LIONEL "027"

E THREE CAR "PRAIRIE" STEAM FREIGHT . . . ideal beginner set

Husky new 2-4-2 Steam Loco and Tender with track-gripping Magne-Traction and headlight . . . new blue gondola carrying three removable air-activated bulk cement canisters . . . cargo-carrying hopper car . . . red caboose . . . eight sections curved track . . . one section straight track . . . automatic uncoupling control section . 35-watt transformer . . . lockon . . . lubricant . . . instructions

Powerful, scale-detailed freight hauler—brilliant headlight beaming whizzes around the track with thrilling speed. Super-pulling Magne-Traction grips the rails, makes possible really big hauls cross country and up steepest grades. Real RR knuckle-type couplers. Train, 44¼" long.

88-0104 B1330 Complete **$19.95**

F THE "GENERAL" . . . faithful reproduction of Civil War Woodburner

The "General" Steam Loco and Tender . . . headlight . . . authentic balloon smokestack . . . long pointed "cow-catcher", box headlight . . . brown woodpile . . . realistically-detailed "General" mail-baggage car and passenger car . . eight sections curved track . . . two sections straight track . . . 45-watt transformer . . . lockon . . . lubricant . . . instructions

This unique, built-for-business locomotive, stepping out of the pages of history, makes a colorful contrast to today's big, streamlined diesels—*in looks only!* It clicks off the miles, delivering mail, hauling passengers with lightning speed. Knuckle couplers. 39¼" long.

88-0112 B1997 Complete . **$29.95**

G 5-CAR STEAM WORK TRAIN . . . set to roll, but needs crew!

Steam Loco and Tender . . . with smoke, headlight . . . new track maintenance car . . . new flat car with diesel bulldozer . . . Minneapolis and St. Louis hopper car . . . new derrick car with manually-operated crane . . . work caboose . . . eight sections curved track . . . three sections straight track . . . uncoupling track set . . . 45-watt transformer . . . CTC lockon . . lubricant . . . smoke pellets . . instructions

Trouble brewing on the track ahead? Smoke billowing, this bruiser is off like a shot, equipped to push aside trees with an Allis Chalmers bulldozer . . . make repairs to lines from atop maintenance car platform . . . or lift wreckage with operating crane. Knuckle couplers. Train measures 71¼" long

88-0120 B2665 Complete. **$39.95**

H 5-CAR SANTA FE DOUBLE ENDER FREIGHT . . . power-packed!

New Alco Santa Fe Twin "A" Unit Diesel in red and silver . . with horn, headlight, and Magne-Traction . . new flat car with removable helicopter . . Allis Chalmers car . . . flat car with floatable speedboat . . . flat car with two U.S. Steel girders . new Santa Fe Caboose to match loco . . . 8 curved, 3 straight track sections . . . uncoupling track set . . . 60-watt transformer . . . CTC lockon . . . lubricant . . . instructions

A symphony of strength and color on wheels! Magne-Traction gives double the pulling power, inch for inch, of this mighty twin diesel's famous, real-life counterpart. Same silver and red colors. Helicopter, speedboat, and girders can be removed. Knuckle couplers. Train is 73" long.

88-0138 B3330 Complete. **$49.95**
88-0211 B1997 Diesel only **29.95**

K 5-CAR STEAM FREIGHT . . . with rough-and-ready power!

Steam Loco and Whistle Tender . . . with headlight, smoke, whistle, Magne-Traction . . . B&M box car . . . new gondola with three cable reels . . . Allis Chalmers car . . . new flat car with arch trestle bridge . . . caboose . . eight sections curved track . . three sections straight track . . . uncoupling track set . . . 60-watt transformer . . CTC lockon . . . lubricant . . . smoke pellets . . . instructions

Whoo-oo-oo-ooo . . . hear that whistle blow, see the smoke curl in the wind as this exciting freight rides the rails at top speed! All pieces realistically detailed. Arch trestle bridge—just like the ones used in real railroading—makes a dandy foot bridge over a railroad cut. Real knuckle couplers. Train is 68½" long.

88-0146 B3330 Complete. **$49.95**

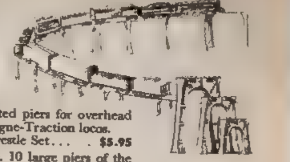
L 5-CAR STEAM FREIGHT . . . scale-perfect . . . tops for action!

Steam Loco and Whistle Tender . . . smoke, whistle, headlight, Magne-Traction . . . new launching car that actually elevates and fires a 4" long IRBM LaCrosse missile . . . new exploding target car . . . new Alaskan hopper car . . . caboose . . . eight sections curved track . . . five sections straight track . . . uncoupling track set . . . 60-watt transformer . . . CTC lockon . . . lubricant . . . smoke pellets . . . instructions

Three new-in-'59 cars make railroading more fun than ever! Press firing pin to elevate and launch a 4" missile. Hit high-explosive Target Car with missile and you'll see it break apart! There's never a dull moment on the Fireman-Ladder car, either—fireman swivels, ladder extends, and red light rotates. Train, 69¼" long.

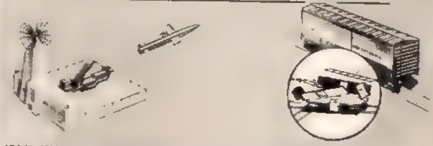
88-0153 B3997 Complete. **$59.95**

LIONEL ACCESSORIES



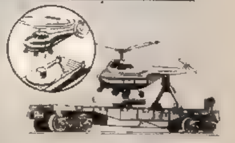
24-PC. TRESTLE SET. Graduated piers for overhead arrangements. Use with Magne-Traction locos.
88-0732 B397 Graduated Trestle Set **$5.95**

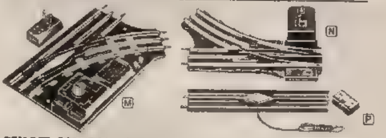
10-Pc. Trestle Set (not shown). 10 large piers of the same size for use with above.
88-0690 B265 Set of large trestles **$3.95**



IRBM MISSILE LAUNCHING PLATFORM with EXPLODING TARGET CAR. A "natural" for play value . . . can be placed anywhere. When firing pin is pressed, launching mechanism elevates and fires 4" long model of the LaCrosse missile. When sides of car are hit, car "explodes".
88-0252 B730 Launching Platform. Size 6x8" **$10.95**

HELICOPTER LAUNCHING CAR. After spring on launching platform is wound manually, model helicopter is set in launching position. As car passes over remote control track, touch of a button sends helicopter whirling straight up into the air. Car size: 11" long.
88-0260 B530 Retail **$7.95**

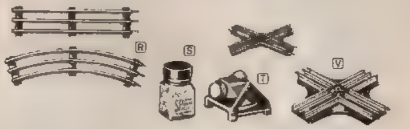




M REMOTE CONTROL SWITCHES enable you to switch trains without derailment. Device automatically throws swivel rails as train approaches. Red and green indicator lights. 1 right hand, 1 left hand switch plus two controllers with connecting cables.
88-0823 B1130 "027" Remote Control Switches. Pair **$16.95**

N MANUAL SWITCHES. Hand-operated lever, signal light.
88-0815 B465 "027" Switches. 1 left hand, 1 right hand. Pair **$6.95**

P REMOTE CONTROL TRACK SET. Electromagnetic principle.
88-0831 B300 "027" RC Track Set. Controller included **$4.50**



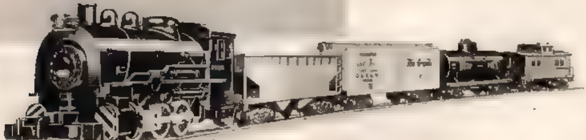
R "027" TRACK. Straight track 8⅞" long, curved 9½" long. In packages of 10. Specify number of packages wanted.
88-0781 B170 Package of Curved Track **$2.50**
88-0799 B170 Package of Straight Track **2.50**

S SMOKE PELLETS . . . for all smoke puffing Lionel locomotives.
88-0724 B140 Smoke Pellets (Packages of 4 jars). Each **$2.00**

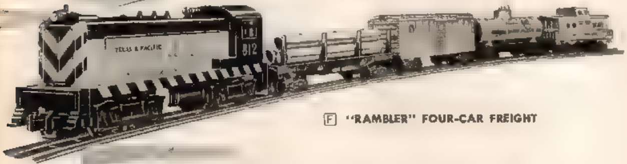
T ILLUMINATED BUMPER. For spurs, sidings . . . any "dead end".
88-0856 B167 Illuminated Bumper. Fits "0", "027" track . . . **$2.50**

V "027" CROSSOVERS. Mounted on rugged steel base.
88-0807 B130 90-degree Crossover **$1.95**
88-0864 B167 45-degree Crossover **2.50**

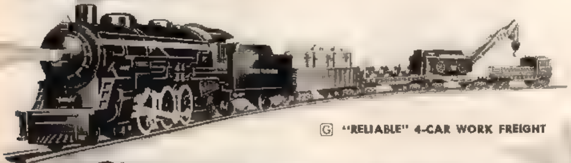
AMERICAN FLYER



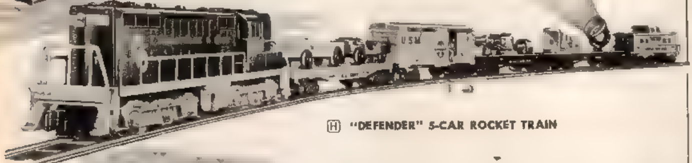
E "HOTSHOT" 4-CAR FREIGHT



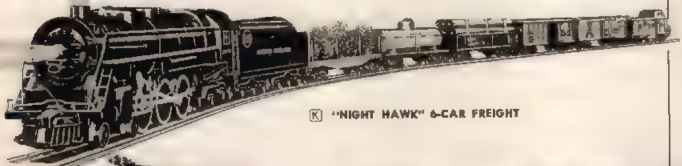
F "RAMBLER" FOUR-CAR FREIGHT



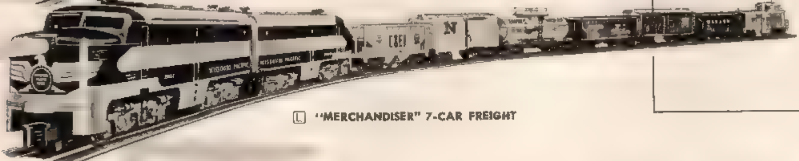
G "RELIABLE" 4-CAR WORK FREIGHT



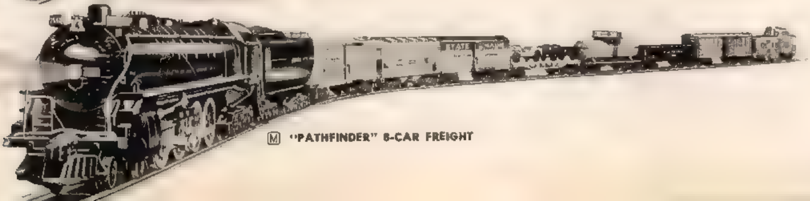
H "DEFENDER" 5-CAR ROCKET TRAIN



K "NIGHT HAWK" 6-CAR FREIGHT



L "MERCHANDISER" 7-CAR FREIGHT



M "PATHFINDER" 8-CAR FREIGHT

Transformer

Included with every Train on this page

The thrilling action, color and sounds of real-life railroading!

Long-short air chime whistle

"Choo-Choo" timed to speed

Two-rail "T" flat top track

Real smoke with firebox glow

AMERICAN FLYER

True-To-Scale Railroads with thrilling, action-packed features

E "HOTSHOT" 4-CAR FREIGHT . . . handles toughest assignments

"Docksider" Switcher Locomotive with Pull-Mor Power . Western Maryland hopper . . . D & R G W cookie box . deep rock tank car . caboose . . . uncouplers . . 40-watt transformer . . . 12 sections curved track . . . track terminal . . . lubricant . . . instructions

Headed by the spunky "Docksider" loco, here's the ideal beginner set for young engineers. Plenty powerful for long hauls, steep grades. Has front and rear couplers

88-3009 B1665 Retail. **$24.98**

F "RAMBLER" FOUR-CAR FREIGHT . . . authentic markings and colors

Baldwin Diesel locomotive with powerful beam headlight, Pull-Mor Power . . . New Haven pipe car . . . Great Northern box car . . . Gulf tank car . . . "radio-equipped" caboose . . . 12 sections curved track . . . uncoupler . . 40-watt transformer (with both fixed and variable voltage) . . . lubricant . . . instructions

Packed with fun and raring to go, the rugged, newly designed Baldwin whips around curves, zooms up steep grades without slowing down—even when lugging a string of loaded stock. Front and rear couplers.

88-3017 B1999 Retail **$29.98**

G "RELIABLE" 4-CAR WORK FREIGHT . . . with action crane car

4-6-2 Pacific Steam Locomotive and Tender, with puffing smoke, choo-choo sounds, Pull-Mor Power . . . container gondola . . . new Rock Island wheel transport car . . operating wreckage crane car . . . work and boom car . . . 12 sections curved track . . . 2 straight track . . . track terminal . . . uncoupler . . . 40-watt transformer . . . lubricant . . instructions

Stop, look, listen! Choo-chooo-chonoo . . . here comes the mighty "Pacific" speeding to the job with smoke billowing. With worm drive motor and Pull-Mor Power, old "Reliable" will skim along . . . hauling as many as 40 cars! Manual crane hoists "wreckage"

88-3025 B2500 Retail . **$37.50**

H "DEFENDER" 5-CAR ROCKET TRAIN . . . start the count-down . . . blast off!

Chesapeake & Ohio Locomotive with automatic clanging bell geared to train speed . . . jeep transport carrying two removable jeeps . . . detonator car . . rocket launcher car cradling remote-controlled rocket . . . floodlight car . . . caboose . . . remote control uncoupler . . . 50-watt transformer with built-in circuit breaker . . . 12 sections curved, 4 sections straight track . . . track terminal . . . lubricant . . . instructions

Most exciting train ever built and as new as the latest space missile! Rocket car and Detonator car provide real Cape Canaveral count-down action! By remote control, giant rocket blasts off into space, then glides to earth . . . while big-beamed floodlights track its course, and warning bell clangs.

88-3033 B3332 Retail **$49.98**

K "NIGHT HAWK" 6-CAR FREIGHT . . . giant steamer with thundering power

Massive N.Y. Central "Hudson" Locomotive and Tender . . . puffing smoke . Choo-Choo sound effect . . Pull-Mor Power . . . new Christmas tree car . . Mobilgas tank car . . C & O pipe car . . . B & M box car . American reefer . . . deluxe illuminated caboose . . . remote control uncoupler . . . 50-watt transformer with built-in circuit breaker . . . 12 sections curved track . . . 4 sections straight track . . track terminal . . . lubricant . . instructions

Here's the thrilling speed, color and sound of real-life railroading. Powerful! One of the mightiest locomotives in the American Flyer roundhouse, this NYC "Hudson" shoots around the track at high speed, delivering her freight right on schedule. Hitch up as many as 40 cars and you'll still see her ease up steepest grades.

88-3041 B3834 Retail **$57.50**

L "MERCHANDISER" 7-CAR FREIGHT . . . with automatic diesel ringing bell

Missouri Pacific Diesel Two-Unit Loco . featuring automatic ringing bell that clangs when loco enters and leaves station . Pull-Mor Power . . Central & Eastern Illinois hopper . . . Baker's chocolate tank car . . . UP hopper . . . Northern Pacific "Pig Palace" . . Wabash hopper . . . caboose . . . remote control uncoupler . . . 100-watt transformer with built-in circuit breaker . . . 12 sections curved track . . . 8 sections straight track . . track terminal . . . lubricant . . . instructions

Even the pigs travel in style on this dazzling freight speedster! From its Missouri Pacific locomotive, with automatic ringing bell, to its deluxe illuminated caboose . . . this freight is truly a giant of the rails! Run her forward or back, fast or slow, couple or uncouple cars, operate switches—all by remote control. Accurate scale models . . . a young railroader's delight!

88-3090 B4500 Retail. **$67.50**

M "PATHFINDER" 8-CAR FREIGHT . . . packed with big railroad realism

4-8-4 Union Pacific Steam Locomotive with smoke . . . Choo-Choo sounds . . . Pull-Mor Power . . . remote control . . . UP stock car . . . Jersey Central cement car . . . State of Maine box car . . . jeep transport car carrying two removable jeeps . . . Hooker chemical tank . . . Southern gondola car . . new Minneapolis & St. Louis box car . . . caboose . . . remote control uncoupler . . . 100-watt transformer . . . 12 sections curved, 8 sections straight track . . . track terminal . . lubricant . . . instructions

When this mammoth freight moves out of the yards, chugging away with realistic choo-choo sounds, smoke puffing, wheels churning, you've got steam railroading at its best! Rolling along, piercing headlight brightens track ahead . . . lighted caboose glows cheerily. Packed with realism . . . and remote control starting, stopping, uncoupling adds to the fun!

88-3108 B4834 Retail. **$72.50**

AMERICAN FLYER
Transformers with built-in thermostatic circuit breakers to protect against shorts and overloads. UL approved.

N 350-WATT DUAL POWER CONTROLLER . . . with built-in circuit breaker. 115 volts, 60 cycles, AC. First time ever in model railroading: a two unit transformer with each power controller independent of the other! Each has 175 watt rating, with total power delivered rated at 350 watts! Designed with new type circuit breaker . . . when short occurs, button pops up, breaking circuit. Circuit is re-established by pushing down button—no cool-off necessary. Directional switch reverses locomotive. Six extra size vertical terminals with large nuts make accessory and track wiring a cinch . allow multiple power leads.

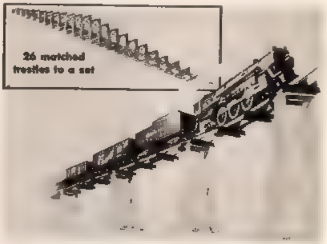
88-3116 B1999 350-Watt Transformer. **$29.98**

P 175-WATT TRANSFORMER with circuit breaker. 110-115 volts, 60 cycles, AC. Ample power to operate a train set plus remote control and automatic accessories. New features provide full direction control; train stops, starts again without going into reverse first. Features new type re-set device. New vertical terminals for easier wiring. Built-in circuit breaker prevents burnouts

88-3272 B1132 175-Watt Transformer. **$16.98**

R 100-WATT TRANSFORMER. 115 volts, 60 cycles, AC. Efficient, streamlined, dependable transformer with plenty of power for one train, plus remote control and automatic accessories. Automatic thermostatic circuit breaker, both variable and fixed voltage . . . three binding posts to simplify wiring jobs.

88-3157 B799 100-Watt Transformer **$11.98**



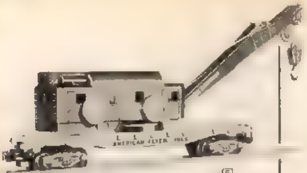
TRESTLE SET. It's exciting to watch your train climb steep grades! Trestles resemble girder construction. For American Flyer "S" gauge track. Set includes 26 trestles, 26 track locks. Rises to 4½". (Track and train illustrated are not included.)

88-3470 B332 Trestle Set **$4.98**

Smoke Cartridges

SMOKE CARTRIDGES. For all smoke-puffing American Flyer locomotives only Pkg. of 12.

88-3405 B67 Retail . . . **$1.00**



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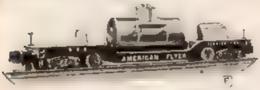

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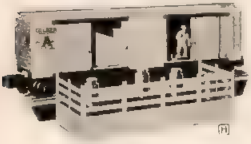

H

K

ROCKET LAUNCHER

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RAILROAD CROSSING

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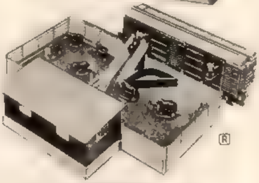

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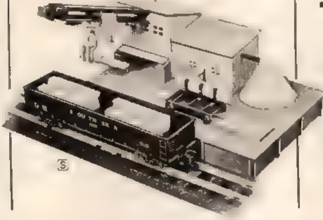

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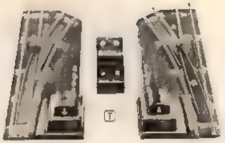

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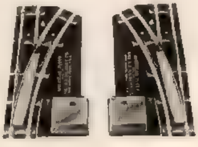

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Accessories for your American Flyer Railroad

E OPERATING WRECKING CRANE. Hook raises, lowers manually; another wheel raises, drops boom. Heavy duty steel construction. Length 13½ in.
88-3462 B465 Crane...... **$6.98**

F TRACK CLEANING CAR. 2 felt wipers saturated with cleaning fluid, 2 trailing wipers to dry track. Knuckle couplers; tank.
88-3132 B465 Car, 10½″ long.......**$6.98**

G LUMBER UNLOADING CAR. Just press the remote control button for exciting fun—watch Moe and Joe pitch a length of lumber on the pile. Completely automatic action.
88-3173 B465 Length 8¾ inches. .. **$6.98**

H MILK CAR and PLATFORM. Milkman deposits can on platform, cans load into left hand door, are carried by conveyor to milkman—all by remote control.
88-3066 B665 Car length 7$\frac{13}{16}$″ ... **$9.98**

K ROCKET TRANSPORT CAR . . . carries two colorful rockets (removable).
88-3231 B265 Car length 8¾″.... ..**$3.98**

L ROCKET LAUNCHER. Rocket flies into space by remote control! Controls incl.
88-3249 B532 Car length 8¾″.......**$7.98**

M AUTOMATIC BELL DANGER SIGNAL. When train approaches, bell sets up warning clang and lights flash. Sound and lights go off after train passes. Track trips included.
88-3215 B399 Size. 5x2⅞x5″ high....**$5.98**

N PIGGY BACK UNLOADER & CAR. Automatically unloads hitch-hiking trailers . . . rolls them back onto waiting flat car. Includes 2 truck trailers, flat car, and accessory.
88-3207 B532 Retail............ . **$7.98**

P CROSSING GATE. When train approaches grade crossing, just a touch of remote control button lowers gate, while train streaks past. Raises it when last car passes.
88-3223 B332 Retail............. **$4.98**

R OPERATING STOCKYARD & CAR. Animals move in pen . . . when gate opens cattle file up ramp and into waiting car. Steers unload into corral again. 2 sliding doors
88-3124 B1332 Size: 11½x10½x2½″ **$19.98**

S REMOTE CONTROL SAWMILL. Log is carried on sawmill track, then "sawed" . lumberjack carries board to ramp, where it drops into waiting gondola car. Car not incl.
88-3447 B865 Size: 7x7x11″ long.. **$12.98**

T REMOTE CONTROL SWITCHES. Red and green lights. Right and left switches.
88-3298 B1065 Switches. Pair **$15.98**

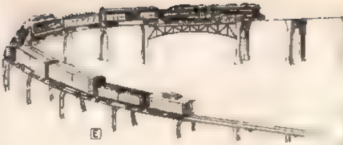
V MANUAL SWITCHES. Switch your trains from one line to another. Works by hand.
88-3306 B465 Switches. Pair. **$6.98**

W REVOLVING AIRCRAFT BEACON. Revolves automatically, swinging alternate red-and-green rays. Steel superstructure.
88-3413 B332 Size: 5x6x12″ high... **$4.98**

X AUTOMATIC RE-RAILER. Derailed wheels are automatically put back on track.
88-3397 B132 Length 10 inches..... **$1.98**

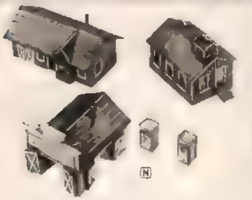
Y TRACK . . . "T" type rails of heavy gauge steel. Straight, curved track in packages of 12. State number of packages wanted.
88-3314 B240 Straight 10″ Tracks **$3.60**
88-3330 B240 Curved 10″ Tracks... . **3.60**
88-3363 B199 Crossing Track, each... **2.98**

Z RUBBER ROADBED. For American Flyer $\frac{3}{16}$″ ("S" ga.). 10″ lengths. Sets of 12. Specify number of sets wanted.
88-3371 B240 Straight Roadbed. Set. .**$3.60**
88-3389 B240 Curved Roadbed. Set. **3.60**



BLACKSMITH
H

BANK
SALOON
GRAND HOTEL
G



Add Railroad Realism to your HO Turnpike

Ⓔ **HO GRADUATED TRESTLE SET.** 46 graduated piers and a central arch bridge for exciting overhead and underpass layouts. Trains climb the grade . . . cross rivers, gorges, highways . . . then descend. For all HO trains.
88-1524 B264 HO Trestle Set. **$3.95**

Ⓕ **HO GAUGE CROSSING GATE.** As train approaches railroad crossing, a slight touch on remote control button lowers gate. After last car passes, you release button and gate rises. Ideal HO accessory.
88-3942 B333 Gate. **$4.98**

ⒼⒽ **HO SCALED FRONTIER TOWN KITS.** Accurate, block-long reproductions of a typical frontier town . . . decorated in true colors of the Old West. Constructed of formed plastic and wood. Assembly is quick and easy.

Ⓖ **Mainstreet** with Bank, Red-Gulch Saloon, Wells Fargo Office, Grand Hotel and Barber Shop. True-to-life hitching posts.
89-5540 B199 Mainstreet Town Kit. **$2.98**

Ⓗ **Mainstreet** with Cafe, Miner's Union Hall, General Store selling provisions, hardware, groceries, newspaper office and jail.
89-5532 B199 Mainstreet Town Kit **$2.98**

Ⓚ **107-PC. MINIATURE HO TOWN . . .** in a box. Includes suburban station with accessories, cathedral, school house, water tank, 56-pc. pine tree set, fire house, 24 plastic figures, post office, signal bridge, switch tower with accessories, ranch house with trim and 18 telephone poles.
89-5631 B665 107-Pc. Miniature Town**$9.98**

83-Pc. Miniature Town scaled for 0, 027 and S gauge railroad tracks.
89-5664 B665 83-Pc. Miniature Town.**$9.98**

Ⓛ **11-PC. HO RAILROAD CENTER.** 1 union station, 1 watchman's shanty, 1 signal bridge, 1 freight station, 1 crossing gate and 6 railroad figures.
89-5649 B335 HO RR Center. **$4.98**

34-Pc. Railroad Center scaled for 0, 027 and S gauge railroads.
89-5672 B335 34-Pc. RR Center. **$4.98**

Ⓜ **HO GAUGE FRONTIER LAYOUT.** Ideal for beginners. 4 easily assembled, simple-to-store pieces. Realistically decorated—with tunnel, hills, lake, highways, paths, grass. Track not included. Assembled size. 48x38x4½". Each section: 24x19". Mailable.
89-5557 C799 HO Frontier Layout. .**$11.95**

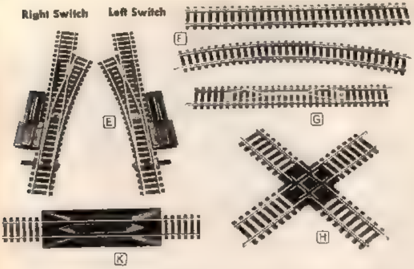
ⓃⓅ **HO SCALED FRONTIER BUILDINGS.** When your train flashes past these authentic buildings—nestled in a valley, or out on the plains—you imagine you're right in the heart of the Old West. Amazingly realistic in design and color. Wood and plastic

Ⓝ **Towne Group:** Railroad station, schoolhouse with two outhouses, blacksmith shop.
89-5573 B267 Towne Buildings **$3.98**

Ⓟ **Ranchero Group:** Ranch House and outhouse, shack, barn, feeding shed and corral.
89-5581 B267 Ranchero Buildings. . . .**$3.98**

Ⓡ **SCENE-O-RAMA.** Complete landscaping kit for 4x8' train layout. Contains 15 assorted trees, landscaping mats for making lawns, paths, roads, fields. True color lichen in three shades for natural hedges, shrubbery. Snow-capped mountain tunnel and 3 lamp posts add more realism. Instructions.
89-5615 B665 Scene-O-Rama. **$9.95**

LANDSCAPER (not shown). Contains all materials necessary for 4x8' of realistic model landscaping; 48x96" grass mat; 12x48" brown earth mat; 12x48" white path; 5 assorted trees; shrubs and bushes.
89-5623 B335 Landscaper **$4.95**



"HO" Gauge Tracks, Switches

E **"HO" Remote Control Switches.** You're all set for lots of real railroading fun with one or more of these heavy duty switches—to reroute passenger trains . . . switch freights onto sidings.

88-3850 B300	Right Hand Remote Control Switch. Each.	**$4.50**
88-3876 B300	Left Hand Remote Control Switch. Each. . .	**4.50**

F **"HO" Straight and Curved Track.** There's no limit to the number of interesting layouts you can make when you have plenty of track! 9″ curved and straight sections are sold in packages of 12 sections. When you order, please specify the number of packages you want.

88-3835 B200	Straight Track (package of 12 sections).	**$3.00**
88-3843 B200	Curved Track (package of 12 sections).	**3.00**

G **"HO" Automatic Uncoupler Track.** Uncouples cars by remote control. Foolproof operation. 9″ uncoupler track section combines with any "HO" gauge track—to give you lots of exciting action!

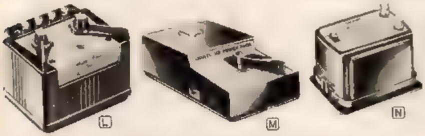
88-3892 B50	Uncoupler Track Section. Each.	**$0.75**

H **"HO" 90° Crossover.** Makes figure 8 layouts and other interesting cross-track variations. Use several for added fun and realistic railroad effects on your model pike. Each leg is 6″ long.

88-3884 B150	90° Crossover. Each	**$2.25**

K **"HO" Automatic Re-Railer Track.** Re-rails your cars and locomotives as they pass over this 9″ section, which replaces any straight track section in your layout. Makes a realistic "highway" crossing too.

88-3900 B40	9″ Re-Railer Track Section. Each.	**$0.60**



"HO" Power Packs

Run trains forward or back, fast or slow —all by remote control!

L **2½ Amp. Multi-Volt Power Pack** . . . DC-AC. DC circuit has reversing switch, supplies 2½ amps. at 0-14 volts. AC circuit has self-resetting circuit breaker, supplies 2½ amps. at 16 volts. Operates two trains plus all their accessories. UL approved.

88-1540 B1065	2½ Amp. DC-AC Power Pack	**$15.95**

M **1¼ Amp. DC-AC Power Pack** . . . has the best "regulation" characteristics of any power pack in its price range. Center-off sweep handle controls train speed and direction. DC voltage up to 12 volts under load. Maximum DC output of 1¼ amps. adequate for two motors. 16v AC output for operation of switches, accessories. UL listed.

88-1557 B730	1¼ Amp. DC-AC Power Pack	**$10.95**

N **"HO" Rectifier** . . . converts AC output of any variable voltage transformer to DC for HO operation. Has reversing switch and self-resetting circuit breaker. Will supply up to 1½ amps. DC.

88-1573 B530	Rectifier.	**$7.95**

Lionel and American Flyer

Big, varied '59 selection of "HO" model trains . . . with exciting new-to-HO accessories—NEW locos and rolling stock! Each a miniature marvel of fine scale detailing.

P LIONEL 3-CAR AEC SWITCHER FREIGHT . . . new rolling stock

New AEC Husky diesel switcher freight locomotive with light . . . new flat car with missile . . . new flat car with helicopter . . . new AEC caboose to match the locomotive . . . 11 sections 18″ radius curved track, 9″ long . . . 1 section 18″ radius curved terminal track . . Power Pack included

Up-to-the-minute realism—featuring Lionel's brand new missile and 'copter flat cars! Red and white AEC Husky diesel switcher is authentically detailed—hustles freight just like its big-road prototype does!

88-1599 B1335 Retail . . . **$19.95**

R LIONEL 4-CAR TEXAS SPECIAL FREIGHT . . . with blink-light car

New Alco Texas Special Powered "A" unit with headlight . . . new AEC car with blinking lights . . new circus car . . . box car . . . Texas Special caboose to match locomotive . . . 11 sections of 18″ radius curved track, 9″ long . . . 1 section of straight track . . . 1 section of 18″ radius curved terminal track . . . re-railer section . . . Power Pack

Here she comes! Powerful headlight bores down the track . . . and the massive diesel hurtles past. Blink-on . . . blink-off . . . watch the light signal "danger" as the AEC car speeds by with its cargo of radioactive waste. Built to pinpoint accuracy in every detail!

88-1607 B1667 Retail . . . **$25.00**

S AMERICAN FLYER "FRONTIERSMAN" TRAIN . . . colorful replica

Heavy die-cast, "wood-burning" locomotive in the style of the 1850's . . . powered by worm-drive motor . . . brilliant with red, green and black color and gleaming brass trim . . with two Early American passenger coaches that are finished to simulate wood . . . colorful bright yellow with black roof

All the romance, adventure and excitement of early Western railroading comes alive with this precise-scale model! Diamond-stack locomotive and passenger cars are 1850's vintage—done in dazzling color, elaborate detail.

88-4007 B2000 Retail . . **$29.98**

T AMERICAN FLYER "MERCHANTMAN" FREIGHT . . . smokes and "choo-choos"

Pennsylvania "Merchantman" steam switcher freight locomotive . . . colorful B&M box car . . . New Haven lumber car and caboose . . . 11 sections of curved track . . . 1 section of terminal track . . . 1 section of uncoupler track . . automatic re-railer . . . smoke set, synchronized with "choo-choo-choos" from boiler . . Power Pack included

Clear the track for this sweet-running, smoke-puffing Pennsy switcher! Hear the steady "choo-choo-choo" sound from the boiler as the hefty locomotive powers along the rails. It's true-scale HO railroading to thrill the most discriminating fan!

88-4015 B2333 Retail . . . **$34.98**

V LIONEL 5-CAR NEW YORK CENTRAL GP-9 FREIGHT . . . with operating cars

New York Central GP-9 diesel-electric loco with headlight . . . new flat car with bulldozer . . . new maintenance car with light . . . gondola car with canisters . . derrick car . . . Boston & Maine work caboose . . . 11 sections curved track, 9″ long . one section straight track, 9″ long . . . one section curved terminal track . . . one section re-railer track . . . uncoupler . . . 1¼ Amp. Power Pack included

Powered by the stalwart diesel-electric locomotive, this colorful freight thunders to its destination with thrilling speed—offers more exciting action when it stops. Powerful light illuminates the scene as workmen do maintenance jobs . . . husky derrick goes to work. All true-to-scale!

88-1615 B2335 Retail . . . **$35.00**

W AMERICAN FLYER 4-CAR "CHALLENGER" FREIGHT . . . big RR realism

Authentic "Hudson" class 4-6-4 coal-burning freight locomotive . . . Gulf tank car . . . Piggy-Back flat car . . . New Haven box car . . . New York Central caboose . . . 11 sections of curved track . . one section of terminal track . . . uncoupler . automatic re-railer . . Smoke Set . . . includes Power Pack

Rugged coal-burning loco races around the track in a trail of authentic smoke puffs . . . with all the speed, color and "choo-choo" sound of real-life railroading! Giant Hudson locomotive and all cars are scaled . . . down to a thousandth of an inch.

88-4023 B2667 Retail . . . **$39.98**

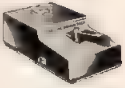
X LIONEL 5-CAR ALASKAN "AB" FREIGHT . . . with graduated trestle

New Alco Alaskan Powered "A" unit with headlight . . . Alaskan Dummy "B" unit . . . new Alaskan box car . . . flat car with boat . . . illuminated poultry car . . . gondola car . . . new Alaskan caboose . . graduated trestle set . 20 section curved track, 9″ long . . . 4 sections straight track, 9″ long . . . 1 section straight terminal track . . . one section re-railer track . . . uncoupler . . . 1¼ Amp. Power Pack included

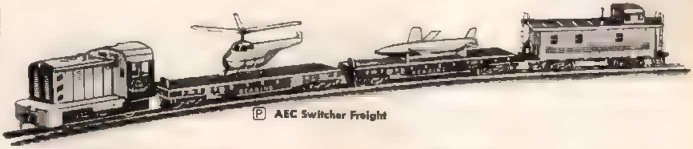
Touch the throttle and unleash the powerful diesel loco: it's off to a smooth start . . . picks up speed on the mainline . . . then swoops up over the graduated trestle! Watch the scale-detailed cars whip around curves—just like the real thing, but even more exciting on your own layout!

88-1623 B2665 Retail . . . **$39.95**

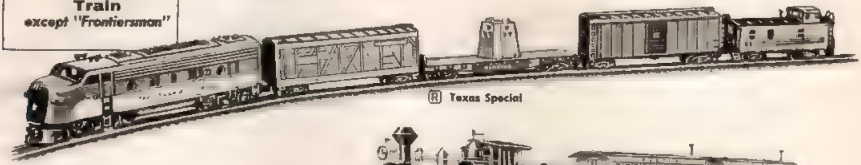
"HO" Gauge Scale Model Trains . . . Superbly Detailed



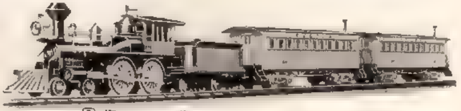
Power Pack Included with every Train
except "Frontiersman"



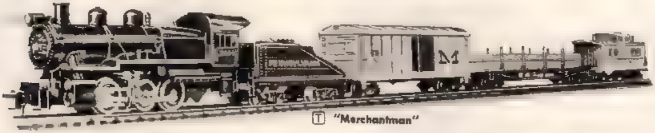
Ⓟ AEC Switcher Freight



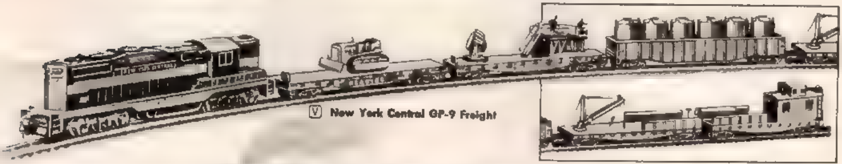
Ⓡ Texas Special



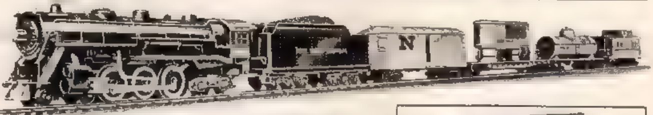
Ⓢ "Frontiersman"



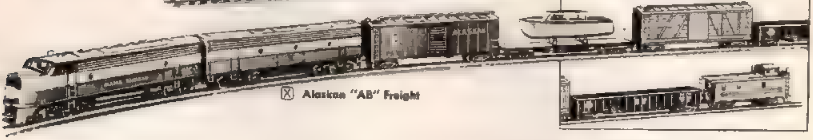
Ⓣ "Merchantman"



Ⓥ New York Central GP-9 Freight



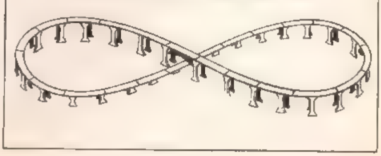
Ⓦ "Challenger" Freight



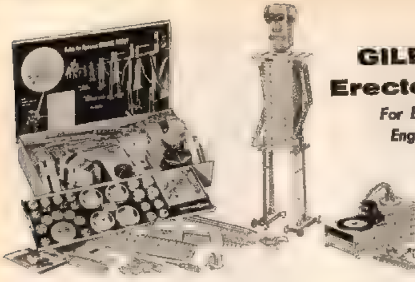
Ⓧ Alaskan "AB" Freight

This over-and-under Trestle Set included with your Lionel Alaskan Freight! Create fascinating overhead layouts with these 46 graduated piers and central arch bridge. You'll thrill as your train climbs steep grades, leans into overhead curves!

Comes with Alaskan Set

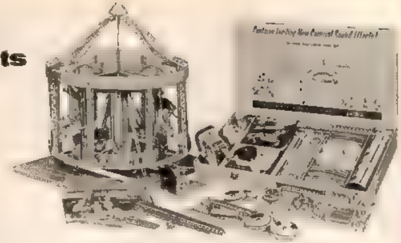


GILBERT
Erector Sets
For Budding Engineers



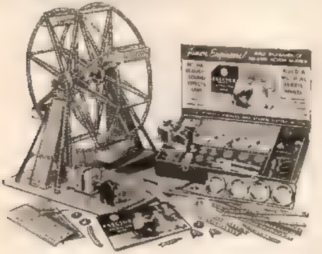
ERECTOR Master Builder Set. What fun! Builds a record player that actually plays 6" records at 78 rpm, or makes a Giant Robot that walks by itself. And that's not all! This finest of all Erector sets contains 38 lbs. of parts to make these and many other models: jets, Texas towers, satellite scanners, rocket launchers, cranes, hoists, etc. Includes Sound Effects Unit, 110-volt electric motor, wind-up motor, clam shell buckets, truck chassis, axles, girders, etc. In 24½x14¼x4" steel storage chest.

88-3546 B4999 Erector Master Builder Set................**$74.98**



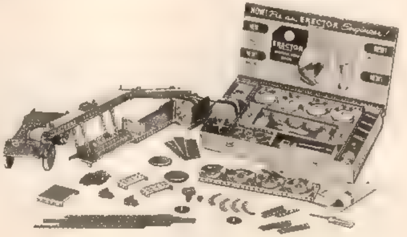
ERECTOR Amusement Park Set. So versatile, it builds a record player, too! Set includes realistic Sound Effects Unit to reproduce carnival music for merry-go-round, airplane ride and parachute jump . . . plus construction sound for cranes, hoists, lifts, etc. The big all-steel hinged cabinet, 22x13⅛x2¾" high, contains over 28 lbs. of parts and equipment—over 300 super-toys in one! Includes 110-volt 4-speed electric motor with forward and reverse operation, electromagnet, horses, lights, lots more.

88-3553 B3332 Erector Amusement Park Set..............**$49.98**



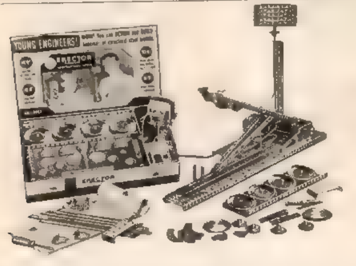
ERECTOR Musical Ferris Wheel Set. Makes over one-hundred engine-driven models, a record player and a ferris wheel that's a dilly! Has Sound Effects Unit to add real carnival music or building noises to action models . . . consists of record, turntable and reproducer. 4-speed, forward-reverse electric motor, plus electromagnet, lights and Flex-O-Matic magic coupling to transmit motorpower in twists, loops. Contains nearly 18 lbs. of parts stored in hinged-cover metal cabinet 20¼x12¼x2¾" high

88-3561 B2332 Erector Musical Ferris Wheel Set.... .**$34.98**



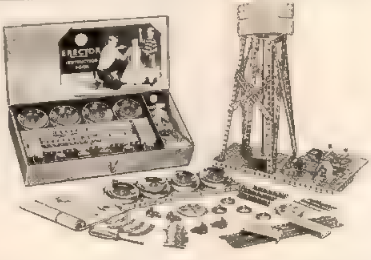
ERECTOR Automatic Conveyor Set . . . hundreds of hours of absorbing fun! Even grown-ups love to see the ingenious, automatic Materials Conveyor move parts like the "big time". Long, endless belt dumps supplies automatically into waiting cart. Powerful electric motor with variety of speeds, reverse or forward drives, plus two power take-offs, can do almost anything. Set makes dockside hoists, walking robot, rocket towers, airplanes and more. Over 360 parts (nearly 11 lbs.). In steel chest, 18⅛x10⅛x2⅞".

88-3579 B1665 Erector Automatic Conveyor Set. **$24.98**



ERECTOR Rocket Launcher Set . . . features latest "jet-action" Rocket Launcher to be built, plus Rocket Servicing tower, trucks, cranes, many more modern-wonders. Jam-packed with girders, gears, pinions, wheels, plates, bolts. Powerful electric motor has forward and reverse gear shift, two power take-offs. All-steel bridge tender's shack is finished in bright colors. Magic-Twist flexible coupling enables operator to transmit power in bends, twists, loops. 325 parts (10 lbs.) in steel chest, 18x10x3" high.

88-3587 B1265 Erector Rocket Launcher Set.............**$18.98**



ERECTOR Automatic Radar Scope Set. Everything you need to build such big, impressive models as radar scanner, airplane ride, self-propelled trucks, cranes . . . even jet aircraft, plus many more. What's more, set has DC-3 battery-operated (flashlight cells) electric motor to put action into all the models. Complete instructions are included. And just as handy is the two-tier, big steel chest which holds all the parts in readiness: girders, plates, wheels, all the put-togethers. Storage chest is 16¼x10½x3" high.

88-3603 B665 Erector Automatic Radar Scope Set..........**$9.98**

BOOK REVIEWS

SCEPTRE, *by Hugh Somerville* (Wilfred Funk, Inc., $4.95). Hugh Somerville was one of the saltiest, best-informed and most open-minded of the British newspaper and magazine correspondents who came over with *Sceptre* for the 1958 America's Cup races, and it is interesting to read the full story of the challenge as seen through his eyes. The book starts with a short history of the 100-years America's Cup history, and then covers in detail the 17th challenge, from the first tentative negotiations and the conception of *Sceptre* on through her dismal failure in the match, winding up with a bit of speculation on "what next?"

Hugh neither glosses over nor rubs in the errors which he feels made *Sceptre* one more in the long line of challengers that weren't fast enough to do the job. Much of the book is on the planning, building, manning and tuning-up in British waters of the challenger, in details of which the American public knew relatively little, and which explain much.

His account of the British party's American experiences and of the match itself is eminently fair, an excellent job of reporting, and lightened up with a dry humor that stirs many chuckles. The latter part evidently had to be written in rather a hurry to make a deadline, for there are some minor errors in unimportant detailed facts, names, and "translation" of the American idiom, most of which a leisurely copy-reading or proof-reading would probably have caught. But they aren't of such a nature as to spoil the book. This book and Carleton Mitchell's "Summer of the Twelves," between them, cover the 17th America's Cup challenge like a blanket from all angles. W H T.

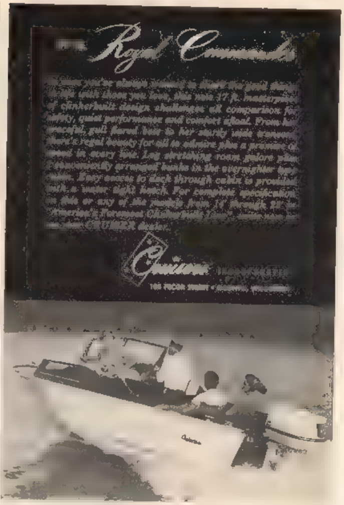
MY EARTH, MY SEA, *by Edmund Gilligan* (W. W. Norton & Co., $4.50). This is an unusual tale concerning events in the youth and early manhood of a young man whose grandfather and uncle commanded Gloucester schooners about the turn of the last century. They include ice on the fishing banks, murder, and shipwreck, treasure, wild horses, and lawless wreckers on dread Sable Island, with goose shooting over blooded Labrador retrievers and salmon fishing with light rods thrown in.

The book is written with a lyric mysticism strongly tinged with religion that is somewhat reminiscent of Donne Byrne against a background of the Newfoundland, Nova Scotia, and New England coasts with which the author is obviously familiar. His appreciation and portrayal of Nature in all its moods is admirable if frequently protracted but his characters are unreal and their conduct, on occasion, even more so. JOHN PARKINSON

CRUISING THE TRENT SEVERN WATERWAY, *by Kenneth McNeill Wells* (Kingswood House of Canada, $4.00). This book represents this reviewer's idea of what a cruising guide should be: a happy mixture of useful cruising information with entertainment—all of it spiced with bits of history, appealing yarns, and amusing incidents. The book is a delight. It is also particularly timely, for with the tremendous development of cruising by inboard and outboard power, it describes a waterway which is destined, I am sure, to become increasingly popular. East Coast yachtsmen with boats drawing no more than four feet will find the 240 mile Trent Severn Waterway the shortest and in many ways the most appealing means of reaching beautiful Georgian Bay. And Great Lakes yachtsmen from Georgian Bay can find in this way easy access to the St. Lawrence River, Lake Champlain, the Hudson and Long Island Sound.

No one making this trip should be without "Cruising the Trent Severn Waterway". And even yachtsmen who can't go there personally will enjoy some good armchair cruising when they read this well written book.

FESSENDEN S. BLANCHARD



"Pilot"

YOUR PRECISION COMPASS

—*by Ritchie*

mounts anywhere
easily removable for storage

This moderately priced compass of famed Ritchie precision-manufacture is ideal for small sail or power open boats and also for medium sized craft.

You can mount a "Pilot" on either a vertical or horizontal surface near tiller or steering wheel, or on a panel along with engine controls, and yet remove the instrument quickly and easily simply by turning the thumb screws on the universal bracket. 3½" dia 5" black aluminum card. Indirect lighting, 6 to 36 volts. Housing all brass, black wrinkle finish. $37.50 COMPLETE

"Pilot" is but one of many precision-made Ritchie compasses including an ideal instrument for your boat, regardless of size or type. Ask your marine dealer or write us for catalog.

E. S. **Ritchie** & SONS, Inc.
PEMBROKE, MASS.
"Guiding Fully-Found Craft Since 1850"

1960 "NORWALK 28" *and the All New* "NORWALK 24"

A Larger, Most Comfortable... Family Cruiser ONLY $6900

Complete Standard Equipment

Length	28'	Freeboard Aft	38"
Beam	10'6"	Cabin Length	12'6"
Draft	28"	Cockpit Length	10'4"
Freeboard Forward	50"	Headroom	6'3"

Engine: Chrysler 125 HP - Hydraulic Controls - Sound Proofed

The "NORWALK 28" is a fast, dry safe cruising craft vee-bottom lapstrake construction. For your utmost comfort she features enclosed marine toilet, completely equipped galley convertible dinette berths for sleeping 6 and loads of stowage space. Speeds 30 MPH level riding. See the NORWALK 28" for yourself—there is no other craft afloat that offers so much so economically

AVAILABLE WITH TWIN 110 HP CHRYSLERS...............$7,900

A Family Cruiser ONLY $4750

Complete Standard Equipment

Length	24'3"	Freeboard Aft	33"
Beam	8'7"	Cabin Length	8'2½"
Draft	22"	Cockpit Length	10'1½"
Freeboard Forward	45"	Headroom	6

Engine Chrysler 110 HP with hydraulic controls.

The NORWALK 24' is designed to be a fast dry safe cruising craft vee bottom lapstrake construction For your utmost comfort she features enclosed marine toilet completely equipped galley convertible dinette berths for three or four and loads of stowage space See the NORWALK 24 for yourself there is no other craft afloat that offers so much so economically

ENJOY THE PRIDE OF OWNERSHIP

The All New "NORWALK 34" *Luxurious*

EGG HARBOR 36'-31'——MARBLEHEAD 26'-23'

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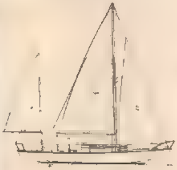
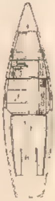
A PHOTO

A PROFILE



A PLAN



A RECORD

OF CRUISING AND RACING SUCCESS AS COMPILED BY THE DIFFERENT

Melody® YACHTS

★ BRISOTE ★ FEATHER
★ MOGU ★ FEATHER II

TOUGH — ECONOMICAL — FAST — SUCCESSFUL GLASS SHEATHED, PLYWOOD & FIBERGLASS MODELS FROM 32 to 40 FEET FROM KITS TO RACE-A-WAY

SEE THE 33'6" 1960 MELODY SLOOP AT THE CHICAGO BOAT SHOW FEB 5-14

A REMARKABLE BASE PRICE IS PLANNED

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YACHT DESIGN—CONSTRUCTION—SERVICE

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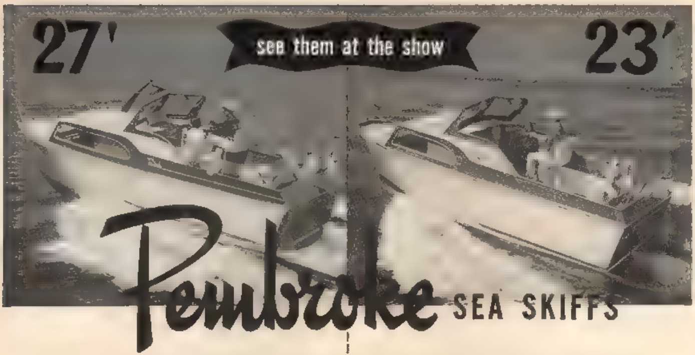
Practical custombuilt keel or centerboard Auxiliaries—Motorsailers—Power Cruisers. Illustrated is hull #46—58'x52'x15'0"x5'0". Cruising at 10 knots on 7 gal. per hr. Delivered 1959 to Mr. & Mrs. Henry C. Coke, Jr. Their second Wiley Motorsailer for West Indies cruising.



This is it — the most boat for the least money. The Pembroke 27′ features extra rugged design and first class accommodations for four, making the 1960 Pembroke the ultimate in its field.

- Solid mahogany round bilge lapstrake construction
- Delivered completely equipped
- Beauty, style, performance and durability

The Pembroke 23′ has more plus features than any boat in its class. Sleeps three, full galley, ice box and enclosed head. By far the best buy in the 23′ class

- Overnight accommodations for three
- Solid mahogany round bilge lapstrake construction
- Extra roomy afterdeck

For full color brochure and name of nearest dealer, write: **PEMBROKE** Boats, Inc., Dept. 11, Epsom, N H.

A CLEANER-POLISHER FOR FIBERGLASS BOATS is a new product of The Glidden Co. Called Super Ren-O-Vite Plus, the formulation contains silicone as well as an entirely new film-forming agent developed in the Glidden laboratories in Cleveland, where the material has been tested for a year. It is said to provide an easy one-operation cleaning, polishing and waxing action, leaving a smooth, slick surface that resists adherence of oil and dirt and even helps the speed of the boat. It removes grease, oil, chalking, bug deposits, and other stains and imparts a tough plastic finish to enamel, lacquer, chrome and ceramic tile surfaces. It is applicable to automobiles as well as boats.

THE GLIDDEN CO., 900 Union Commerce Bldg., Cleveland 14, Ohio.

The helm unit of the Crowell Hydraulic Helm controls the flow of oil to the slave unit that operates the rudder

CROWELL DESIGNS offers a variety of equipment of value to the yachtsman in their 1960 line. One is the Crowell Hydraulic Helm, which does away with mechanical steering linkage, makes steering from multiple stations practicable, and is said to save installation costs. It consists of a helm unit at the steering wheel and a rudder unit, operating on light oil. Prices start at $195. A Rudder Angle Indicator is also available, with the Hydraulic Helm or separately.

Other Crowell Designs equipment includes a Control Transfer, for connecting two clutch or throttle controls in tandem; Positive Displacement Multi-Purpose electric pumps; a Flow View Strainer for cooling water lines; Water Pressure Systems of various designs and capacities, and other electrical specialties. Crowell electric motors are manufactured in models suitable for many uses aboard ship.

CROWELL DESIGNS, 2106 Bridge Ave., Point Pleasant, N.J.

New Bernard Engraving Co. products are these plastic letters and numbers and the flexible plastic strip on which the lower group of figures are mounted

Aa
a
OH-471-BB

PLASTIC LETTERS AND NUMBERS for boat identification are made by the Bernard Engraving Co. A new type is their Hi-Style Script, in gold face with white bevel, available in capital and lower case letters in 7″ and 3½″ sizes, at $1.00 and $.50 per letter respectively with brass fasteners. Gothic 3″ letters are also available at $.25. Another new Bernard item is a flexible plastic registration plate, in white or black, for mounting 3″ letters and numbers with adhesive. Older Bernard products include lettering in several other forms and colors, and a selection of over 50 Identi-Plates reading "On-Off," "Throttle," "Water Pressure," etc

BERNARD ENGRAVING CO., No. 12 St. at Sherman, Toledo, Ohio.

CUMMINS POWERED PLEASURE BOAT — 42 ft. Roamer Cruiser (stock design) shown above is powered by two 175 h.p. Cummins marine diesels

Specify Cummins marine diesels for dependable, low-cost operation

For main power or auxiliary power, Cummins marine diesels—from 70 to 600 h.p. are ideally suited to pleasure boat applications. These compact high speed engines are designed for easy maintenance and long operating life.

Features such as 4-cycle operation and "wet type" cylinder liners mean longer life, lower maintenance costs. The simple, efficient Cummins PT fuel system assures you trouble-free performance and fuel economy. And Cummins diesels operate on safe, low-cost No. 2 diesel fuel.

Specify Cummins power in your next boats of stock or custom design. See your Cummins Distributor for the complete line to meet your needs—horsepower, weight, configuration. Remember, he makes Cummins parts and service available for pleasure boat owners along all the major coastal and inland waterways. For complete information, contact your local Cummins man or write direct to Pleasure Boat Service, Cummins Engine Co., Inc., Columbus, Indiana

Cummins Engine Company, Inc., Columbus, Indiana CUMMINS

Proof under pressure!

PHOTOGRAPHED AT WEEKI WATCHEE, FLORIDA

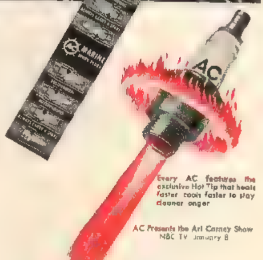
Here's dramatic proof of AC superiority—the underwater pressure test. The AC Fire-Ring Marine Spark Plug at right is tested against another spark plug under 1400 pounds pressure. The bubbles tell the story—AC wins, hands down!

The tremendous pressure forces the gas in the cylinder to seek an escape route. It finds one—through the other spark plug! The AC Fire-Ring Marine Spark Plug holds its gas-tight seal perfectly . . . assuring proper heat range, convincing evidence of the *extra* reliability AC offers. What's more, AC's positive rustproofing guards against corrosion. And AC's unique spin-on gasket insures easy installation and removal

For outboard or inboard, AC Fire-Ring Spark Plugs are available with regular or platinum electrodes. Order yours today in the waterproofed plastic package that keeps them factory-fresh.

THEY MUST BE THE BEST!

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

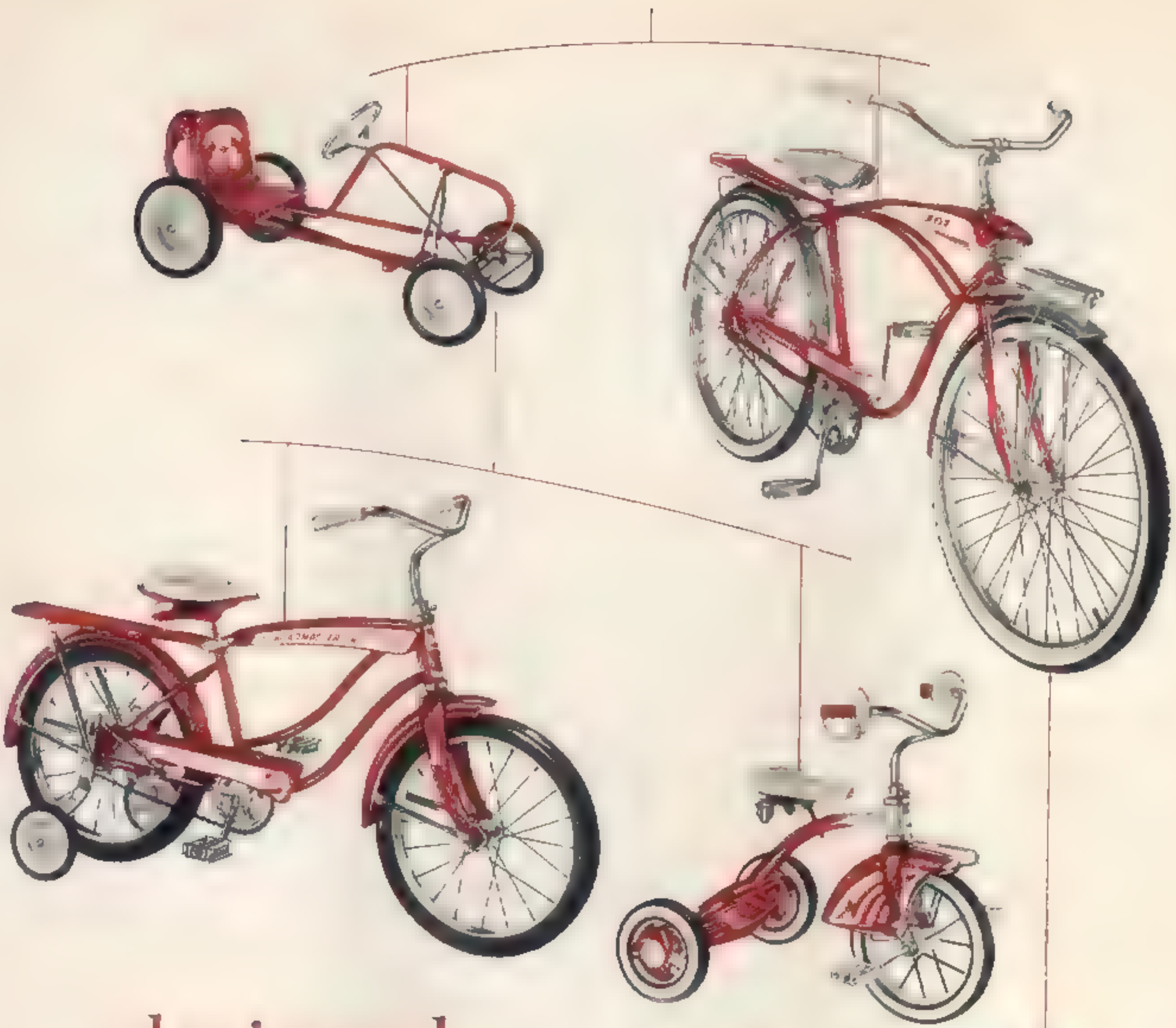


Every AC features the exclusive Hot Tip that heats faster, cools faster to stay cleaner longer

AC Presents the Art Carney Show
NBC TV January 8

AC Fire-Ring Marine Spark Plugs

NOW AVAILABLE AT 302,000 SERVICE STATIONS, GARAGES, CAR DEALERS, FARM IMPLEMENT DEALERS AND MARINAS



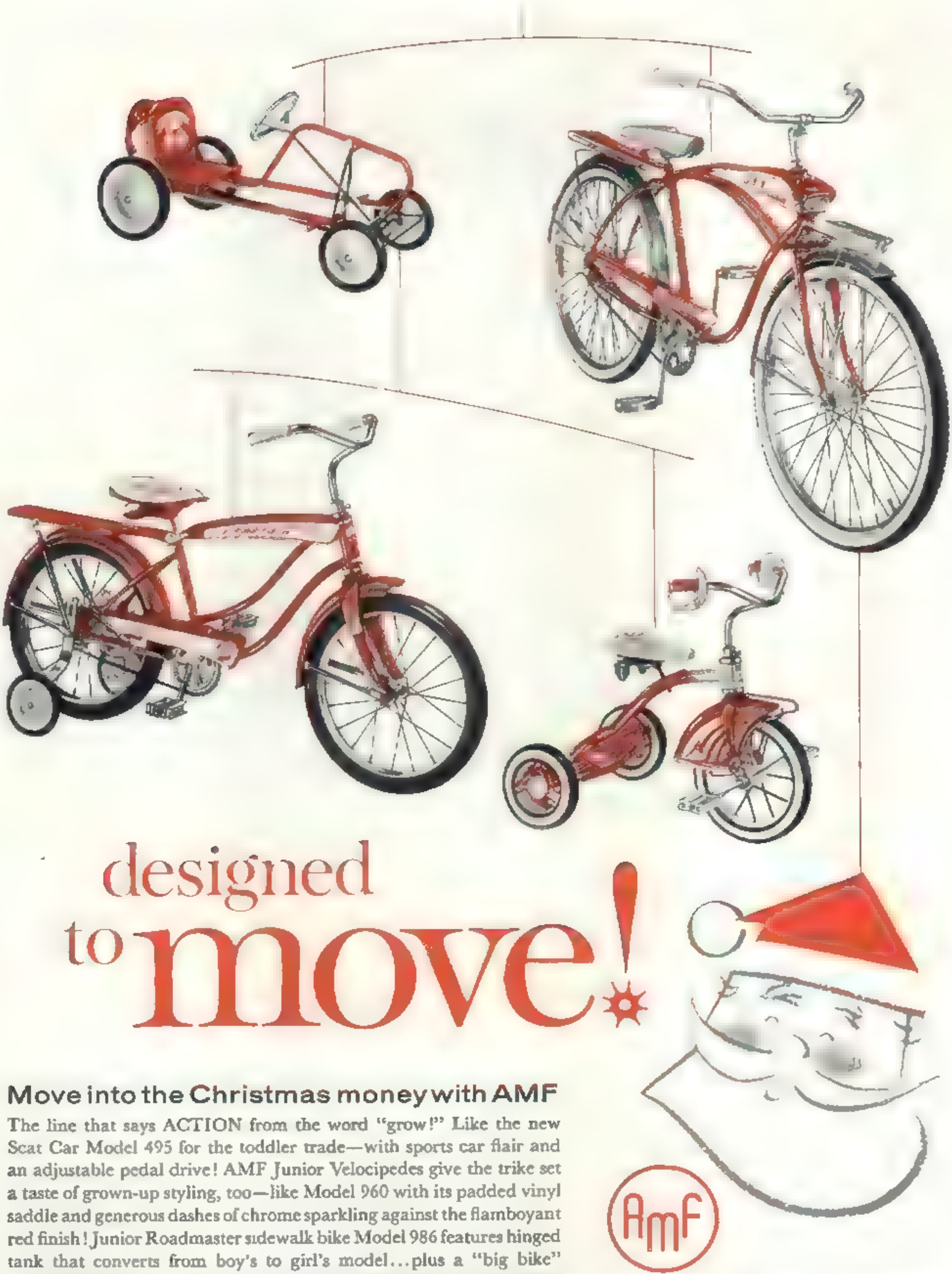
designed to move!

Move into the Christmas money with AMF

The line that says ACTION from the word "grow!" Like the new Seat Car Model 495 for the toddler trade—with sports car flair and an adjustable pedal drive! AMF Junior Velocipedes give the trike set a taste of grown-up styling, too—like Model 960 with its padded vinyl saddle and generous dashes of chrome sparkling against the flamboyant red finish! Junior Roadmaster sidewalk bike Model 986 features hinged tank that converts from boy's to girl's model...plus a "big bike" coaster brake. And as for the Roadmaster bicycle, just see for yourself how AMF has restyled its Jet Pilot Model K-1653 to excite youthful imaginations more vividly than ever! The AMF line means more holiday action for you. Get full details. Write now.

AMF

WHEEL GOODS DIVISION
American Machine & Foundry Company
Junior Toy Division, 215 Marble St., Hammond, Ind.
AMF Cycle Division, W. 65th & Patterson, Little Rock, Ark.
Hercules Division, 200 Fifth Ave., New York, N.Y.



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Move into the Christmas money with AMF

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Don't Look Now, but ......

......*You* just made a Sale!

A few minutes ago Bob finished the slickest Erector model of a Radar Scanner you ever saw but, right now, his mind is on *another* Gilbert set.

In the pages of the colorful comic-style book he found packed with his Erector, Bob has discovered a new world of adventure in which Gilbert Science sets play a vital role.

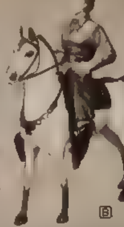
Woven skillfully into the plot of an exciting action story is persuasive selling promotion for *other* Gilbert sets — and Bob has decided which one is for him. That means another sale for some Gilbert dealer.

It could be you.

THE A. C. GILBERT COMPANY

New Haven, Connecticut

Gilbert Career-Building Science Toys — American Flyer "S" and "HO" Trains — American Flyer Stock Car Race



(A) through (H) "AMERICAN HISTORICAL AND WESTERN HEROES" MINIATURES—Realistic replicas of the heroes of TV stories of the Old West and Early America. Molded of tough, durable acetate and perfectly detailed and hand painted in every possible way. More than a toy, these are collectors' items—and the hats come off . . . guns come out . . . saddles come off 9½" high, 9⅛" long

(A) ROY ROGERS and TRIGGER.
1R341X265 . . . . . . Retail $3.98
(1R341X238 in lots of 3)

(B) DALE EVANS and BUTTERMILK.
1R342X265 . . . . . . Retail $3.98
(1R342X238 in lots of 3)

(C) MATT DILLON & BUCKSKIN HORSE
1R340X265 . . . . . . Retail $3.98
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(D) PALADIN & HIS HORSE.
1R339X265 . . . . . . Retail $3.98
(1R339X238 in lots of 3)

(E) WYATT EARP & TOMBSTONE.
1R338X265 . . . . . . Retail $3.98
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(F) THE LONE RANGER & SILVER.
1R343X265 . . . . . . Retail $3.98
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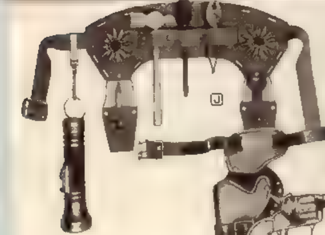
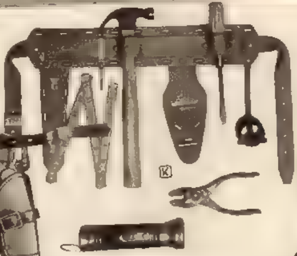
(G) TONTO & HIS PINTO, SCOUT.
1R344X265 . . . . . . Retail $3.98
(1R344X238 in lots of 3)

(H) BAT MASTERSON—Less horse.
1R337X135 . . . . . . Retail $1.98
(1R337X121 in lots of 3)





(J) SMALL FRY TOOL HOLSTER & BELT— Heavy leather-like holster with scratch-proof tools. flashlight; hammer; screwdriver; pliers; wrench, pencil.
1R349X125 . . . . . . Retail $2.00

(K) JUNIOR TOOL SET BELT—Full grain leather belt with regular-size alloy steel tools: folding rule; flashlight, hammer; pliers; screwdriver, friction tape 7 piece set in all!
1R348X265 . . . . . . Retail $4.00

(L) JUNIOR ROY ROGERS DOUBLE HOLSTER SET—Top grain cowhide holster with nickel stud trim and tongue buckle. With 2 single-shot, 5½" long guns.
1R347X135 . . . . . . Retail $2.00
(1R347X121 in lots of 3)

(M) COWBOY SUIT—Sanforized Black heavy twill. Tapered dungarees, frontier design with reversible cuffs that match embroidery on shirt. Shirt has twill sleeve and yoke. White suede fringe. Specify small, medium or large.
1R346X265 . . . . . . Retail $4.00

(N) COWGIRL'S SUIT—Same as Cowboy outfit above but in Red twill instead of black. Specify small medium or large.
1R345X265 . . . . . . Retail $4.00

(P) SPINDART—Beautifully lithographed dart board [illegible]ed easel. Plastic [illegible] 3 rubber [illegible] darts. Target spi[illegible] full play action.
NOT AVAILABLE
1T569X135 . . . . . . Retail $2.00
(1T569X121 in lots of 3)

(R) TANK DESTROYER DART GAME with Bazooka—All metal dart board that uses roll caps When target is struck cap explodes. Complete with dart shooting bazooka.
1T568X265 . . . . . . Retail $4.00
(1T568X238 in lots of 3)

(S) HEN TARGET GAME—Large 17x14" target lithographed in full color. 6 plastic eggs drop in basket when dart gun scores a hit! With 4 darts.
1T570X197 . . . . . . Retail $2.98

(T) DOUBLE SIDED DART BOARD—18" dart board is diagrammed on both sides for a variety of games. With 6 brass darts and wire handle for wall mount.
1T571X265 . . . . . . Retail $4[redacted]
(1T571X229 in lots of 3)

50
100
150
25
P

MOTHER HEN TARGET
S

T
20 1 18 4 13 6 10 15 2 17 3 19 7 16 8 11 14 9 12 5
STRIKE
FOUL
BALL
OUT

No. 366—20 Inch Slumber Baby
All vinyl drink and wet, fully jointed, moving glassine eyes and lashes, rooted hair. 3 piece bunting outfit with matching striped yoke and muffler. Boxed. Weight 3½ lbs.
Each $8.00

No. 265—18 Inch Drink and Wet Baby
All vinyl, fully jointed, moving glassine eyes and lashes, rooted hair. Ninon lace trimmed dress and bonnet, shoes, stockings slip and panty. Polyethylene bottle. Boxed. Weight 3½ lbs.
Each $6.00

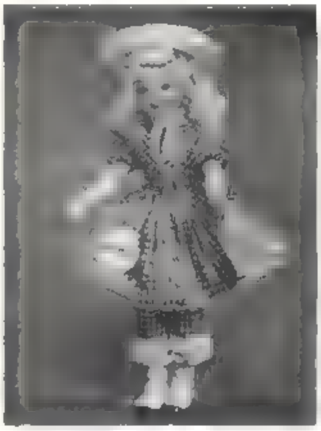
No. 6010—"Freckles"
32 inch 5 piece vinyl body, jointed arms and legs, turning head, sleeping eyes with lashes, pug nose, long hair with bangs. Stands alone. Checked cotton dress, solid pinafore, cotton panties, shoes, socks. 6 in a carton; weight 52 lbs.
Each $12.00

No. 2121—20 Inch Bride Doll
Nylon head, fully jointed, moving glassine eyes and lashes, rooted hair. White taffeta gown with lace and net overskirt trimmed with silver brocade lace. Bouquet, hi-heels, earrings. One in a box; weight 3 lbs.
Each $6.00

No. 54 22—Suzanne
22 inches tall pre-teen with ball jointed neck and waist, lifelike head, rolling eyes, animated limbs. Shrimp trousers, white sweater and jacket or pink trousers, white sweater, blue jacket. 12 in a carton; weight 40 lbs.
Each $14.00

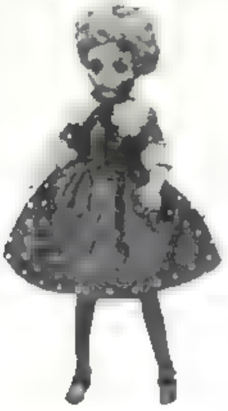
No. 1802—Baby Susan
18 inch tall all vinyl drink and wet with bottle. Moving eyes, arms and legs. Dressed in diaper, printed pin-dot polished cotton dress and bonnet trimmed with ric-rac, lace and ribbon, and booties. Boxed; weight 2½ lbs.
Each $5.00

No. 5160—Adanta Novelty Betty Braids
16 inches tall, vinyl, fully jointed with new braided wig that can be washed and re-set into many different hair-dos. Individually window boxed.
Each $6.00



No. 6050—"Pollyanna"
32 inches tall all vinyl with jointed arms and legs, turning head, sleeping eyes with lashes; pug nose, rooted hair with bangs. Complete Pollyanna outfit from straw sailor hat to patent leather shoes. 6 in a carton; weight 43 lbs.
Each $16.00

No. 244—16 Inch Drink And Wet Baby
All vinyl, fully jointed, moving glassine eyes and lashes, rooted hair. 2 piece polka dot percale romper suit trimmed with ric-rac. Rayon booties. Boxed; weight 2¼ lbs.
Each $4.00

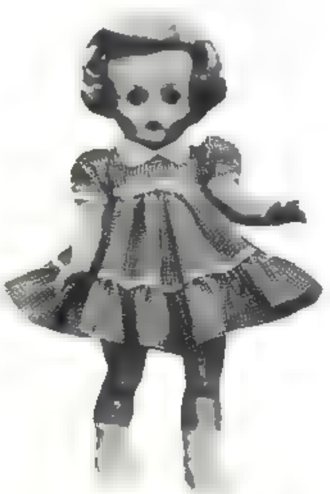


No. 1700—Horsman's "Cindy"
She is 15 in. tall. She has a shapely body, slim arms and legs. She has long lashes and sleeping eyes. Her arms are jointed at the shoulders. She has a swivel head. She wears nylon stockings and high-heeled shoes. She is made entirely of all vinyl plastic "Fairy Skin". She has "Super-Flex" legs which enable her to be put in any position. Her rooted "Miracle" lock-stitched hair is done in a new feather type bob. This item is an assortment of the same doll dressed in 3 different costumes. The dresses are as follows:

1. Velvet trimmed rayon taffeta dress with net collar.
2. Printed rayon dress trimmed with embossed cotton.
3. Solid color skirt with striped blouse.

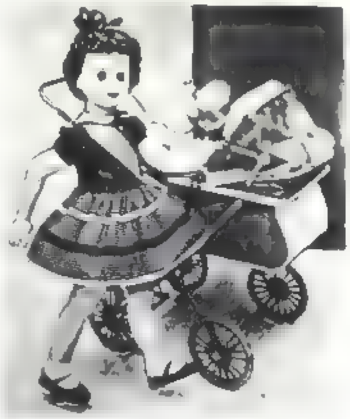
Each item is individually boxed. Packed ½ dozen to a shipping carton weighing 36 lbs. per dozen.

Each $5.00



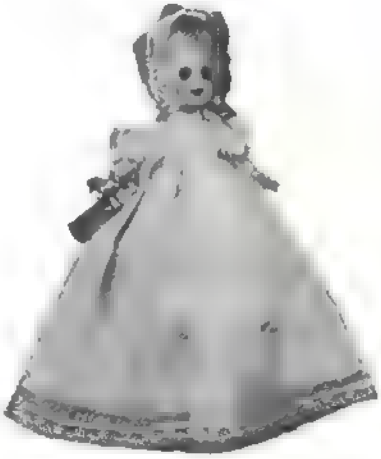
No. 5463—Horsman's "Ruthie"
16 in. tall. Made of soft resilient vinyl plastic. Fully jointed. Her hair is rooted in a new "side-part" of "Miracle" hair. She is dressed in checked taffeta dress with wide collar and ribbon bow at the waist, knit panties, rayon socks and vinyl shoes. She has sleeping glassine eyes, turning head and a coo voice. Individually boxed, packed one-half dozen to a carton; 26 lbs. per dozen.

Each $6.00



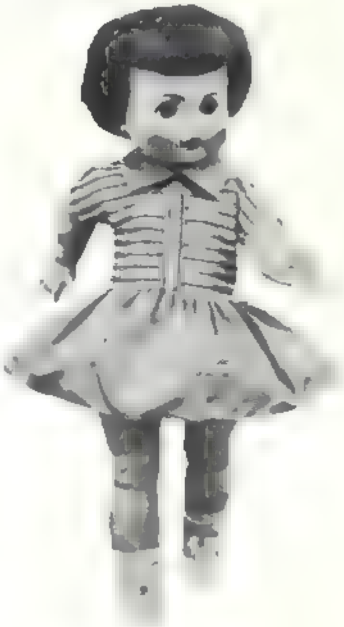
No. 7938—Horsman's "Walk-A-Bye" Doll & Carriage
Complete with folding doll carriage and her baby sister. Walks. 36 inch tall, fully jointed, unbreakable plastic. Has sleeping glassine eyes with lashes. Curly-bob style hairdo. Dressed in cotton print dress, panties, rayon stockings and shoes. "Miracle" head can be tilted, turned and posed in any direction. Baby sister is 25 inch tall and wears a cuddly outfit. This doll drinks and wets.. As the carriage is propelled, "Cindy" walks alongside her carriage. Complete in one carton; weighing 30 lbs.

Each $50.00



No. 0208—Horsman's "Christening Baby"
12 inches tall — she drinks and wets! Vinyl plastic real baby markings. Molded and tinted hair. She wears a full, lace-trimmed ninon christening outfit with matching bonnet and full taffeta underskirt, flannel diaper. Individually boxed 1 dozen to a carton weighing 10 lbs.

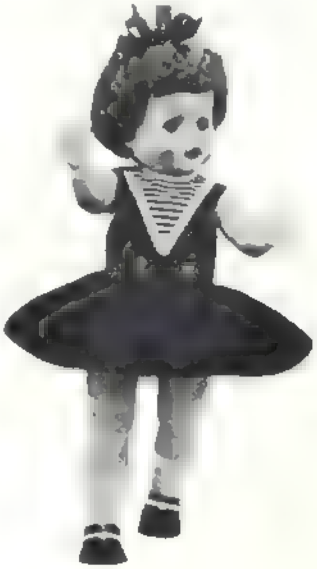
Each $4.00



No. 5928—Horsman's "Ruthie"

28 inches tall. Vinyl plastic. Clearly defined knuckles and nails. Hair is rooted in a curly style hairdo. Head can be tilted, turned and posed. Sleeping glassine eyes with lashes. Dressed in a taffeta skirt and blouse, knit panties, rayon socks and suede shoes. 1 in a box. ¼ dozen to a carton weighing 68 lbs.

Each $10.00

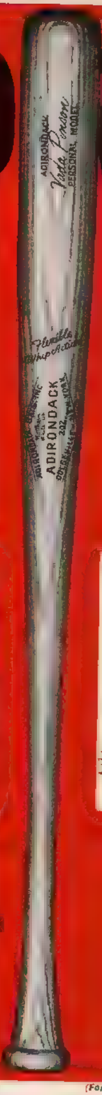


No. 5993—Horsman's "Ruthie"

28 inches tall. Fully jointed vinyl plastic. Realistic looking knuckles and nails. Hair rooted in a curly-style hairdo. Sleeping glassine eyes with lashes. Dressed in a solid-color taffeta, net underskirt, knit panties, rayon socks and felt shoes. Individually boxed, ¼ dozen in a carton; weighing 68 lbs. per dozen.

Each $13.00

ADIRONDACK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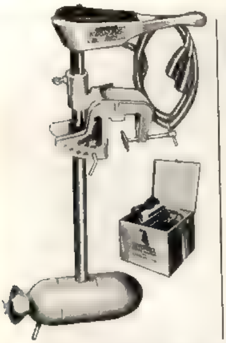
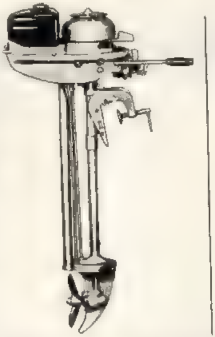
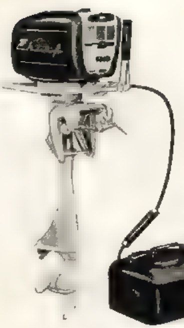
(For More Information Circle No. 50 on Page 215)

← For More Information Circle No. 46-49 on Page 215







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81-0531 C7450 Motor. **$99.50**
Battery Charger and Carrying Case . . . for 6v or 12v battery (not incl.).
81-0549 C2590 Charger, Case. **$34.50**

NEPTUNE "MIGHTY MITE" OUTBOARD Weighs just 17 lbs. . . but it's a pint-sized powerhouse! Hitch it on your dinghy, canoe or sailboat . . . it starts instantly, runs quiet and smooth at trolling speeds, yet has plenty of power at full throttle. Has 1.7 HP motor, 2 port single cylinder. Moisture-proof magneto, centrifugal pump, siphon cooling, underwater exhaust, 1-qt. gas tank. Easy to operate. Length 33⅛", width 6¾", stern height 15". Good for years of rugged service. Unusual value!
81-0028 C7075 Neptune Motor **$94.95**

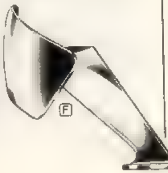
AIR-COOLED 2½ HP "COMMANDO" First 2½ HP outboard costing under $120! It's air-cooled to cut maintenance to a minimum, and weighs just 22 lbs. Gives speeds up to 8 mph. Automatic rewind, full 360° steering, full reverse, underwater exhaust. Design is so simple nothing much can go wrong. Rugged construction of aluminum, steel and bronze castings and machined parts—no sheet metal. Power head may be removed quickly and used for electric generator, pumps, saws, lawn-mowers!
81-1661 C6997 Commando . **$99.95**

CLINTON "CHIEF" 5 HP OUTBOARD Delivers full 5 HP, yet weighs only 30 lbs.! Ideal for fishing, trolling or cruising . . . for auxiliary power on sailboats . . . perfect second motor on larger boats. Air-cooled, quick-starting Clinton engine system won't clog, corrode, freeze up—salt water can't damage it. Motor-head swivels 360° for forward and reverse. Master control panel puts every operation within an easy hand-span. Remote 3-gal. fuel tank for hours of cruising. Extra quiet.
81-1406 C10780 Clinton . . **$169.95**

Install it yourself in minutes with Tube Assembly Kit

E

For safety's sake—keep your eye on the skiers! Mirror gives full rear view



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E **AQUA METER "OUTBOARDER" SPEEDOMETER** . . Aqua Meter's newly styled "Outboarder"—the all-time favorite of power-boating enthusiasts! Surface mount with triple-plated chrome case has massive, sea-going appearance—concealed tubing, easy 3-screw mounting. Smart 3" black and white dial with red needle can be read at a glance. . .registers speeds up to 45 mph. Unbreakable crown crystals prevent accidental damage to speedometer face or mechanism. Complete with "Install-It-Yourself" Tube Assembly Kit, including the all-new, non-fouling "Aqua-Matic" Impact Tube.
80-9905 B777 (to 45 mph) with Tube Kit. **$12.95**

F **NEW SKI-VU DECK MIRROR** . . . for real family safety afloat. Easily attached to boat so you can keep your eye on skiers at all times. Gives clear 170° vision to rear and both sides without twisting or turning while permitting you to maintain a sharp lookout for possible danger ahead. Exclusive patented swivel ball set in neoprene rubber. Heavy duty 50 thousandths, 303 non-corroding stainless steel. Fully guaranteed.
80-9319 B477 Boat Mirror. **$7.95**

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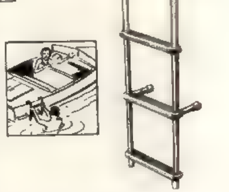
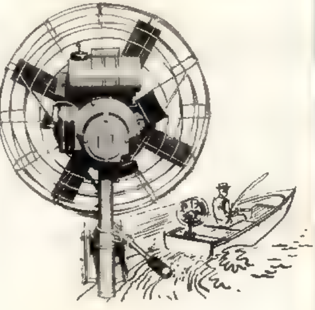
We carry the complete line of Algonquin runabouts and fishing boats. We also carry a full line of the finest outboard motors available. Write for literature and prices . . . we'll be happy to supply them.



BOARDING LADDERS. Made of tough 1" aluminum tubing, with traction-grooved, varnished hardwood steps for slip-proof use. Rubber covered, adjustable stand-offs, and hooks fold flat for stowing. Available in 2 sizes. From Minn.
81-1570 D898 3-Step Ladder, 36" high **$14.98**
81-1588 D777 2-Step Ladder, 30" high . **12.98**



AIRBOY AIRDRIVE 5 HP OUTBOARD MOTOR. Here is an outboard that gives you four fun-filled seasons! Use your Airboy during regular hunting and fishing months, then transfer it to an ice sled for thrilling winter sport and ice fishing. Airboy enables you to reach those hard-to-get-to spots where the lunkers are hiding . . . or that duck blind when there's a combination of ice and shallow water. Propeller foul-ups in weedy marshes are eliminated . . . underwater obstructions offer no problems. You'll get a new thrill as you skim over water only an inch deep. If the boat floats, Airboy will push it through because you have air power. Casting and shooting from rear of boat are easy owing to motor's low center of gravity.

Exclusive new "Turbo-Thrust" 4-blade propeller develops extra power—allows dual mounting on 36" transom. Features include twist-grip throttle, new Silent-Sonic muffler, heavy vibration-resistant rubber mounts. Automatic recoil starter. Operates on gas and oil mixture. Runs 1 hr. at full speed. Propeller diameter 26", guard 28".
81-1711 C19125 5 HP Airboy, wt. 56 lbs.. **$229.00**
81-1737 C14375 2 HP Airboy, wt. 38 lbs. . **179.50**

UNDER THE LEE OF THE LONGBOAT

(*Continued from page 74*)

this is the *Charles W. Morgan.* It's a real whaling boat from the old days.' His reply was inaudible, but she went on: 'Where do you suppose they kept the whales?' to which he answered, 'I think they put them down in the hold.' Later when down below myself I heard the same woman asking her husband, 'If this is where they kept the whales, what did they do with all these rocks?' 'Oh,' said he, 'these were used for ballast and they would throw them overboard.'"

While we're on the subject I'd like to thank Bryce Wood of Greenwich, Conn., for his entry of a clipping from the New York "Herald Tribune" in what he calls my "entertaining derby of marineoidal journalism." The clipping was so badly crumpled that I gather that Mr. Wood began by tearing it out of the paper and throwing it into the wastebasket before deciding he might as well send it to me. It reads, with reference to the veteran canoeist Ernie Riehl: "His 16-foot canoe *Pendleton* probably has never looked better than it did this morning when the master hung it on its rack. Its 30-inch beam glistened proudly in the early sunlight." Very well, I'll accept a glistening beam of 30 inches or any other width, and we'll see what Bill Townsend, of New York City, found in the same unimpeccable Trib in a report on last August Pan-American yacht races in Chicago: "The United States was victorious in the 5.5-meter, Flying Dutchman and Lightning Classes, while Argentina won the Dacron Class." Bill wants to know if this is a masked reference to the Dragon Class or whether it refers to a redesigned version of the famous old "Egyptian Cotton Class." Finally, as far as the Trib is concerned at this session, there's an ad in the paper noticed by C. H. S. Jurgens, of Newport, R.I., of a taffrail log which is "Indispensable when sea closes in for dead reckoning." Mr. Jurgens thinks it's the best he has seen because of its wonderful nuances, and I guess you'll have more fun if I let you work them all out for yourself.

There's a paper in Massachusetts called "The Quincy Patriot Ledger" which devotes a whole section of its style sheet to nautical terminology and whose editor, John R. Herbert, is an enthusiastic reader of nautical bloopers pulled from magazines and other newspapers. Nevertheless, Edward Rowe Snow of the "Patriot Ledger" staff, writes me that they live in constant fear of telling their readers how "the after bowsprit was secured to the fore stays of the two-masted sloop." Neither Mr. Herbert nor Mr. Snow need worry on that score. I implore them, however, not to cut me off from a large part of my source material by loaning their style sheet to the Boston "Herald and Traveler," the New York "Herald Tribune" or the Miami "Herald." What a calamity if I were never able to cry, "Hark, those herald angels sing!"

Some of the readers of "The Saturday Evening Post" who, like me, are looking for a replacement for Joseph Conrad, gave up before even starting to read a story in the November 7th issue entitled "Storm Gamble." They saw the picture on page 27 of a yawl running dead off in a gale of wind with her mizzen in shreds, her guinny sheeted in flat and with St. Elmo fire glimmering from the ends of the main spreaders—red fire to port and green fire to starboard and visible through 32 points as required by international law—and read the caption "Just as he sighted the reefs, the jigger sail gave way." They should have read the story at least as far as the part at which "A decision had to be made. The jigger mast would have to come down, but could the yawl carry the jib?" As it happened, the jib "puff(ed) out of existence like a delicate piece of gossamer," but since it did so just before the yawl hit the reef it really didn't matter.

I wrote to one of my correspondents concerning this

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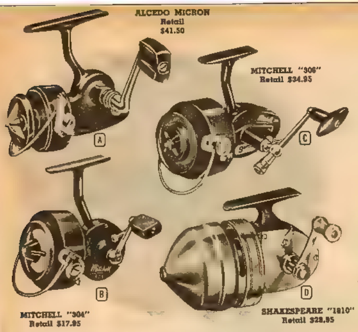

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World's smallest and lightest all-metal open-face ball-bearing spin reel! Gives even action and top performance every time. Spring-loaded drag brake. Adjustable bail pick-up release spring. One turn of the handle retrieves 25 in. of line. Stainless steel bail, cam, screws. Precision helical-cut gears Handle folds for storage. Anodized aluminum frame. Capacity· 155 yds. 6-lb. test line. Right-hander model. Wt. 6½ oz.

45-0312 A 2490.....Retail **$41.50**

Ⓑ MITCHELL "304" REEL

Outstanding quality at a moderate price! Ideal for the beginning fisherman! Open-face spin reel with complete anti-reverse control. Adjustable drag gives smooth braking. Full-bail pick-up with Duraloy line guide to keep line running smoothly. Planamatic gears. Aluminum frame with baked-on finish Handle removes for storage. Capacity: 300 yds. 6-lb. test line. Act. wt. 8½ oz.

45-3266 A 1077 -RH reel..**$17.95**
45-4306 A 1077 LH reel..**$17.95**

Ⓒ MITCHELL "306" REEL

Lightweight spin reel perfect for all big fish in fresh and salt water! Anti-reverse control. Wide-range drag Push-button spool changing Heavy-duty full-bail pick-up. Planamatic gears for maximum cross and level wind performance Torpedo-shaped handle knob on stainless steel Fold-A-Way shaft Corrosion-resistant satin finish. Capacity: 500 yds 8-lb. test line Right-hander model. Wt. 13 oz.

45-0155 A 2097 ...Retail **$34.95**

Ⓓ SHAKESPEARE "1810"

Closed-face spin reel with lever-type anti-reverse—gives easy fingertip control. Outer cone adjusts drag and keeps line running smoothly. Dependable level-wind mechanism. Chromed hardened steel pick-up pin. Aluminum drive gears. Brass pinion, chrome-plated crank. Lightweight aluminum frame with handsome bronzed finish. 4-unit design. Aluminum spool prewound with 200 yds. of 6-lb. test monofilament line. Right-hander model. Actual weight 11.8 oz.

45-0387 A 1737 . .Retail **$28.95**

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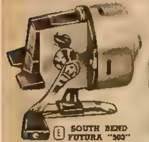

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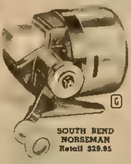
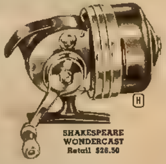
FUTURA "303"
Retail $30.00



SOUTH BEND
NORSEMAN
Retail $29.95



SHAKESPEARE
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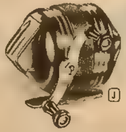
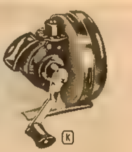


ZEBCO SCOTTEE "66"
Retail $12.95



JOHNSON CITATION
Retail $22.95

Ⓔ SOUTH BEND "303"

If you like fine tackle, this superb custom-crafted spincasting reel is for you! Closed-face model with twin-trigger line control, velvet-smooth drag Adjustable rod clip, two-way non-reverse. Ceramic pick-up pin. Feathering device for pin-point casting. Aluminum alloy with black enamel finish. Spool prewound with 100 yds. 9-lb. test monofilament line. South Bend "303" made for right- or left-handers. Act. wt. 9 oz.

45-0635 A 1800. .**$30.00**

Ⓖ SOUTH BEND REEL

The famous Norseman model—a fitting companion to your favorite spincasting rod! Large-capacity closed-face reel for fresh or salt water fishing. Anti-reverse, automatic pick-up. Drag adjusts for positive action. Special brake pad engages line—no backlash. Thumb control button. Feathering device. Anodized aluminum frame, green finish Prewound with 85 yds. 15-lb. monofilament. Right-hander. Actual weight 13 oz.

45-1260 A 1797.. .**$29.95**

Ⓗ SHAKESPEARE REEL

The famous "1798"—gives new push-button fishing with baitcasting power! Closed-face spin-n-cast reel with direct-drive retrieve and positive control revolvo-drag. Carboloy pick-up pin. Heavy-duty level-wind mechanism—eliminates chance of pile-up, provides smooth retrieve. Button-type click Anodized aluminum with dark brown finish. Prewound with 100 yds. 15-lb. monofilament line. Right-hander model. Wt 11.7 oz.

45-0411 A 1590.. .**$26.50**

Ⓙ ZEBCO SCOTTEE "66"

Engineered for trouble-free fishing! Budget-priced—makes a handy extra reel for the seasoned angler. Closed-face design is fool-proof and easy to use—no backlash! Anti-reverse, click, adjustable drag. Exclusive feather-touch thumb control for smooth casts. Carborized gears. New hard chrome pick-up head. Interchangeable spool prewound with 150 yds 6-lb. test monofilament line. For righthanders. Wt. 6½ oz.

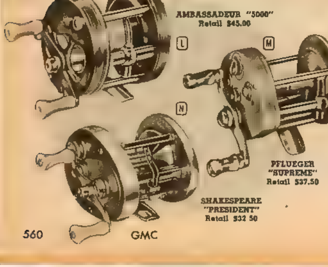
45-0817 A 777.....**$12.95**

Ⓚ JOHNSON CITATION

Built for quiet operation, tailor-made for light salt water and heavy fresh water fishing. Closed-face spincasting reel with Selecto-Dial drag adjustment. Dual anti-reverse, push-button casting. All parts salt-resistant. Retrieves 24 in. per turn of handle. Knurled aluminum frame—green and gray anodized finish. Prewound with 125 yds. 10-lb. test monofilament line. For right- or left-handers Act wt 13 [illegible]

45-0445 A 1377....**$22.95**

Choose from Quality-Made Baitcasting Reels



AMBASSADEUR "5000"
Retail $45.00

PFLUEGER
"SUPREME"
Retail $37.50

SHAKESPEARE
"PRESIDENT"
Retail $32.50

Ⓛ AMBASSADEUR "5000"

Combines free spool and centrifugal brake to eliminate backlash Mechanical brake has graduated scale for various weight baits. Star Drag, automatic anti-reverse, level wind. Self-centering spool bushings, outside oiling. Maroon anodized aluminum. Leather case. Spare parts. Capacity: 180 yds. 8-lb. line. Wt. 8¾ oz.

45-4880 A 2700.. ..Retail **$45.00**

Ⓜ PFLUEGER "SUPREME"

Adjustable anti-backlash regulator and Cub Handle Drag keep line breakage at minimum. Level-wind mechanism prevents snarling. Lightweight, one-piece spool. Aluminum alloy frame has new patent-process finish. Complete with reel bag, accessories, spare parts. Capacity 150 yds. 15-lb. test braided line. Act. wt. 7½ oz.

45-3373 A 2250 ....Retail **$37.50**

Ⓝ SHAKESPEARE "PRESIDENT" BAITCASTING REEL

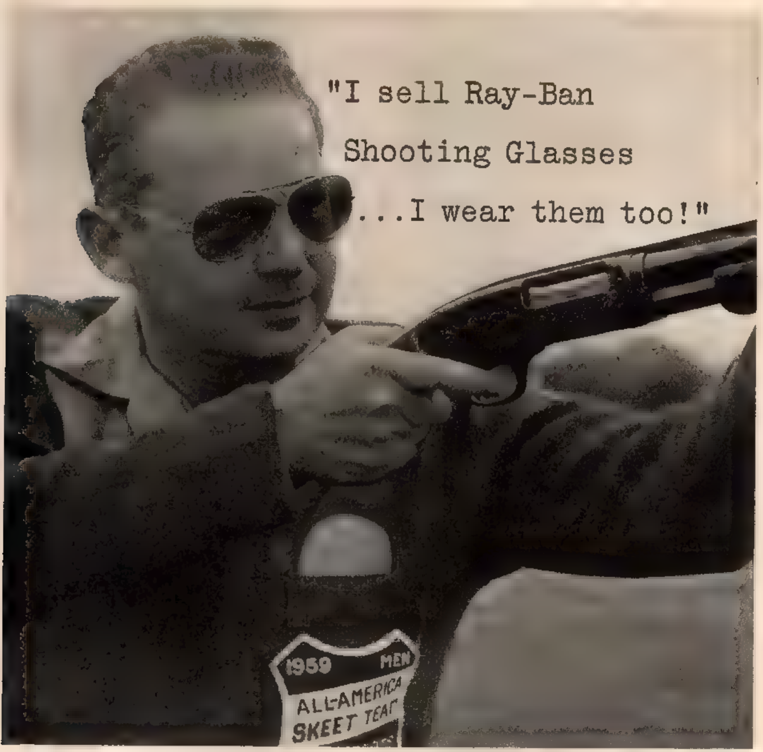
Tru-Axis principle makes use of monofilament line a reality! "Automatic thumbing" tension drag prevents backlash. Nylon gears. Aluminum bronze anodized finish. Capacity: 165 yds. 15-lb. mono. line. Act. wt. 6 oz.

45-0643 A 1950—Reel .... Retail **$32.50**

Same but with Ty-Bo crank. Frame of long-wearing stainless steel.

45-0850 A 2250—Reel ....Retail **$37.50**

Shipping weight of each reel is about one pound



says Alex Kerr, Kerr Sport Shop, Beverly Hills, Cal.

All-around skeet champion Alex Kerr goes on to say, "I've shot with nothing but Ray-Ban Shooting Glasses since they first came out over 20 years ago. I wouldn't be without them...either at a shoot or on display in my Sport Shop."

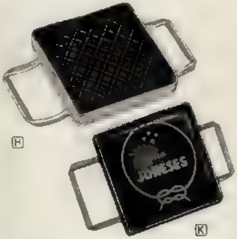
When you sell Ray-Ban Shooting Glasses, you are providing your customers with the finest eye protection they can buy. And you make an average profit of 46% on every Ray-Ban sale.

There's a complete line of Ray-Ban Sun Glasses for all outdoor enthusiasts ...in a wide variety of frame styles and colors for men and women. Year after year, continuous advertising in leading magazines and the major sporting books builds up consumer acceptance and brings you pre-sold Ray-Ban customers.

If you are not already a Ray-Ban dealer, write today for information and free full color catalog showing all sun glass styles and the many sales aids and product displays available for your use. Bausch & Lomb Optical Co., 93402 Lomb Park, Rochester, N. Y. *"Extending man's vision through optical science."*

BAUSCH & LOMB
Ray-Ban®
SUN GLASSES

(For More Information Circle No. 111 on Page 257)



ALGONQUIN "CHIEFTAIN" 15-Ft. Sports Boat

With Wrap-around Windshield and Factory Installed Steering Wheel

To leave cares ashore and have fun afloat, come aboard the Algonquin "Chieftain" Whether you prefer an active day of water sports or a lazy day of cruising, the "Chieftain" will fill your calendar with family fun. The one-piece, semi-round hull of genuine 100% laminated Fiberglas and the Fiberglas deck need minimum maintenance—let you use your spare time for extra hours of boating pleasure rather than toil. No pre-season soaking is needed. There's no caulking to do either—no wood to be scraped and painted, no metal to rust Upkeep is at a minimum.

The "Chieftain" handles like a breeze too, as it streaks across the water's surface in a flash of green-and-white colors. And even at high speeds, you and your passengers will keep dry—a built-in spray rail guards the occupants through every thrill-packed minute. 56" windshield protects pilot and co-pilot. As further assurance of carefree enjoyment, the "Chieftain" is unsinkable. Beneath its sharply styled exterior flotation chambers provide utmost safety Rubber bumper on gunwale also protects finish when boat is pulled against pier. Factory installed equipment includes, upholstery, chromed bow handles, deck cleat, bow chocks and steering wheel. Length 15 ft., beam 66", bow depth 28⅜". The 54" transom takes up to 45 HP motors. Weight 380 lbs. Two seats. Shipped from Indiana.

81-1877 D54750 Algonquin "Chieftain" **$785.00**

BOAT CUSHIONS

U.S. Coast Guard Approved

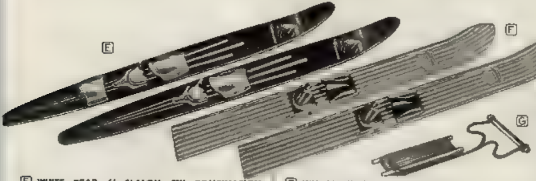
Ⓗ **LIFE PRESERVER BOAT CUSHION.** Provides both safety and comfort. 3-color plaid with contrasting edges Kapok is electronically sealed in vinyl plastic Stands up under years of use. Approved by U S. Coast Guard.

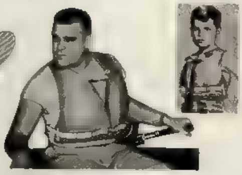
81-0945 B330 Cushion, 15x15x2" **$5.50**

Ⓚ **PERSONALIZED BOAT CUSHIONS.** Sets of 2 Aquafloat kapok boat cushions with name of owner, boat or cottage permanently imprinted. Attractive rope-and-star design in white on blue vinyl covers *Specify* lettering desired—2 lines of up to 12 letters each. Size 15x15x2" Coast Guard approved Sold in pairs. From S.C.

81-1380 D957 Personalized Pair..... **$15.95**

You Need These for Water Fun and Safety





Ⓔ **WHITE BEAR 6' SLALOM SKI COMBINATION**
Ideal for regular or single ski and surf riding. Deluxe laminated construction in new banana styling for greater maneuverability. Safer .. deep metal fins prevent skids. Adjustable foot harness. Varnished stripe. Skis are 6⅜" wide. Shipped from Minnesota. Ship. wt. 20 lbs.

80-9491 D1917 Ski Combination **$31.95**

Ⓕ **KIMBALL STANDARD WATER SKIS**
Molded of 100% Fiberglas to prevent warping, denting, fading. Light and smooth for greater speed. Automatic adjustable Neoprene bindings.

81-0820 C3297 5'6" long, 6⅜" wide. **$54.95**

Ⓖ **SUPREME PLASTIC ROPE.** Floats! Won't rot.

80-9533 B357 Yellow, 75' long Reel...... .**$5.95**

TA-PAT-CO LIFE VESTS
Ta-Pat-Co vests give freedom of action as well as safety, stay in place. Java Kapok is electronically sealed in vinyl plastic for permanent buoyancy Orange. Coast Guard approved.

80-9178 B440 For men, women **$7.35**
80-9186 B333 For child to 50 lbs. **5.55**
80-9194 B366 For child 50–90 lbs. **6.10**

Easy-to-install on wood or metal boats—won't tip

BAR BUOY HOLDER
Enjoy refreshments in row boats, runabouts, cruisers. Bar Buoy, with swivel-action holder, keeps bottles, glasses level always ... won't spill when boat rocks. Rust- and saltwater-resistant, chrome-plated steel holder. With mounting clips and screws. Attaches anywhere.

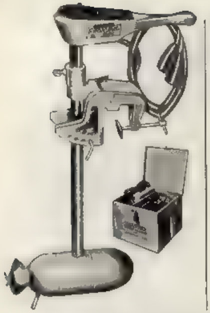
81-0960 B177 Bar Buoy **$2.95**

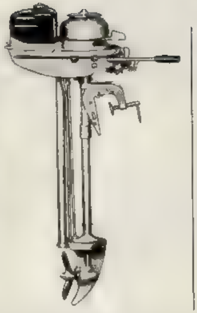
SCOTT OLYMPIC SWIVEL BOAT SEAT
Folding seat fits boats with seats 8¼" to 16" wide. Turns a full circle on ball bearing base. Won't scratch. Green plastic 12¾x12¾" comfortably padded seat and backrest.

81-0895 B750 Deluxe Swivel Seat. **$12.50**
81-0986 B477 Portable Stadium Seat. Like above but without swivel....................... **$7.95**

LAKE OUTBOARD MOTOR CARRIERS
Move motor, gas can and equipment easily. Tubular steel frame, dual tired wheels, folding legs. Super-strong and standard models. From Mich.

81-1646 D1797 Super-Strong Carrier; for motors to 60 HP 20" wide. Weight 42 lbs..... ..**$29.95**
81-1653 D1317 Standard Carrier, for motors to 25 HP. 16" wide. Weight 30 lbs.......... **$21.95**





Lightweight Motors—Ideal for Fishing and Trolling

SILVERTROL ELECTRIC OUTBOARD. Fisherman's favorite, because it's noiseless, easy to carry, simple to operate. Up to 2⅛ mph on standard 12-volt heavy duty auto battery . higher speeds on 18v or 24v Thumb screw tightens for fixed steering. You get pushbutton control of 4 speeds, 360° steering, full reverse, instant starts. Lifetime-lubricated motor runs 8 to 12 hours on one battery charging. 26 lbs.
81-0531 C7450 Motor.... **$99 50**
Battery Charger and Carrying Case .
for 6v or 12v battery (not incl).
81-0549 C2590 Charger, Case **$34.50**

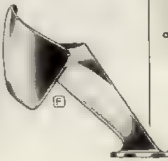
NEPTUNE "MIGHTY MITE" OUTBOARD Weighs just 17 lbs. .. but it's a pint-sized powerhouse Hitch it on your dinghy, canoe or sailboat . . it starts instantly, runs quiet and smooth at trolling speeds, yet has plenty of power at full throttle. Has 1.7 HP motor, 2 port single cylinder. Moisture-proof magneto, centrifugal pump, siphon cooling, underwater exhaust, 1-qt. gas tank Easy to operate. Length 33⅛", width 6⅛", stern height 15" Good for years of rugged service. Unusual value!
81-0028 C7075 Neptune Motor **$94.95**

AIR-COOLED 2½ HP "COMMANDO" First 2⅛ HP outboard costing under $120 It's air-cooled to cut maintenance to a minimum, and weighs just 22 lbs. Gives speeds up to 8 mph. Automatic rewind, full 360° steering, full reverse, underwater exhaust. Design is so simple nothing much can go wrong. Rugged construction of aluminum, steel and bronze castings and machined parts no sheet metal. Power head may be removed quickly and used for electric generator, pumps, saws, lawn-mowers!
81-1661 C6997 Commando **$99.95**

CLINTON "CHIEF" 5 HP OUTBOARD Delivers full 5 HP, yet weighs only 30 lbs.! Ideal for fishing, trolling or cruising . for auxiliary power on sailboats .. perfect second motor on larger boats Air-cooled, quick-starting Clinton engine system won't clog, corrode, freeze up—salt water can't damage it. Motor-head swivels 360° for forward and reverse. Master control panel puts every operation within an easy hand-span Remote 3 gal. fuel tank for hours of cruising Extra quiet
81-1406 C10750 Clinton . **$169.95**

Install it yourself
in minutes with
Tube Assembly Kit

For safety's sake—
keep your eye on
the skiers! Mirror
gives full rear view



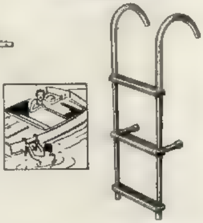
E AQUA METER "OUTBOARDER" SPEEDOMETER .. Aqua Meter's newly styled "Outboarder"—the all-time favorite of power-boating enthusiasts! Surface mount with triple-plated chrome case has massive, sea-going appearance—concealed tubing, easy 3-screw mounting Smart 3" black and white dial with red needle can be read at a glance . registers speeds up to 45 mph Unbreakable crown crystals prevent accidental damage to speedometer face or mechanism. Complete with "Install-It-Yourself" Tube Assembly Kit, including the all-new, non-fouling "Aqua-Matic" Impact Tube
80-9905 B777 (to 45 mph) with Tube Kit.. **$12.95**

F NEW SKI-VU DECK MIRROR . . . for real family safety afloat. Easily attached to boat so you can keep your eye on skiers at all times. Gives clear 170° vision to rear and both sides without twisting or turning while permitting you to maintain a sharp lookout for possible danger ahead Exclusive patented swivel ball set in neoprene rubber Heavy duty 50 thousandths, 303 non-corroding stainless steel Fully guaranteed.
80-9319 B477 Boat Mirror **$7.95**

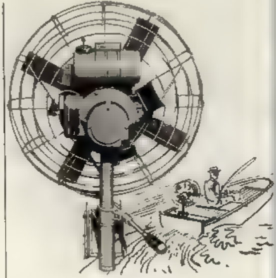
Write for Free Literature
on Our Complete Line of

BOATS
and
MOTORS

We carry the complete line
of Algonquin runabouts and fishing boats.
We also carry a full line
of the finest outboard motors available.
Write for literature and prices
.. we'll be happy to supply them.



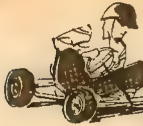
BOARDING LADDERS. Made of tough 1" aluminum tubing, with traction-grooved, varnished hardwood steps for slip-proof use Rubber covered, adjustable stand-offs, and hooks fold flat for stowing Available in 2 sizes. From Minn
81-1570 D898 3-Step Ladder, 36" high. **$14.98**
81-1588 D777 2-Step Ladder, 30" high **12.98**



AIRBOY AIRDRIVE 5 HP OUTBOARD MOTOR. Here is an outboard that gives you four fun-filled seasons! Use your Airboy during regular hunting and fishing months, then transfer it to an ice sled for thrilling winter sport and ice fishing Airboy enables you to reach those hard-to-get-to spots where the lunkers are hiding . or that duck blind when there's a combination of ice and shallow water Propeller foul-ups in weedy marshes are eliminated . . . underwater obstructions offer no problems. You'll get a new thrill as you skim over water only an inch deep. If the boat floats, Airboy will push it through because you have air power Casting and shooting from rear of boat are easy owing to motor's low center of gravity

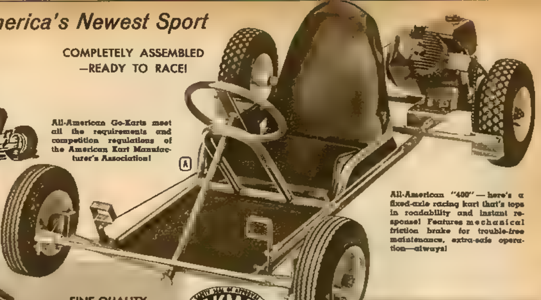
Exclusive new "Turbo-Thrust" 4-blade propeller develops extra power—allows dual mounting on 36" transom Features include twist-grip throttle, new Silent-Sonic muffler, heavy vibration-resistant rubber mounts. Automatic recoil starter Operates on gas and oil mixture. Runs 1 hr at full speed. Propeller diameter 26", guard 28"
81-1711 C19125 5 HP Airboy, wt. 56 lbs.. **$239.00**
81-1737 C14375 2 HP Airboy, wt. 38 lbs. [redacted]

KARTING—America's Newest Sport



COMPLETELY ASSEMBLED
—READY TO RACE!

All-American Go-Karts meet all the requirements and competition regulations of the American Kart Manufacturer's Association!



All-American "400" — here's a fixed-axle racing kart that's tops in roadability and instant response! Features mechanical friction brake for trouble-free maintenance, extra-safe operation—always!

FINE-QUALITY
GO-KART
ACCESSORIES

Seat upholstery

Slick tires

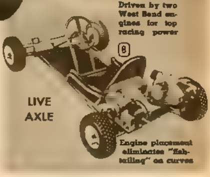
Centrifugal clutch

Adult helmet

Youth helmet

Whether you want to be a karting champion—or just drive like one—the All-American kart is the kart for you! Choose a fixed-axle one-engine model—or a live-axle model with one or two engines. The whole country is wild about Go-Karts—they're ideal for racing thrills and provide outdoor fun for the whole family!

ALL-AMERICAN "600"
Driven by two West Bend engines for top racing power



LIVE
AXLE

Engine placement eliminates "fish-tailing" on curves

FINE-QUALITY GO-KART ACCESSORIES

Seat Upholstery. Rich black leather-grained Naugahyde with thick foam padding

66-0530 F 1175—Postage prepaid . . . $14.95

Racing Slick Tires. For better control on asphalt tracks. Front tires—350/300 x 5 in. Rear tires—410/350 x 5 in. **Postage prepaid.**

66-0546 F 1850—Pr. front—10" diam. **$23.95**
66-0555 F 1995—Pr. rear—11" diam. . **$25.95**

Centrifugal Clutch. Heavy-duty clutch engages automatically as you accelerate, disengages as accelerator is released for safer operation. Specify for type of engine or engines.

66-0514 FF 989—Postage prepaid $12.50

Racing Helmet. A must for racing on any track. Approved extra-sturdy foam-padded fiber-glass helmet — web-lined. Youth or adult design. Specify usual hat size. **Postage prepaid.**

66-0498 FF 989—Youth helmet **$12.50**
66-0472 FF 1515—Adult helmet **$19.50**

Ⓐ Ⓑ AMERICA'S NEWEST OUTDOOR SPORT! ALL-AMERICAN GO-KARTS FOR RACING FUN

For racing thrills or family fun, it's All-American—all the way! Designed and tested by some of the nation's top big-car drivers, the All-American is action-packed and responsive as the world's finest sports cars. Meets all requirements of the American Kart Manufacturer's Association and competition regulations of all other kart racing organizations. It's the most track-worthy, fun-worthy kart built! All karts completely assembled.

All feature "Kar-traction" steering, beam-balanced weight distribution, track level center of gravity, and weight-reduced frame construction. Spirited acceleration, instant steering response, and curve-hugging roadability are built right into the design. The engine is placed well forward on the chassis to eliminate "fish-tailing" on unbanked turns. High rear axle lowers the engine and the center of gravity for better cornering characteristics. 10-in. 350/300 x 5 in. front, 11-in. 410/350 x 5 in. rear pneumatic tread tires. 45-in. wheel base. Electric arc welded frame. All finished in vivid "racing red" enamel. Seat upholstery and clutch not included—order separately at left. **Shipped from Illinois.***

(A) All-American "400". Top quality at an economy price for family karting fun. Fixed axle. Safe, trouble-free mechanical friction brake. Driven by one 2½-HP 2-cycle Clinton A490 engine. Engine displacement—5.8 cu. in. 4000 rpm.

66-0431 F 14495—Wt. 110 lbs. . . Retail **$189.95**

(B) All-American "600". Friction-free live axle—precision anti-drag permanently sealed bearings. Internal expanding automotive brakes. Has two 4-HP 2-cycle West Bend 580 engines—5.8 cu. in. displacement, 6000 rpm each.

66-0449 F 27975—Wt. 135 lbs. . . Retail **$369.95**

Same as Go-Kart (B) above, but driven by one West Bend 580 engine.

66-0484 F 20450—Wt. 110 lbs. . . Retail **$269.95**

Same as (B), but one 2½-HP Clinton A490 engine. Engine displacement 5.8 cu. in. 4000 rpm.

66-0456 F 15995—Wt. 110 lbs. . Retail **$209.95**

Karts are not intended for use on public ways.

New "Flying Jet" Live-Axle Kart

"FLYING JET" LIVE-AXLE RACING KART

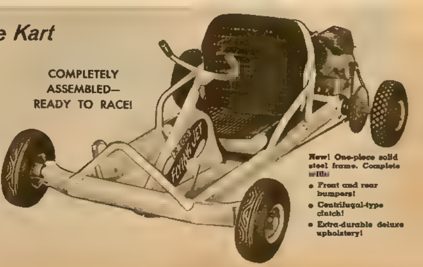
Completely assembled—equipped with front and rear bumpers, seat upholstery, centrifugal clutch! Geometrically-engineered steering—oilite bearings. 1-pc. solid steel frame electrically welded for extra strength, minimum weight. Protective front and rear bumpers, molded seat, and engine mounts welded to frame. Thick air foam-filled seat upholstery and straddle protector. Front wheels with Timken tapered bearings. 1-in. solid steel live axle with Fafnir sealed bearings. Automotive-type internal expanding brakes. Four 350/410 x 4 pneumatic tires—10-in. diam. 12-in. diam. slick tires available below. 43½-in. wheel base. Choice of models with one or two engines. 2½-HP 2-cycle Clinton A490 engine—5.8 cu. in. displacement 4000 rpm each. **Shipped from Wisc.***

66-0415 F 17995—One engine. 110 lbs. . . **$239.95**
66-0423 F 21995—Two engines. 140 lbs. . . **$299.95**

Rear Slick Tires. 350/410 x 4 size, 12-in. diameter.

60-1159 A 1200—Set of 2. Wt. 11 lbs. **$18.00**

COMPLETELY
ASSEMBLED—
READY TO RACE!



New! One-piece solid steel frame. Complete with:

- **Front and rear bumpers!**
- **Centrifugal-type clutch!**
- **Extra-durable deluxe upholstery!**

*** Not mailable—pay shipping charges at time of delivery**

SPALDING "DON LARSEN"

Endorsed by the "no-hitter" hero. Oiled glove leather. Full lined, welted, streamlined fingers laced at tips. Flat binding Laced heel. Ship. wt. 4 lbs. Mailable.

51B0512H640 Wear Glove on Left Hand $9.95

51B0513H640 Wear Glove on Right Hand $9.95

SPALDING "AL DARK"

Full oiled glove leather, grease pocket. Full leather lined. Full welted Closed heel. Solid web in trap, Laced crotch. Finger tips laced Ship. wt. 4 lbs Mailable.

51B0514H875 Wear Glove on Left Hand $12.95

51B0515H875 Wear Glove on Right Hand $12.95

A2914
Wilson

SPALDING "ROCKY COLAVITO"

Professional Model. Large size —Top quality full-oiled glove leather, grease pocket. Full leather lined. Laced heel, finger tips. Ship. wt. 4 lbs. Mailable.

51B0516H1440 Wear Glove on Left Hand . $22.50

51B0517H1440 Wear Glove on Right Hand $22.50

WILSON "HARVEY KUENN"

Tan cowhide with greased Grip-Tite pocket One piece palm and thumb. Flat style binding. Full lined. Felt padding. Fully oiled. Ship. wt. 4 lbs. Mailable.

51B0611H440 Wear Glove on Left Hand $6.60

51B0612H440 Wear Glove on Right Hand $6.60

OFFICIAL
American League Ball

AMERICAN LEAGUE OFFICIAL BASEBALL

Spalding Cushioned Cork Center sealed in exclusive rubber compounds. Tightly wound with finest white and blue-gray wool yarns, topped and reinforced by a layer of sturdy cotton yarn. Cover is top quality horsehide. Sewn by hand Ship. wt. 1 lb. Mailable.

51B0511H230 . $3.25

Voit
Collegiate
LV4

VOIT COLLEGIATE VOLLEYBALL

Long-wearing. Nylon carcass and soft, "stingless" cover highlighted with distinctive black seams. Water-proof and scuff-proof. Official size and weight. Ship. wt. 3 lbs. Mailable

51B3603H465 . $6.95

Collegiate
Voit

VOIT COLLEGIATE SOCCER-KICKBALL

Rugged, water-proof and scuff-proof New Nylon carcass provides inner strength to absorb the terrific beating this ball will take. Long-wearing composition cover Official size and weight. Ship. wt. 3 lbs. Mailable.

51B3604H550 .. ..$7.95

HUTCH BOXING GLOVES

Professional Model. Tanned glove leather. Filled with fabricated hair Well padded wrist, rolled palm grip, deep laced. 8 oz. Wine colored leather Two Pair to a box. Ship. wt. 5 lbs. Mailable

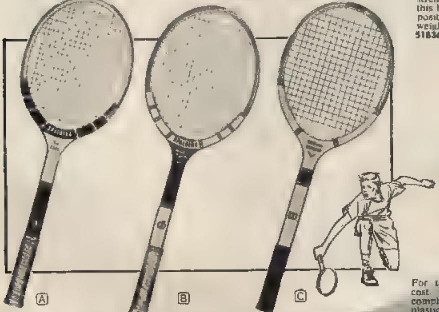
51B3501H825 Adult Size Set $12.50

Youth or Medium size (10-14 years.) Ship wt 4 lbs. Mailable.

51[redacted]**5** . .. . .Set $9.50

Boys' Size (6-9 years) Ship. wt. 3 lbs Mailable.

51B3503H500 Set $7 95



(A) SPALDING "TOP-FLITE" TENNIS RACKET

Beveled shaft for flexibility and stroking. Stained gold and flame red. Black leather grip. Nylon strung. Ship. wt 3 lbs. Mailable.

[redacted] $21.50

(B) SPALDING GONZALES SIGNATURE TENNIS RACKET

Constructed of laminated maple. Throat and inside shoulders reinforced In and out deep countersinking. Black leather grip. Nylon strung. Ship. wt. 3 lbs. Mailable.

51B0507H813 .... $12.45

(C) WILSON "ZEPHYR" TENNIS RACKET

Helps youngster gain speed and control. Fiber laminated in bow White from top of shoulders to grip. Non-slip cork and rubber grip. Blue multi-Fil strung. Ship. wt. 3 lbs. Mailable.

51B0607H519 .... $7 95

tennis set
play tennis

SPORTCRAFT TENNIS SET

For the beginner who wants quality at very low cost. Official size laminated Victory tennis racket, complete with triangular hardwood tennis press. All plastic weather proof zippered tennis cover Complete with rules all in compact storage box Ship wt 3 lbs Mailable.

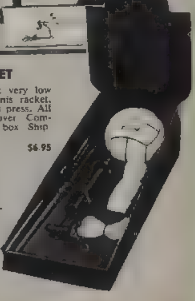
51B3106H460 Set . . $6.95

SPORTCRAFT VOLLEYBALL SET

Official Lawn Volley Ball, Valved, Laceless Construction Official 18x2' Lawn Volleyball Net. 3 piece Galvanized METAL Lockfast Posts with Metal Stakes and Toggles Inflating Pump. Lawn Volleyball Rules. Ship. wt. 10 lbs. Mailable

51B3103H847 Each $12.95

OFFICIAL LAWN VOLLEYBALL



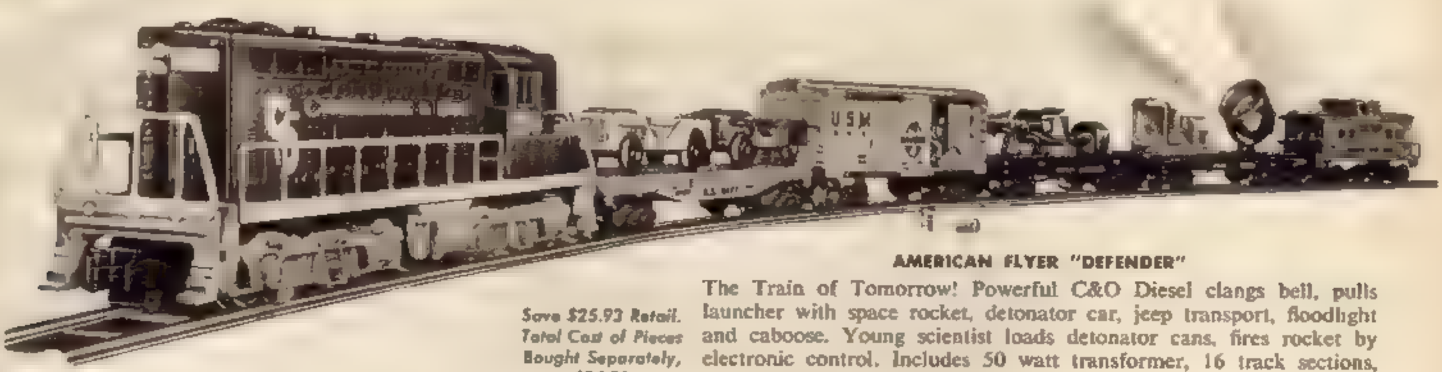
FLYER

AMERICAN FLYER "RELIABLE" WORK TRAIN

Save $19.35 Retail. Total Cost of Pieces Bought Separately, $56.85

Powerful worm-drive engine makes choo-choo sound, puffs smoke, has brilliant headlight. Hauls container car, wheel transport car, crane and work boom. Lots of activity, loading and unloading, using crane. Includes 14 track sections, 40 watt transformer

22A-885 B2495 Ship. wgt 9¼ lbs. Retail **$37.50**

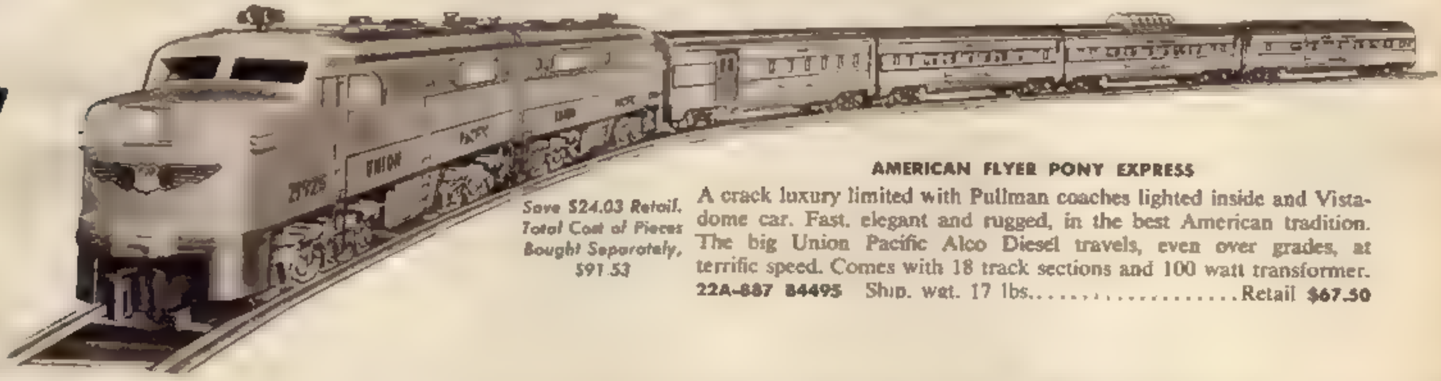


AMERICAN FLYER "DEFENDER"

Save $25.93 Retail. Total Cost of Pieces Bought Separately, $75.91

The Train of Tomorrow! Powerful C&O Diesel clangs bell, pulls launcher with space rocket, detonator car, jeep transport, floodlight and caboose. Young scientist loads detonator cans, fires rocket by electronic control. Includes 50 watt transformer, 16 track sections, R.C. uncoupler.

22A-886 B3295 Ship. wgt. 12½ lbs.................Retail **$49.98**



AMERICAN FLYER PONY EXPRESS

Save $24.03 Retail. Total Cost of Pieces Bought Separately, $91.53

A crack luxury limited with Pullman coaches lighted inside and Vista-dome car. Fast, elegant and rugged, in the best American tradition. The big Union Pacific Alco Diesel travels, even over grades, at terrific speed. Comes with 18 track sections and 100 watt transformer.

22A-887 B4495 Ship. wgt. 17 lbs...................Retail **$67.50**

ACCESSORIES

(G) OPERATING WRECKING CRANE. Mounted on flat car. Turn one wheel to raise or lower hook. Other wheel lifts or drops boom

22A-427 B465 Ship. wgt. 1 lb.........................Retail **$6.98**

(H) PIGGY-BACK UNLOADER. Two truck trailers to be loaded and unloaded, accessory

22A-893 B530 Ship. wgt. 1⅓ lbs.. . ...Retail **$7.98**

(J) NEW RAILROAD EQUIPMENT KIT. Includes extra straight track, re-railer, truss bridge and servicing kit. Manual.

22A-891 B395 Ship. wgt. 4 lbs.........................Retail **$5.98**

(K) MANUAL SWITCHES. Switch trains from one line to another or into a siding. Hand lever control

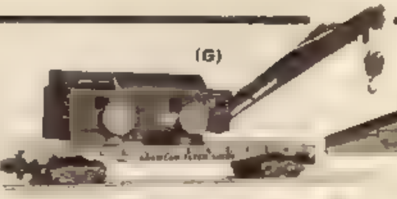
22A-217 B465 Ship. wgt. 1¼ lbs....................Retail pr. **$6.98**

(L) NEW CROSSING GATE. Press remote control button, gate lowers Release, it rises. Teaches safety

22A-492 B330 Ship. wgt. 1⅓ lbs......................Retail **$4.98**

(M) ROCKET LAUNCHER. Brand new! Exciting! Push remote control button, soars, glides back to earth

22A-225 B530 Ship. wgt. 3¾ lbs.......................Retail **$7.98**



(G)

(M)

(J)

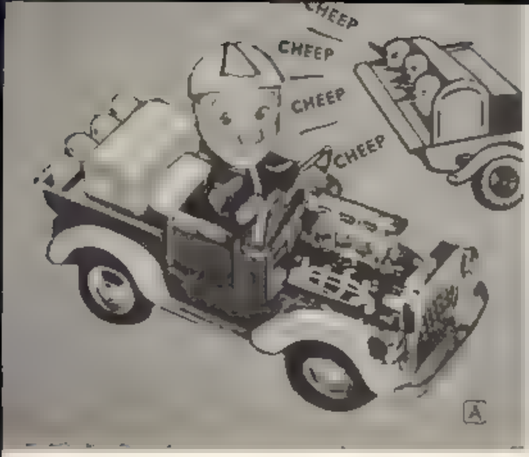
RAILROAD EQUIPMENT KIT

(K)

(M)

ROCKET LAUNCHER

(L)



Laughter Provoking Animated Characters

(A) CHICKEN FARM TRUCK —Driver is heading for market with three chirping chickens bouncing in the back. He looks right and left at "countryside." Watch pistons light, move up and down as car goes along. Automatically changes direction upon hitting object. Rubber tires, heavy metal construction. 9½x6½x3½".

10-2207-250 1 lb. 10 oz............ Retail **$4.00**

10-1764-29 Set of 2 Batteries..............**$0.40**

(B) REMOTE CONTROL BARKING SCOTTY "DOG" Delights children as he walks and wags his tail. Then he turns his head, opens his mouth and barks! Such a cute doggy with his eyes brightly lit up. When its time to go to bed, he trots right into his dog house-carrying case like a well-behaved pet.

10-2202-250 1¾ lbs............. Retail **$4.00**

10-1764-29 Set of 2 Batteries............ **$0.40**

(C) REMOTE CONTROL SMOKING PUP—A real sophisticated character. Pipe lights up as he takes a slow draw . . . then he puffs out actual smoke! Just a drop of oil and he's all refueled. Walks and moves his arms, too, as his eyes light up. Plush covered.

10-2204-187 10" high. 1¼ lbs.. Retail **$3.00**

10-1764-29 Set of 2 Batteries............ **$0.40**

(D) MAMA BEAR AND CUB—Her newborn is crying for his bottle and mama's only too glad to feed him. Cub is cradled in mother's left arm . . . actually cries, moves arms and legs. Mama is giving him his nursing bottle as she gently moves her head up and down. Bottle is then removed and cycle repeated. Plush covered.

10-2208-250 10½x4". 2 lbs ....Retail **$4.00**

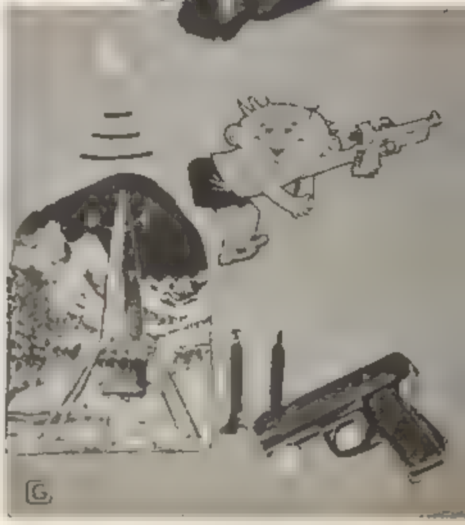
10-2161-15 Battery for above........... **$0.20**

(E) JOCKO, THE BUBBLE BLOWING MONKEY—Marvel of the animal world is up to "monkey business" again. Children bowl with glee as he dips hoop in dish, lifts it, and blows "honest-to-goodness" soap bubbles. Eyes light up at same time. Soft plush covered

10-1758-297 10" high. 1½ lbs..... Retail **$5.00**

10-1764-29 Set of 2 Batteries............ **$0.40**

TEDDY
ARTIST
F



(H) ELECTRONIC TWIN TRAIN SET Exciting gift for budding young engineers . . . their own self-operated railroad. Each train has Diesel style locomotive and two cars. See them roar thru tunnel and around city outskirts, change course, and pull into station. Set also includes two switches, power house and mountain climb. Steel. 28¼x11½.

10-2213-387 5 lbs . . .**$6.00**

10-1764-29 2 Batt. for **$0.40**

(F) TEDDY, THE ARTIST BEAR—Colorfully dressed. Sits at desk, teaches friends to draw. Insert plate in slot and watch him go to work. Produces accurate reproductions of animals as eyes move from side to side. Has 6 crayons, 1 sketch pad, 9 magnetic metal pattern plates.

10-2209-297 9x7x6¾". 2 lbs. 13 oz. Ret. **$5.00**

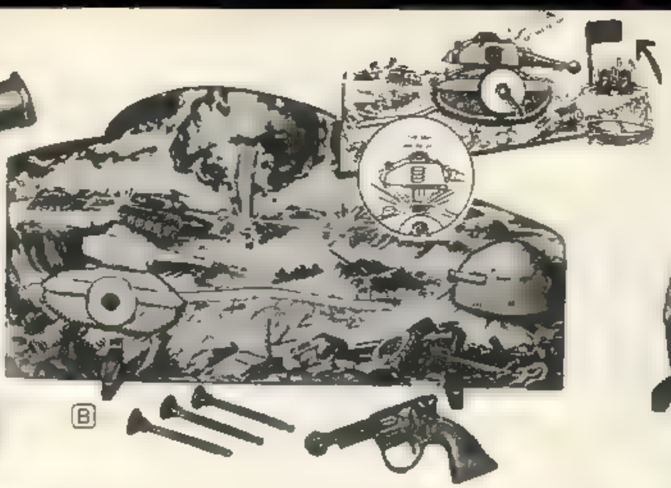
10-1764-29 Set of 2 Batteries.......... **$0.40**

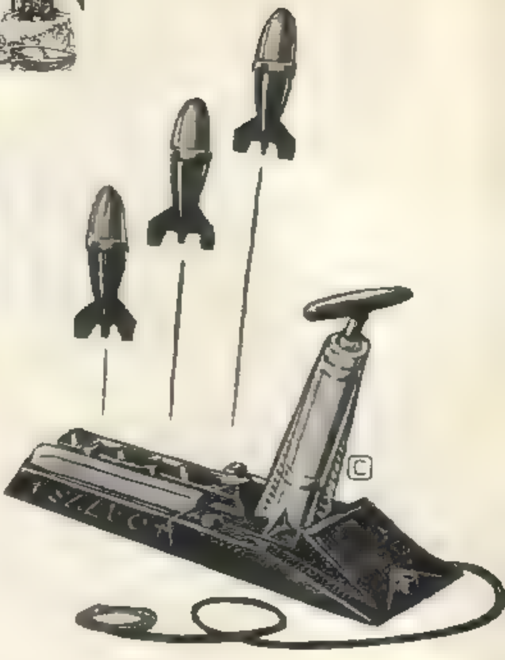
(G) SATELLITE BALL BLOWING TARGET GAME—Junior spaceman's special. Powerful motor suspends satellite balls in space. "Spaceman" takes aim with metal gun, fires 2 rubber suction darts at target.

10-2210-140 Target 8¾x16¾". 2 lbs. **$2.00**

10-1762-29 Set of 2 Batteries. **$0.40**

RAT
TAT
TAT
A





(A) .30 CAL. MACHINE GUN by **MACO**—Authentic rendition of U.S. .30-cal. water cooled machine gun. Swivels in all directions. Sounds like the real thing. Shoots harmless pellets . . . ejects empty shells. Moving plastic belt holds 30 pellets and shells. 24" long, 22" high. Battery operated.
10-2269-665 2½ lbs. . . . **$10.00**
10-1762-29 Set 2 batteries **.40**

(B) TANK TARGET GAME—No winding, no batteries. Rat-tat-tat goes tank attacking machine gun pill-box. Direct hit explodes turret into air and stops action. Misfire allows tank to go to pill-box which then pops off top showing surrendering soldiers and white flag. Full color 12x33" target, 7½" dart gun, 3 safe darts.
10-2271-330 4 lbs Ret. **$4.98**

(C) PARK'S SALVO ROCKETS—Pull the rocket release cord and fire one . . . 2 or all 3 rockets up to 200 feet into air. Safe—uses water as fuel. Unbreakable plastic. Includes 13 ." launching platform with built-in air pressure pump, three 6" rockets, fuel funnel, 2 anchoring pins, 4-ft. launching cord. Easy to operate.
10-2279-197 1 lb. Ret. **$3.00**

6-1 INVADER COMBINATION GUN
JET
D
E
F

Ready on the Firing Range!

(D) SPRINGFIELD '03 TRAINING RIFLE by **MACO**—Authentic replica of the old Army dependable. Fires harmless pellets, ejects empty shells. Bolt action. Plenty of safe hand-to-hand combat fun with retractable flexible bayonet
10-2266-330 1½ lbs . . Retail **$5.00**

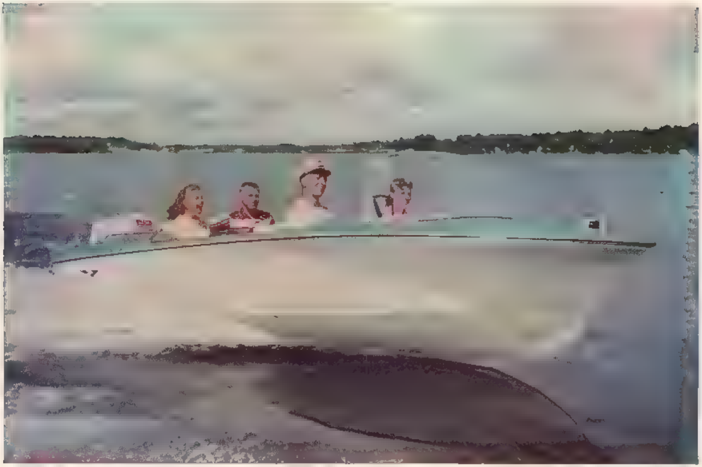
(E) INVADER COMBINATION GUN by **MACO**—For jr. commandos. A six-in-one convertible weapon to use on secret invasions. Shoots harmless pellets. Converts easily to any of 6 guns: Thompson sub-machine gun; burp gun; rifle; training rifle; peashooter blow gun or repeating machine pistol.
10-2265-265 1¾ lbs. . . Retail **$4.00**

(F) JET AUTOMATIC REPEATING RIFLE Dazzle the enemy with this unusual "weapon". Shoots 6 harmless plastic balls at one loading. Absolutely safe —cannot harm children or break glass! Almost the exact replica of a real repeater shot gun. Barrel is polished aluminum . . . stock is rugged plastic. 29" long. 6 plastic balls.
10-2270-197 1½ lbs. . Retail **$2.98**

(G) FLASHY RAY MACHINE GUN—To the rescue with this battery-operated flashing ray gun! Just pull the trigger . . . rapid fire ack-ack-ack splits the air—rotating flashing lights leap from the cartridge cylinder. Real sparkling action. Absolutely safe! Muzzle silencer can be removed and attached to barrel when gun is triggered. Sturdy metal construction. 23" long. Battery operated.
10-2272-195 2 lbs. . . . . Retail **$3.00**
10-1764-29 Set of 2 batteries **$ .40**

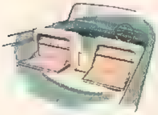
(H) BIVOUAC SET by **MACO**—For your favorite scout. The perfect companion for a back yard camping "trip". Field tent is heavy-gauge, waterproof vinyl with stakes, poles, rope. Showers can't dampen the spirits of happy campers. Sets up to 36x42x42". Includes a 4-way entrenching tool; mess kit, knife, fork and spoon; canteen; garrison belt plus polyethylene field knife and sheath.
10-2267-665 5 lbs. . . . Retail **$10.00**

Above field tent only.
10-2268-330 3 lbs. . . . Retail **$5.00**



16 ft. Fiber Glass Custom Sportsman (CST-16G)

You Get MORE with Arkansas Traveler!



EXCLUSIVE!
Fold-down tables with handy storage areas in CST-16G.

You'll spot this boat anywhere for the proud way it steps out — for the sheer beauty of its lines — for the deep comfort it provides its passengers. It represents a definite new standard in boat quality — *and it is typical of the entire line of 1960 Arkansas Travelers.*

You will drive any one of the new models with assurance that its style, its performance and its ease of handling speak volumes for your judgment as the owner. Here are boats beautifully made in aluminum and in fiber glass — today's great marine materials. They give you the dependability of sound manufacture, guided and controlled by research and development facilities that are unique in the boating field. In every particular, from basic design and staunch construction through fine appointments and sparkling style, you get more with Arkansas Traveler. Go to your Arkansas Traveler dealer who will *show* you what we mean.

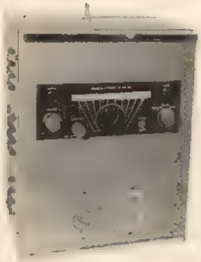
FREE! Complete descriptions, specifications and full color illustrations of the 20 great boats of the 1960 Arkansas Traveler line, both aluminum and fiber glass. Send for your copy.

SOUTHWEST MANUFACTURING COMPANY
2024 East 14th Street, Little Rock, Arkansas
A Division of Standard Railway Equipment Manufacturing Company

15 ft. Aluminum Deluxe Utility (DUT-15) Fast, rugged, roomy, sparkling!

Arkansas
TRAVELER

Plants at: Adams, Wis. . . . Amsterdam, N Y . . . Little Rock, Ark.
In Canada: Traveler Manufacturing Co., Ltd., Peterborough, Ont.



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Trade Now To Higher Power

A Walco Will Get Your Call Through

Remote Control And Channel Changing Available

STANDARD MODELS 35–65–90–150 WATTS

TRANSISTORIZED MODELS 30-45-75-120 WATTS

DEALERS & BOAT YARDS SOLICITED

WALCO ELECTRONIC CO.
9404 VENTNOR AVE. MARGATE, N. J.

Conventional
V-Drive

Walter V-Drives
SIZES FOR ALL ENGINES

Quiet operation. Saves valuable cabin space. Various ratios and sizes for all gas and diesel engines.

Walter Clean-Flo Keel Coolers
PROTECT THE LIFE OF YOUR ENGINES

CLOSED COOLING • CLAMP ON MODEL • NO CORROSION, RUST, SAND, DIRT. SIZES FOR ALL ENGINES — BOATS.

See Us at N. Y. Boat Show Booth #C222

Makers of:
Reduction Gears Transfer Drives

ILLUSTRATED LITERATURE ON REQUEST.

THE WALTER MACHINE CO., Inc.
84-90 Cambridge Ave., Jersey City 7, N. J.

CRUISERS BY GREENWICH YACHT

This 34′ sports cruiser by Greenwich sleeps four persons.

A line of motorboats 34′ and up in length is manufactured by the Greenwich Yacht Co., Greenwich, N.J. The new 34′ Sports Express, a four-sleeper, has white oak keel and frames, Philippine mahogany superstructure and copper fuel lines with shut-offs at each tank. The galley has stainless steel sinks, ice box, and stove with a metal hood. Table tops are Malone Formica. In common with all 34′ Greenwich boats, including models that sleep from four to six, the Sports Express has a modified V-bottom.

The 43′ Fairfield After Cabin model, a six-sleeper, has a white oak keel, two toilets and a shower. Power is supplied by twin 188 hp Graymarine V-8 engines.

ANCARROW FLEET IMPROVED

A number of improvements have been added to the futuristically styled fleet produced by Ancarrow Marine Inc., Richmond, Va. The 19′ models have been enlarged to 20′, safety glass has been added to all models; and a new steering mechanism installed. Greater strength and rigidity have been added to hull structure.

The 20′ Consul accommodates engines up to 470 hp, producing speeds in excess of 70 mph. She has a black hull with natural mahogany foredeck. Consul is offered in standard models with power options ranging from 225 hp to 325 hp producing speeds to 53 and 63 mph.

The 20′ Praetorian wings along at 55 mph with 325-hp.

Praetorian, a 20′ straight drive speedster, attains speeds of 55 mph with a 325 hp engine. Trim is chrome and stainless steel, with natural wood decks.

The Patrician is a 20′ six-passenger runabout that delivers 51 mph with a 225 hp engine.

Up to nine passengers are accommodated by the 20′ Gladiator, a rugged boat for cruising, water skiing and fishing.

The Aquilifer and Aquilifer Mark I have guaranteed speeds of 60 mph and theoretical speeds of 65 mph with stock power of 650 hp. All Aquilifers are equipped with anchors, depth sounders, CO_2 systems and bilge blowers.

Aquilifer Mark I is offered with hydraulic convertible top, power windows and electric windshield wipers. Air conditioning and heating are optional.

BAHAMIAN SPORT FISHERMAN

The Bahamian is a new 42′ V-bottom sport fisherman built by the Miami Beach Yacht Corp., 1928 Purdy Ave., Miami Beach, Fla. She has a laminated keel, double-planked mahogany bottom, double-planked topsides and Everdur fastenings. Equipment includes dual controls with lower station aft, private stateroom with head, large galley with electric refrigeration, dinette and lounge which converts into sleeping quarters for four. The Miami Beach Yacht Corp. also offers complete repair and outfitting facilities; open and covered berthing, and brokerage, sales and charter services.

TOY NEWS
NEW TOYS

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

GILBERT PARTNERS IN PROMOTION: AUTO-LITE, POST CEREALS, PEPSI

Harvey Rath, vice-president-sales of The A. C. Gilbert Company, announces that promotions in cooperation with Post Cereals and Pepsi-Cola will, together with the Auto-Lite Company's efforts as detailed in last month's PLAYTHINGS (page 111), constitute a program of promotional activity that will cover this toy manufacturer's entire line.

Harvey Rath

In a "Toys for Charity" promotion, Pepsi-Cola bottlers all over the country will each be able to buy a representative selection of Gilbert Science toys and an American Flyer train and then channel them to needy children through local hospitals, churches and charities. Leading grocery stores and supermarkets across the United States will set up displays depicting the toys in a Christmas setting. A handy ballot box will encourage shoppers to vote for the institution or charity of their choice. The organization in the locality winning the most votes is awarded the toys for distribution.

The largest of the Gilbert promotions for 1960, in terms of total exposure, is that involving Post Cereals. This firm has purchased 2,000 American Flyer Frontiersman train and trestle sets and will award them as prizes in the "Post Sweepstakes." Over 75 million cereal boxes will carry pictures of American Flyer Trains, which is expected to generate a heavy demand for the trains at Christmastime among those children who have not entered the contest or those who did enter and were not among the lucky winners.

"FAMOUS BOOKS" FROM SAALFIELD REVIVALS OF OLD-TIME FAVORITES

The books that delighted children of other generations have been revived, put into modern dress, and offered to today's children by the Saalfield Publishing Company of Akron, Ohio.

Henry R. Saalfield, president of the company, said, "We feel the adventure, the humor, the intrigue of these favorites of former years is just as valid today as then, even though our modern children are growing up in an entirely different age. We think many parents will be pleased to pass on to their children the same thrills they experienced in their youthful reading."

The new line features 12 well-known titles: "Toby Tyler," "Betty Zane," "Heidi," "The Bobbsey Twins," "Far Past the Frontier," "Swiss Family Robinson," "Huckleberry Finn," "Black Beauty," "Little Men," "Treasure Island," "Five Little Peppers," and "Elsie Dinsmore." The books are bound in soft covers with modern, attractive illustrations and are packed in assortments of six each of 12 assorted to the carton. The "Famous Books" retail for 39c each.

In addition, an attractive, pre-packed counter display rack containing three dozen (three each of 12 titles) assorted, with a back-up carton containing six dozen books (six each of 12 titles), is listed at $23.94. Retailers may select either the retail assortments #401 and 402 mentioned above or the display rack #9625.

ELDON INDUSTRIES NAMES NEW ADVERTISING DIRECTOR

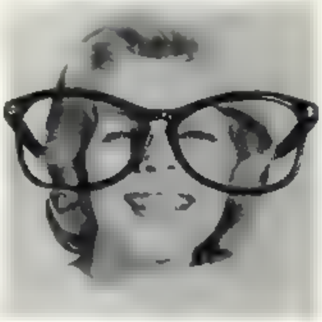
Eldon Industries, Inc., recently announced the promotion of Davis Factor, Jr., to director of advertising, according to Robert Silverstein, company president.

Mr. Factor will direct the firm's overall advertising, promotion and packaging programs. Prior to his recent appointment he served as assistant to the president of Eldon.

Eldon manufactures consumer and industrial plastics, including custom molding, in addition to their complete line of Ungar Electric Tools and toys.

LIFE MAGAZINE PUBLICIZES SUPER-SPECS BY H. FISHLOVE

Irving Fishlove, president, H. Fishlove & Company, 712 N. Franklin Street, Chicago 10, says that in all his lifetime experience in the novelty field, he has never introduced an item that has rolled up public acceptance with the speed of their recently-introduced Hollywood Super-Specs.



The new Fishlove "gag glasses" were the subject of a two-page feature story in a recent issue of Life magazine, and Mr. Fishlove states that orders are pouring in from all over the country at a rate that makes round-the-clock production necessary.

Says Mr. Fishlove: "When we say our Hollywood Super-Specs are super-sized, we mean it—for they are by all odds the largest, most astonishing looking glasses ever made. They measure 11" wide and are made exactly like quality prescription frames designed to hold firmly to any size head."

Worn in or outdoors, at parties, in the office, at conventions, and so forth, Hollywood Super-Specs come in two models—#690 Tinted Sunglasses and #691 Clear Bi-Focals, each packed in an individual display box with plastic case.

BACK IN 1936

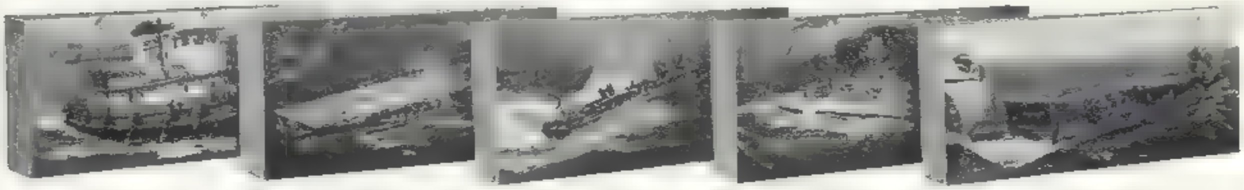
An innovation welcomed by Monopoly players was a play rack that conformed with the color scheme used on the game itself and provided spaces for the play money and properties of the players.

starting
next
month...

REVELL'S 1961 SCHOLARSHIP PROGRAM

They'll be looking for these kits... and the Scholarship Entry Blank inside!

Revell's All-Motorized Power Squadron



Harbor Tug Long Beach **U. S. S. Coral Sea** **Torpedo Boat PT-212** **U. S. S. Arizona** **New U. S. S. Ranger (non-motorized)**

...plus these other exciting models: 4-stack destroyer Buchanan, experimental jet Bell X-5, Porsche sports car, Mercedes 190-SL, German raider ship Seeadler, and the pioneer German rocket V-2.

Here's Revell leadership in action again! Now, for the first time *anywhere,* a publicly advertised scholarship program designed to help support full career development for exceptional youth talent in any field from science to sports! School grades or "selected professions" don't count here, just exceptional ability and interest can qualify any one of your customers for a Revell $1500.00 Career Scholarship.

Entry blanks and full details of this exciting program have been enclosed in each of Revell's dramatic all-new "motorized" ships plus other new and exciting Revell kits. Most important, this unique scholarship program will be widely-advertised in *Boy's Life* to bring interested floor traffic and Revell Kit buyers into your store. And, there's an exciting promotion display pack to point out your store as a scholarship headquarters.

Check your Revell representative right away. Let him show you how the Revell Career Scholarship Program for your customers can also be a fast-moving, high-profit program for you!

In packages,
promotions and products
only...

Revell
Authentic Kits

Goes
Like '60!

YODER TO EXHIBIT IN N.Y.C. AT OCT. 10-14 HDWE. SHOW

The Yoder Mfg. Company, 1823 E. 17 Street, Little Rock, Ark., manufacturers of air horns for bicycles, trikes and other juvenile and adult vehicles and boats, will

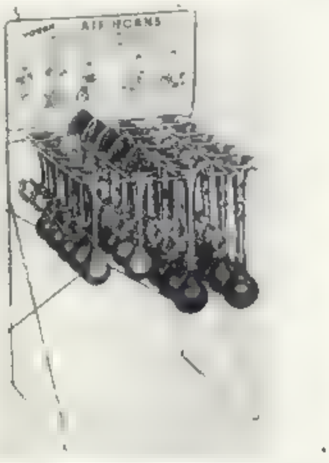


exhibit at the National Hardware Show in New York City from October 10-14. They will be occupying **booth 517A at the** Coliseum.

Entirely new company's self-selling catalogs complete with prices and other sales information will be available, the company advises.

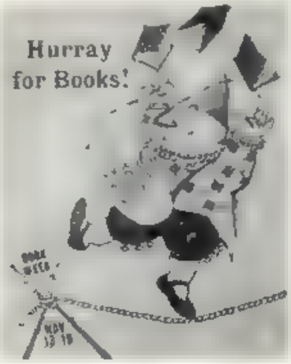
Along with their many and varied bulb air horns, tooters and sirens, Yoder will be displaying at the Hardware Show vinyl bicycle fender flaps.

According to the manufacturer, an exclusive feature of all Yoder air horns is the use of tempered phosphor bronze reeds "guaranteed to provide permanent tones."

NAT'L CHILDREN'S BOOK WEEK SCHEDULED FOR NOV. 13-19

The 42nd annual National Children's Book Week, to be celebrated this year with the slogan "Hurray for Books," is set for November 13-19.

An official Book Week poster, streamers, bookmarks, and a mobile are among the display materials obtainable from the Children's Book Council, 175 Fifth Avenue, New York City 10. Toy dealers are invited to join with bookstores, schools and libraries as participants in the promotion.



Mass. Jobber, Dealer Laud Hubley's Metal Car Kit Line

Wholesaler Kaufman shows dealer Tyler replica of Model A Ford.

Donald Kaufman, Kaufman Bros., Inc., toy wholesaler in Pittsfield, Mass., not only sells the Model A Ford Roadster Kit made by The Hubley Manufacturing Company but he visits his customers driving a 1931 Ford Roadster. Recently, Mr. Kaufman parked his shiny Model A Ford next to the Hobby Corner store, owned by Karl Tyler, a local retailer, and they discussed the realistic features found in the metal car kits made by Hubley.

An ardent member of the Model A Ford Club of America, "fastest-growing car club in the world," Mr. Kaufman showed Tyler the precision workmanship and fine detailing of the Hubley Model A Roadster in kit form.

Mr. Kaufman feels that 60 per cent of hobby kit sales consist of miniature automobiles. A big feature of Hubley's metal car kits is that completed models can be used as toys, making them a dual-purpose purchase. "Each auto can be assembled and dismantled many times," he said.

Hubley's introduction of a metal car kit with more than 50 pieces, has appeal for youngsters and adults. Price-wise ($2.98) these kits wouldn't be classified as impulse items, but sales reaction to date indicates that these kits are being purchased as gifts, toys and collector's items, Mr. Kaufman said.

"To date, we have seen a steady sales growth in these metal car kits, indicating a growing demand, with all the qualities found in a staple item," Mr. Kaufman went on. "Being more complex than plastic models, Hubley's kits require screwdriver assembly, filing for precision fitting, more attention to placement of decals, and realistic steering parts, all of which appeals to teenagers and adults."

Mr. Tyler, considered a hobby specialist in Pittsfield, stated that his customers are as varied as the number of hobby kits on the market. One day, sales may be predominantly to the younger set; yet the next day only adults can be found in the store.

"Eye-catching or 'leader' items are placed in the window and changed according to the reaction of the traffic passing by the store. We believe in putting two models in the window at one time, restricting the number of items, to get a concentrated effect," Mr. Tyler said. "Inside the store, we try to display as many items as possible, keeping in mind, the limited amount of display area. Counter display units obtained from Hubley would be featured in the window and highlighted inside the store. Banners, streamers and other free display material are always welcomed by the progressive dealer."

COLORFORMS OFFERING YULE KIT OF WINDOW TRIM SUBJECTS

The Colorforms Christmas Window Trimmer Kit is "off to a great start this season," according to Lewis Raskin, national sales manager of the Norwood, N. J. toy maker.

A new application of the "Colorforms Idea," the plastic kit contains Santas, angels, snowmen, reindeer and sleigh, and a host of other "Christmasy" shapes with which to decorate windows in any way imagination suggests. In addition to the plastic pieces, the kit contains punch-outs of Santa, angels, Christmas tree, and other decorations that can be stood up on mantels, shelves, and so forth. The kit contains 88 plastic shapes in four colors, and 40 cardboard stand-up punch-outs, together with a booklet showing hundreds of charming combinations. The plastic pieces stick on windows without paste and can be removed and saved for next Christmas. The entire kit, says Mr. Raskin, also offers a splendid means of brightening up retailers' store windows, thus serving as a perfect demonstrator to speed sales.

Suggested retail price on the Window Trimmer Kit is $1.98.

ALBERT H. PROW FIRM APPOINTED BY ALVIMAR

Alan P. Friedlander, president of Alvimar Mfg Company, [illegible] New York City, has announced the appointment of the Albert H. Prow organization as their sales representatives for the Eastern and Middle Atlantic states.

Alvimar manufactures an extensive line of inflatable plastic toys for beach, pool and backyard swim play as well as small tub toys, balls and novelty items.

Albert Prow

Rudolph Freund, sales manager of Alvimar, recently conducted the members of Prow organization, which consists of four salesmen, on a tour of the Alvimar plant and then presided over a lively sales meeting, during which everyone was thoroughly briefed. All present then participated in formulating a program to promote Alvimar sales in 1961.

The complete line with all-new feature items will be shown in room 305, 200 Fifth Avenue, New York City. Friends and customers are cordially invited to visit the showroom and see the many well-designed Alvimar swim toys on display.

SCHWINN, STROMBECKER AGREE TO LABEL PARTS MADE ABROAD

Two prominent American toy firms entered into stipulation agreements with the Federal Trade Commission in recent weeks. These agreements, it is stated "do not constitute admissions by the companies and individuals that they have violated the law."

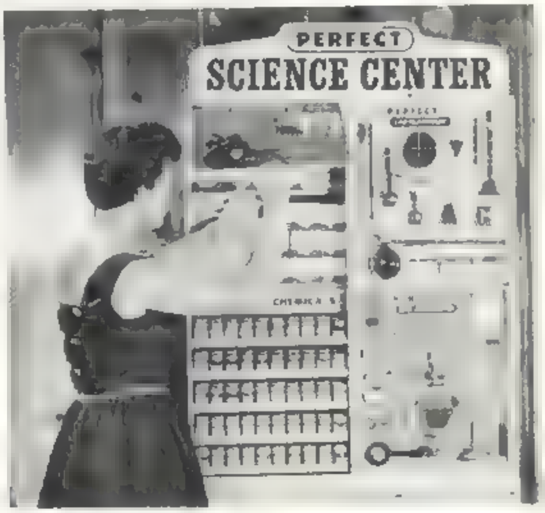
In one case Arnold, Schwinn & Company, Chicago, agreed to refrain from representing that bicycles incorporating a substantial part, or parts, of foreign origin are "Made in America" unless the bicycles are in fact manufactured in the United States and the country of origin of the imported part or parts is "clearly and conspicuously" disclosed

Similarly, Strombeck-Becker Mfg. Company, Moline, Ill., agreed to stop selling model auto kits containing Japanese-made motors without "clearly disclosing the Japanese origin of the motors.

EXPANDING AGE GROUPS

In the 50's the number of children under 10 years increased by nearly nine million In the 60's there will be a huge movement of these children into the adolescent age groups where interest in many products begins. —*National Retail Merchants Association.*

Merchandiser Stocks and Displays Lab Equipment and Refill Needs



The Perfect Parts Company has released an unusual merchandising deal—a complete Science Department in a compact, permanent merchandiser that both displays and stocks in only 12" by 32" of floor space.

All merchandise is pre-priced and individually packaged with sufficient technical information "so that a dealer need not be a 'scientist' to service and sell it

Called the Perfect Science Center it is designed to supply the expanding year-round demand of hobbyists and student scientists for regulation size, professional quality laboratory equipment and supplies. It also services refill needs for science sets.

The sections contain popular assortments of microscope sets, dissecting accessories, glassware, apparatus and 50 different chemicals. For additional flexibility, the interlocking section cabinets may be separated and used in island displays or on counters or walls and serviced from front or rear.

Available for immediate delivery, the Perfect Science Center, with free base cabinet and header, costs $278 net to dealers. Included in the deal are traffic-building posters that offer a free 12-page Perfect Student Science Pocket Encyclopedia, an informative booklet which illustrates, prices and describes basic usage of all equipment.

An eight page dealer catalogue is also available from jobbers or direct from The Perfect Parts Company, 1500 N. Chester Street, Baltimore 13

Battling Betsy Tank Kit by ITC

One of the newest items from the ITC Modelcraft Corporation, 200 Fifth Avenue, New York City, is the herein-illustrated Battling Betsy Tank, which is retailed in kit form.

Modeled after an official U. S. Army Tank, Battling Betsy has a battery-powered motor and spring action wheels inside the treads which allow this 14" long "monster" to clamber over big obstacles either in forward or reverse gear A turret that rotates from side to side and a large realistic gun that fires plastic shells at ten-second intervals are also featured

Complete instructions for assembly plus the battery powered motor are included in the kit, which is made to retail at $7 98.

VANITY FAIR APPOINTS REPS FOR MOUNTAIN STATES AREA

Vanity Fair Electronics Corporation, Brooklyn, N. Y., manufacturers of two-speed and four-speed phonographs for children and teenagers, has announced the appointment of two new sales representatives.

John Hartung, 410 South Poplar Way, Denver, and Allen Wells, 138 Social Hall Avenue, Salt Lake City, will now represent Vanity Fair in the Mountain States.

The states covered by Mr Hartung and Mr. Wells are Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming

BACK IN 1936

A new eight-position combination chair and cot was introduced called the "Chair-O-Cot.

Sit with us
on an
OLD PAL
Booths P-191, P-192
Palmer House
and
see what's
really news
at the NSGA!
Victor
OLD PAL
OLD PAL, INC
ANIMAL TRAP COMPANY
OF AMERICA
Lititz Pa • Pascagoula, Miss
Niagara Falls, Canada

(Circle No. 236 on Page 215)

Dayton 10 to 12-Foot Cane Pole Features Slip-Type Metal Ferrules.

Three-Section Pole Comes Fully Rigged

A sturdy three-section cane pole offered by Dayton Bait & Marine ranges between 10 and 12 feet long and features slip-type metal ferrules The pole is supplied with 15 feet of fishing line, a No. 4 hook, a sinker and a Dayton Green Cap float.

Among other Dayton items recently introduced are Gripper Tongs and the Green Cap luminous floats. The tongs, made of satin finish, cast aluminum, apply triple action for secure grasping of any object up to three inches in diameter, including fish, crabs or even corn on the cob Dayton backs the rugged construction with an "unconditional lifetime guarantee." **Dayton Bait & Marine Products, Inc.**

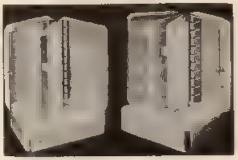
(Circle No. 751 on Page 215)

Golf Bag Created Especially for Cart

A innovation in golf bag design and construction, the Rawlings Cart Mate bag is designed specifically for use on carts. Made of black vinyl coated fabric with black plastic trim and white welt, the KMB15 model has twin side panel pockets with zipper openings and a special zippered ball pocket located on top Every pocket thus is easily accessible without cart interference.

Rawlings also has introduced a new fielders' glove, the SM6, honoring advisory staff member Stan Musial, baseball's greatest record holder Packaged in a gold foil box, the SM6 features the professional style H-web found on many major league models. In addition, the new Musial glove has the patented Edge-U-Cated heel, Deep Well pocket, cowhide lining and adjustable thumb loop. In each glove box are a full color picture of Musial and a scroll listing his records; both are suitable for framing A copy of Musial's "How the Majors Play Baseball" booklet, published by Rawlings, also is included **Rawlings Sporting Goods Co.**

Circle No. 752 on Page 215)



Small to Slip Into Regular Tackle Box.

Perrine Adds Two Spin Tackle Boxes

Two metal spinning tackle boxes featuring crush-proof, crack-proof, ventilated construction complete a selection of ten models now available from Perrine. Designed for all types of spinning lures, the boxes are six inches long—easy to slip into jacket or larger tackle box Both sides have rubber shock absorbers to prevent rubbing and chipping of lures. Both boxes retail for $3.95. **Perrine Mfg. Co.**

(Circle No 753 on Page 215)

Waterlung Mask Clears 'Instantly'

Two distinctive Waterlung masks from Sportsways incorporate non-return exhaust valves for instant clearing. Close-to-the-face design increases vision and minimizes displacement. An extruded foam neoprene sealing edge prevents leakage and insures comfort.

The mask is available as Model 1625 with deluxe polished chrome mask band or as Model 1626 with heavy-duty black annodized mask band for salt-water use. Retail price is $12.95 **Sportsways, Inc.**

(Circle No. 754 on Page 215.

36-ITEM DISPLAY DEAL FROM SUN RUBBER COMPANY

The Sun Rubber Company, Barberton, Ohio, is now offering its dealers a new Sun "Profit Builder" merchandising deal composed of a 36-piece assortment of Sun's "Playtime Pals" squeeze toys packaged in a combination shipping and display carton.

The "Profit Builder" Display is 24" high, 22" wide, 16½" deep and weighs 14½ pounds. It is decorated in bright "day-glo" red and blue for maximum customer attraction

SUN
SQUEEZE TOYS
98¢
SUN original vinyl
SQUEEZE TOYS

Squeeze toys included in the deal are the Tod-L-Tyke, Rompy and Chunky, Lambkin, Prancing Pony, Dog Spot, Sunny Fish, Dippy Duck and Tom Turtle. All are made of vinyl and packaged in polyethylene bags with colorful descriptive headers. Each item in the "Profit-Builder" is made to retail at 98c

The "Profit Builder" is designed to do a maximum selling job in a minimum of space. It can be set up at a checkout station, at the end of a counter or in the midst of other toy displays. When the display is empty, the dealer throws it away and sets up a new one.

All of the items involved are also available in open stock.

HAMPDEN SPECIALTY ADDS NEW SALES REPRESENTATIVES

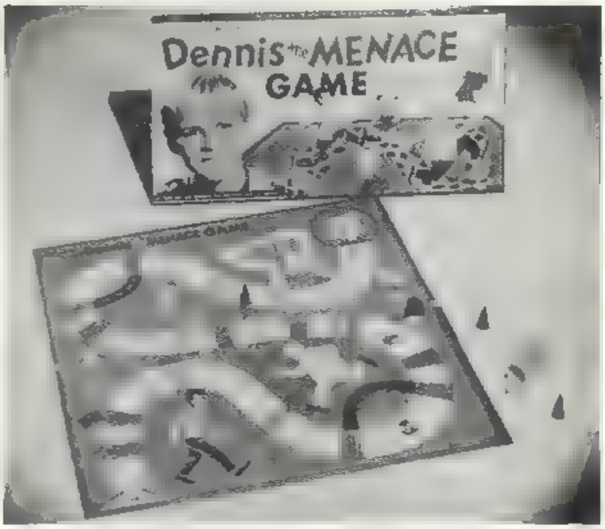
The addition of four new sales representatives has been announced by Hampden Specialty Products Corporation, Easthampton, Mass. Hampden, a member of The Hamilton-Skotch Corporation, is a leading manufacturer of bridge, juvenile and summer and casual furniture, and institutional seating

The W. S. Owen Company, 321 W. High Terrace, Syracuse, N. Y., will represent Hampden in upper New York state.

Hampden's bridge, juvenile and summer lines will be handled by the J. W. McGrory Company in eastern Pennsylvania, southern New Jersey, Delaware, Maryland, Washington, D. C. and Virginia. Henry T. Price will handle Hampden's institutional seating line in the same territory. J. W. McGrory is located at 105 Forrest Avenue, Narberth, Pa. Mr. Price is located at 1607 Summer Street, Philadelphia, Pa.

Abe Goldman will represent Hampden in western Pennsylvania and West Virginia. Mr. Goldman is located at 1328 Wightman Street, Pittsburgh.

Dennis the Menace Board Game Popular Standard Toykraft Item



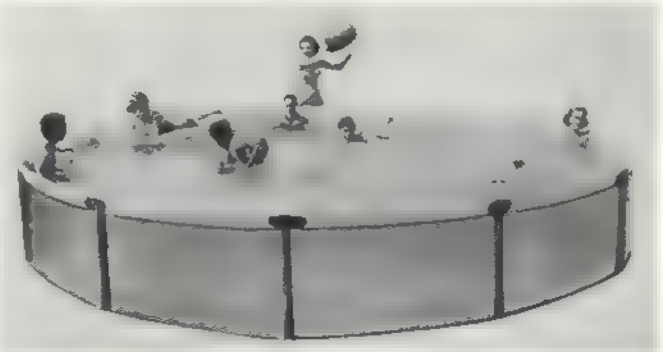
A colorful new board game inspired by Dennis the Menace has been introduced by Standard Toykraft Products, Inc., 95 Lorimer Street, Brooklyn, N Y

Familiar to millions of TV viewers and newspaper and comic book readers around the country, Dennis is the creation of artist Hank Ketcham

The Dennis the Menace game, a $2 retailer, is said by the manufacturer to be suitable for play by any age group "from 6 to 60." Two to four can play

Packaging takes the form of a full-color lithographed box that bears a drawing of Dennis as well as a reproduction of the features of Jay North, the youngster who impersonates Dennis on the well-known Sunday evening CBS-TV series

Urb Oceanic Pool to Be Aboard S.S. Hope on Trip to Far East



Leo Meringoff, president of Urb Products, Inc., advises that the S. S. Hope, designed to carry out one of the most humanitarian missions of our time, will be carrying an Urb Oceanic Pool aboard as a source of recreation for the crew, many of whom are donating their time and services.

Supplied by the Navy and sponsored by The People to People Health Foundation in Washington, D. C., the S. S. Hope is a modern fully-equipped hospital ship staffed with some of this country's foremost medical specialists, nurses and technicians. The ship will first visit Indonesia, for six months, and thereafter will move to a number of other Asiatic countries, including Viet-Nam, to which it has been invited.

The Urb pool, expected to relieve the monotony for the crew during the long trip from Honolulu to Jakarta, is engineered with a complete interlocking tubular steel frame that locks into 2" steel tubular legs. It is doubly supported by a strong diamond-plate rigid aluminum wall. Permanently affixed to the frame, the tank is of tightly woven duPont dacron heavily coated and reinforced inside and out with specially formulated vinyl

DEBBIE TOY REPORTED SOLD OUT ON NEW 32" SCULPTURED HAIR DOLL

Taken off sale after orders climbed to a reported rate of four-thousand dozen over a four-day period is a saucy 32" walking doll with three-dimensional sculptured hair, pixie-styled in blonde, red, or brunette. The manufacturer is Debbie Toy Corporation, 200 Fifth Avenue, New York City. Now in room 1462, they are scheduled to occupy room 1459 come January 1

Attired in a nylon dress, lace-trimmed slip, patent leather shoes, and socks and panties, the new walking doll ($9.98 list) has a vinyl head and arms, blow-molded body and legs. Among the Debbie accounts which have purchased the number are Schranz & Bieber, Sun-Ray Drug, Mangels, Korvette's and others

Debbie Toy's plant, comprising better than 18,000 square feet of production space, is located at 43 York Street, Brooklyn, N. Y. According to John Landers, president, the firm has its own molds and does its own doll dressmaking and sewing operations. Prior to April of last year, the company functioned as supplier of metal items, such as carbeds. In September 1959 they became a doll assembler, debuting with a 36" number.

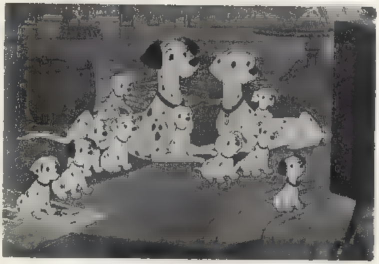
Mr Landers was at one time book buyer for Martin's, Brooklyn, N. Y., and was responsible for opening that store's first toy department. He is credited with the development of the first ballerina doll, for Valentine, a firm which thereupon employed him in a product development and sales capacity.

Debbie Toy's vice-president production is Shelley Greenberg, formerly production manager for such concerns as Jolly Toy, Sayco and Valentine. Secretary-treasurer William Cohen is also the sole owner and president of the Wilco Metal and Hilton Tool & Machinery Companies in the Bronx, N. Y

FAMILIES GETTING LARGER

The generation of women now between 25 and 29 has already averaged about two children apiece — an average considerably higher than women in this age group have ever attained in this country.—*National Retail Merchants Association.*

Big Tie-In Opportunities Seen For Disney's "101 Dalmatians"



Set for release in February is Walt Disney's newest full-length Technicolor cartoon feature, "101 Dalmatians," three years in production and representing the cooperative efforts of 125 artists and animators

Based on the comedy-fantasy novel by Dodie Smith, the movie revolves around the adventures of a young couple, Roger and Anita, and their two Dalmatians. Pongo and Perdita. When the latter's first litter of 15 puppies arrives, the villainess. Cruella De Vil, has them dognapped for their pelts. In the happy ending, the 15 dogs are liberated, along with scores of others. All "101 Dalmatians" then settle down to enjoy life on the young couple's newly acquired Dalmatian Plantation

By way of building advance interest in in the movie, ads will begin appearing in the national magazines and major newspapers in January. Starting the first of the year, the Sunday comic strip of "101 Dalmatians" will run for 13 weeks in King Features Syndicate newspapers in 56 leading cities In other phases of the promotion program, Disney artists will make personal appearance tours of schools and theatres; network TV commercials will run from January through June; radio and TV spots will start in 200 radio markets and 60 TV markets in January; and there will be a one-hour coast-to-coast TV special featuring "101 Dalmatians" on Sunday evening February 5 that is expected to draw an audience of 32 million

Pete Smith, now head of the Character Merchandising Division for Walt Disney Productions, advises that the following toy manufacturers have thus far been licensed to produce tie-in products: Bayshore Industries, Colorforms. Ben Cooper, Dell Distributing, Gabriel Industries, Gund, Hassenfeld, Jaymar, Kestral, Louis Marx, Oak Rubber, Sawyer's, Transogram, Watkins-Strathmore, Whitman Publishing, Dolly Toy, and Benay-Albee

"The key to successful movie character merchandising," notes Mr Smith, "is timing—getting the merchandise on the retail counters during the pre-release period when the movie's promotional impact is at a peak. Also important in the success formula is the willingness of licensees to supplement the movie promotion of their own on individual merchandise. Colorforms and Mattel, for example, have both profited by advertising their Walt Disney items on television in recent years."

FREDERICK LANGFELDER

Frederick Langfelder, board chairman of Langfelder, Homma & Carroll, Inc., importers of Japanese toys, 163 Fifth Avenue, New York City, passed away at his home in Deal, N. J, on August 29. He was 86 years old.

"Fred" Langfelder, as he was best known throughout the industry, entered the toy business as a young man, and early in his career was connected with Louis Wolfe & Company. He later joined the well-known firm of Morimura Brothers as manager of the miscellaneous department. This firm, which he headed until his death, was founded in 1919

Frederick Langfelder

Mr. Langfelder was a keen business executive whose sincere and kindly manner endeared him to all He was a member of the Masonic Order, the Elks and the Grand Street Boys Association He is survived by a son, Maurice, and a daughter, Mrs. Stanley Goldstein

See the Greatest Easter Array of them all

ARTISTIC TOY CO

Pajama Bunny

in the

COLORFUL NEW ARTISTIC CATALOG

write for it NOW!

Lamb

Easter means bunnies . . . and ARTISTIC means big business in stuffed bunnies for you! Get your complete ARTISTIC catalog right away . . . see stuffed animals of luxurious non-crushable plush, print and plush, bright Easter prints, seersucker prints, washable plastic . . . everything that's new, irresistible . . positively sell-sational. It's all in our exciting, entirely new catalog . . . and it's yours for the asking.

Sitting Bunny

for immediate action write today

Artistic
TOY COMPANY

3rd & Cambria Sts., Philadelphia 33, Pa.

DON'T BUY ANY OTHER MODELING DOUGH UNTIL YOU'VE SEEN

Disneyland FUN DOUGH

* IT'S 30% BIGGER
* IT'S SCENTED
* 1 ROLLING PIN
* 5 MOLDS
* DISNEYLAND PROMOTION

WIN A TRIP
Disneyland
FUN DOUGH
CLEAN SAFE MODELING DOUGH

DL-60 DISNEYLAND FUN DOUGH SET .59c RETAIL

- Three Large Packages of Colorful Dough
- Two Toy Molds   One Rolling Pin
- Includes Entry Blank for Free Trip to Disneyland
- Packed Two Dozen   Weight 31 lbs. per case

*

*

Disneyland
FUN DOUGH
CLEAN SAFE MODELING DOUGH

DL- 100 DISNEYLAND FUN DOUGH SET $1.00 RETAIL

- Six Large Packages of Colorful Modeling Dough
- Five Toy Molds   One Rolling Pin
- Includes Entry Blank for Free Trip to Disneyland
- Packed 1 dozen   Weight 31 lbs. per case

AVAILABLE:
RACK PACK .19c SELLER WITHOUT MOLD
AND AS .25c SELLER WITH MOLD
ALL WITH DISNEYLAND HEADERS

40 TRIPS TO DISNEYLAND
AND OTHER PRIZES
ENTRY BLANK IN EACH PACKAGE

ENTER DONALD DUCK'S CONTEST
WIN A TRIP TO Disneyland
40 TRIPS
TWA
500

DON'T WAIT CALL

Norman Spiegel Sales

ORegon 5-0297
200 FIFTH AVE. N.Y.C.
REVERSE THE CHARGES

23' & 26' Sea Stars

★ AVAILABLE IN SINGLE OR TWIN POWER
★ FIBERGLASS BOTTOM AND TOP
★ MAHOGANY PLANKED
★ 9' BEAM – TWIN BUNKS · TOILET
★ 26' OFFERS FLUSH DECK

Write us for full information today"

Bahamas Seacraft, Inc.
4470 RAVENSWOOD RD. FORT LAUDERDALE, FLA.

" DEALERS INQUIRIES INVITED"

RENT
A
YACHT
IN
FT. LAUDERDALE
AT BEAUTIFUL
PIER 66
MARINA

The enjoyable, economical way for yachtsmen to spend the winter. Live afloat and pilot your own boat by the day, week or season. Visit the Florida Keys and Bahama Out Islands. Select from a fleet of brand new, fully equipped cruisers, sport fishermen and auxiliary sail. Write for new color folder and rate card.

Welch MARINE Inc.
BOAT RENTALS
Beautiful Pier 66 • Ft. Lauderdale, Fla

There's a mooring waiting at

Boca Raton
HOTEL and CLUB

For ship and shore living Boca has everything - the finest landlocked harbor and all marina facilities.

Air-conditioned rooms and suites are Boca Raton all the way with exquisite appointments, superb cuisine, outdoor steak roasts, entertainment and dancing

There's an 18-hole championship golf course, hosted by Sam Snead, a pitch 'n putt, new all-weather tennis courts. Swim at the mile-long ocean beach at Boca's Cabana Club or at our two olympic pools.

For color brochure, address R. B. Leggett, Manager, Dept. MB, or see your travel agent.

BOCA RATON HOTEL and CLUB
Boca Raton, Florida

Arvida Hotels, Inc. a subsidiary of Arvida Corporation
Stuart L. Moore, Vice President and Managing Director

Nat'l Rep Robert F. Warner, Inc.
New York • Chicago • Washington • Boston • Toronto

HERCULITE FABRICS

A line of three protective fabrics is manufactured by Herculite Protective Fabrics, 661 Fourth Street, Newark 7, N. J. Herculite Marine, an all-weather fabric or vinyl-coated nylon, is available in roll form for boat canopies, side curtains, upholstery and mooring covers. This lightweight fabric, which is mildew and rot-resistant, will not stretch or shrink, has high tear-resistance and is waterproof. It comes in five color combinations: marine green and white, red and white, blue and white, white and white, and pearl gray and white.

Herculite Contour is a new two-way stretch combination of industrial nylon and polyvinyl for boat canopies with a molded fit. It comes in roll lengths of 50 yards, 54" wide, and weighs 14 ounces per square yard. It is rot-, mildew-and flame-proof. Herculite Slipstop is a non-skid decking material made of mineral particles bonded to a pliable sheet. It can be easily shaped and applied to danger spots on decks and ladders without special tools. It comes in roll form 1" wide and up.

SWAN BRIGHTWORK

Swan Engineering Co., 22-58 Nelson St., Bloomfield, N.J., manufactures a full line of tubular stainless-steel brightwork and boat accessories. Brightwork items include custom pulpits for big game fishermen, flying bridge rails, standard flying bridge and boarding ladders equipped with non-skid stainless treads, and adjustable standard bowrails designed for any size boat. The Dolphin, Marlin, Shark and Tuna bowrails in three custom sizes fit boats from 15' to 45' in length; the Guppie fits boats from 12' to 22'. Construction is 1" OD x 16 gauge stainless steel. Standard deck rails, stern rails and stanchions are also available.

Swan's stainless boating accessories include ladders and diving board supports for docks and rafts, bow handles, wire rope stanchions, grab rails, inboard ladders with safety lock devices and recessed rod holders.

PRO-CHEM NEOPRENE

Pro-Chem liquid Neoprene, a tough, resilient maintenance coating first developed for industry, is now offered as a protective coating and sealer for boats. Made from Du Pont's neoprene rubber, it is easy to apply right out of the can, like heavy paint, and dries to a hard, durable, rubbery finish.

Pro-Chem bonds tightly to almost any surface. It seals wood and is said to prevent rusting of metals. Pro-Chem, it is claimed, is resistant to sea air, salt spray, damp air, sun, and extreme weather changes.

Pro-Chem is used as a deck coating, bonding agent for laying canvas decks and hatch covers, on skidproof ladders and ramps, on exposed metals, and hulls both above and below the water line. Pro-Chem Co., Inc., 132 West 31st St., New York 1, N.Y.

"MARBLE KING"

The World's Best Known, Best Loved, Quality Marbles

Treasured by boys and buyers alike as the crown jewels of marbledom . . . conceived, created, executed and packaged by BERRY PINK The Marble King.

BERRY PINK INDUSTRIES, Inc. 350 Fifth Ave., New York 1, N.Y.
For Over 30 Years the World's Largest Producers of Quality Marbles.

Write for complete
price list and
samples of
CATS EYES
RAINBOWS
RAINBOW REDS
MOONIES
MARINE PURIES
JUMBO SHOOTERS

introducing the

BIG LEAGUER

with the original SOK-KER

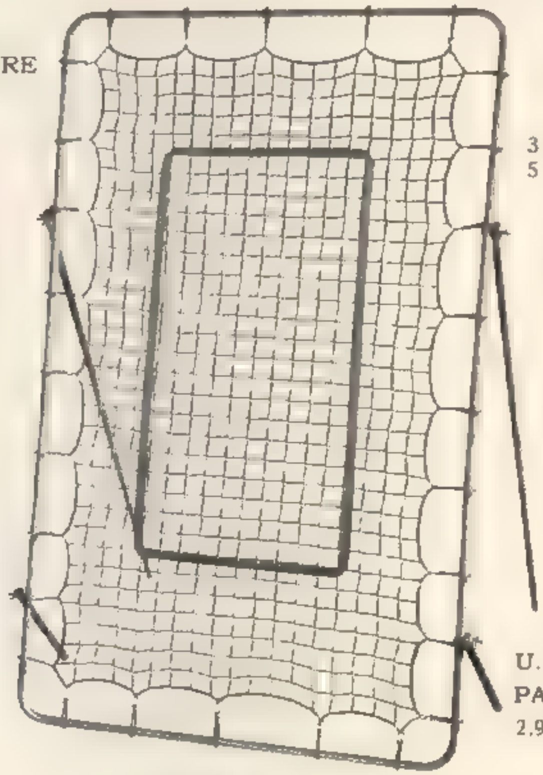
Pitch Back FEATURES

- STURDY STEEL CONSTRUCTION
- LIVE SPRING ACTION
- STRONG NYLON NET

ENDORSED BY BIG LEAGUERS EVERYWHERE

Nelson Fox Rocky Colavito

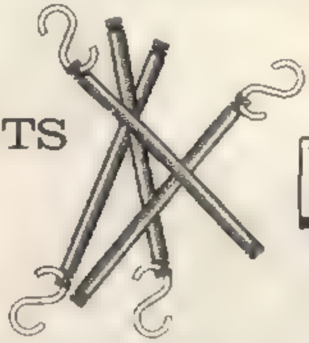
Johnny Antonelli Larry Sherry



another first!

NEW SPRING KITS

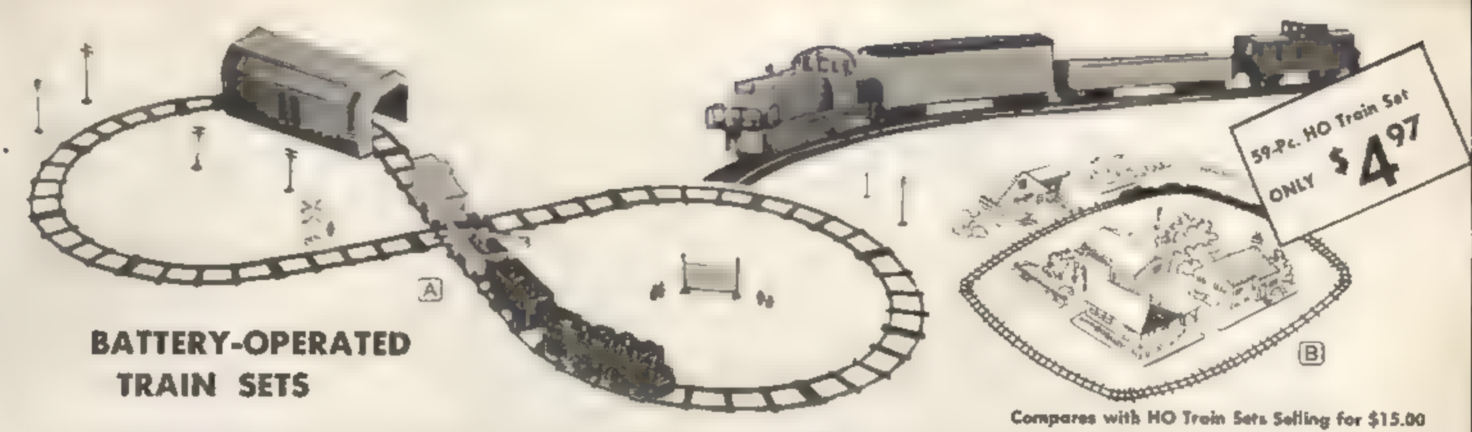
to convert any unit
to a permanent, heavy-duty
"SPRING ACTION"



RETURNS ANY BALL ANY DISTANCE!

"PATENTED PRODUCTS OF QUALITY"

Tigrett
INDUSTRIES
PLAY EQUIPMENT DIVISION
JACKSON TENN



59-Pc. HO Train Set ONLY $4.97

BATTERY-OPERATED TRAIN SETS

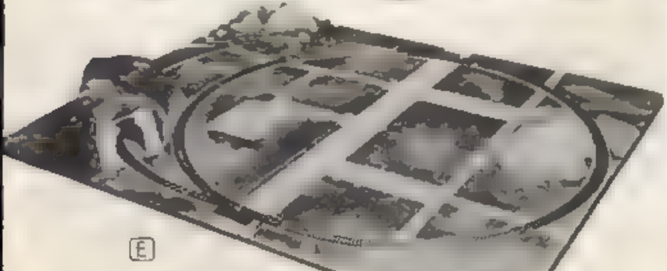
Compares with HO Train Sets Selling for $15.00

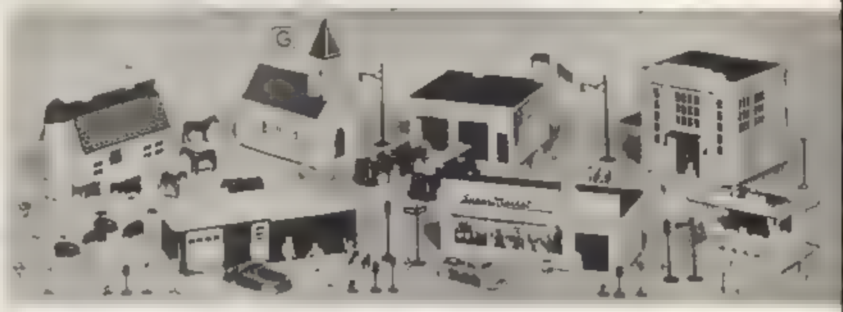
(A) 35-PIECE WORK TRAIN SET—Battery-operated 2½-ft. unbreakable plastic train travels both forward and reverse, on or off track. Locomotive pulls coal tender, caboose, and crane-gondola car along 13-ft. figure-8 polyethylene track (16 sections) and through realistic 12" tunnel. Gondola car has working magnetic crane that lifts metal pieces. Includes 15 plastic train accessories.

10-2193-260 35 piece set, 3 lbs. .... Retail $4.00
10-1762-29 Set of 2 batteries .... Retail $ .40

(B) 59-PIECE HO TRAIN SET—Battery operated detailed HO train runs by remote control from power box—can also be driven by attaching power pack (not included) to track terminals. You get 5½" diesel freight locomotive, 5¾" boxcar, 5⅝" open boxcar, 4⅝" caboose, 14 pieces HO track, control box, plus 40 accessories including railway signs, street lights, trees, etc.

10-2192-497 59-piece HO set. 2½ lbs Retail $8.00
10-1764-29 Set of 2 batteries Retail $ .40





THE SUBURBIA *3 dimensional* HO LAYOUT

(C) HO FRONTIER MAIN STREET—First authentic frontier buildings in true HO scale and color. So real, an oldtimer would imagine himself right back in the old West. Cafe, dance hall, general store, newspaper, jail. Easy, quick to assemble.

10-2191-197 ½ lb. .... Retail $2.98

(D) "TERRAIN-O-RAMA"—Everything you need to build a 50x99" model-railroad layout. Comes complete with big bags of grass . . . earth . . . path . . . 5 trees . . . shrubbery, even 3 lamp posts and realistic tunnel!

10-1722-330 2 lbs .... Retail $4.95

REALISTIC TRAIN ACCESSORIES

Have more fun . . . better-looking layouts

(E) HO TRAIN LAYOUT—Makes model railroading more exciting. Beautifully, realistically decorated in authentic detail ready to add HO train and accessories. 4-pieces are quick and easy to set up or take down. 24x19" sections assemble to 48x38x4¼" size. Mailable.

10-2190-750 10 lbs. .... Retail $11.95

(F) PLASTICVILLE RAILROAD CENTER—Basic assortment of realistic accessories for "O" and "S" gauge train layouts. 34 colorful plastic pieces includes: switch tower, shanty with gate, loading platform, Union Station, 12 railroad signs, crossing gate, 8 railroad characters, 3 autos, 2 buses, 4 telephone poles.

10-1264-320 2 lbs. .... Retail $4.95

PLASTICVILLE HO RAILROAD CENTER—11 colorful plastic pieces adds realistic passenger and freight stop to your HO train layout. Set includes Union Station, watchman's freight station, shanty, signal bridge, crossing gate, 6 railroad figures, accessories.

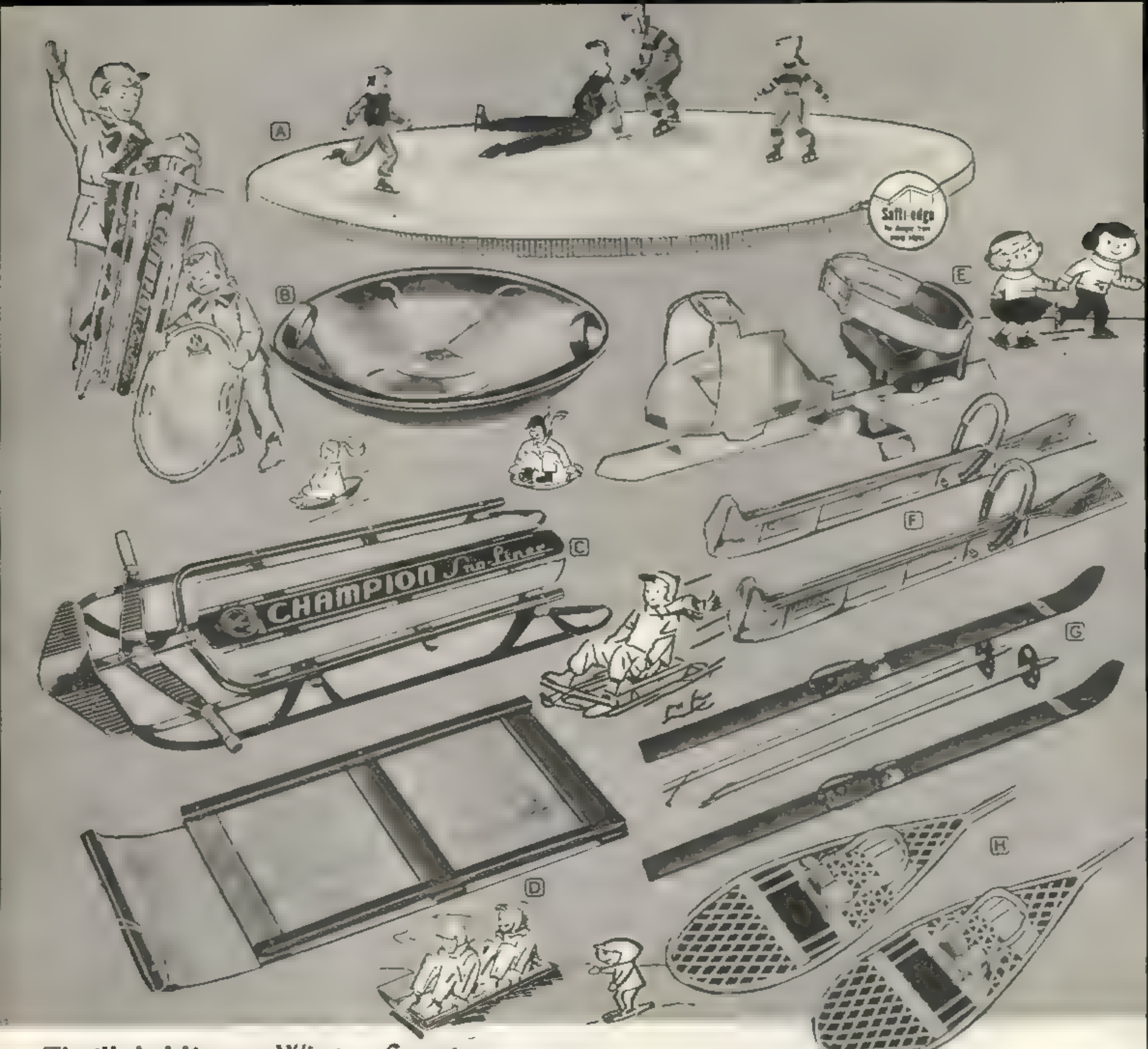
10-1720-320 1 lb. .... Retail $4.95

(G) PLASTICVILLE CITY—83 colorful plastic pieces add more fun and realism to railroading your "O" and "S" gauge layout. There's a bank, barn, supermarket, church, firehouse, ranch house, "Frosty Bar," 29 street signs and accessories, 2 fire engines, 2 autos, 18 barnyard animals, flagpole, 24 people.

10-1265-640 6 lbs .... Retail $9.95

(H) PLASTICVILLE HO TOWN—Assortment of 107 pieces in HO scale for extensive, impressive train layout or village. Durable, realistic, colorful plastic set includes suburban station, cathedral, school house, water tank, fire house, post office, ranch house, signal bridge, 56-piece pinetree set, 24 figures, 18 telephone poles—oodles of accessories!

10-2189-640 2 lbs. .... Retail $9.95



Thrill-A-Minute Winter Sports

(A) 20-FT. ICE SKATING RINKS – Enjoy the fun and thrills of arena rink ice skating at home Sets up quickly, easily . . . just form 20 ft circle with extruded double-strength corrugated aluminum wall, clip together, then add heavy gauge, durable, weatherproof polyethylene liner and full bumper. No bolts or hardware needed. Liner repair kit included. Stores easily

20-1636-899 4" wall, 9 lbs.......Retail **$14.95**
20-1637-1297 6" wall, 11 lbs.....Retail **$19 95**

32-FT. RINK of corrugated weatherproof enameled steel with "Safti-edge", seamless, plastic liner, anchor clips

20-1813-3197 6" wall, 29 lbs . .Retail **$53.50**

(B) SLIDING SAUCER – Safe thrills excitement, loads of fun as you go spinning whirling twirling through snow. Strong web hand straps plus 6-ft. pull rope. Convex, rugged 20-gauge steel shell has baked enamel finish safety rolled edges, 22¾" diameter. Comfortably holds 2 children or one adult

20-1172-330 8 lbs. ....Retail **$5 00**

(C) CHAMPION DELUXE SNO-LINER SLEDS – "Flying wing" design assures greater speed sharper, easier turns, faster coasting. Special alloy steel safety runners, metal steering bar with plastic grips 4 extra strong 19-gauge knee supports. All top metal chrome plated Smooth spar varnish finish

20-1170-865 48" long, 11 lbs....Retail **$12.95**
20-1818-735 42" long. 10 lbs ...Retail **$11.00**

(D) SNO-BOGGAN – Sends happy children sliding down snowy slopes. Seasoned hardwood stock finished in natural lacquer with red handrails. Steam bent nose has strong cross bar. Pull rope is included. 36" long x 14½"

20-1816-297 6 lbs. ....Retail **$4 50**

(E) ZIPEES ICE SKATES – Outrigger attachment makes skating safe for beginners. Remove outrigger when kids learn to skate. Blade is hollow ground, chromium plated. Platforms of tough, durable, lightweight plastic. Rustproof, tarnishproof. Specify color: red, blue pink, or black. Ages 2-6

20-1486-200 1½ lbs. .. . .Retail **$3 00**

(F) PLASTIC ICE SKATE SCABBARDS – Protects skate blades—wide-notched non-slip base for easy walking. Adjustable spring loop holds scabbards firmly on blades. Translucent, tough plastic.

20-1817-50 ....Retail **$1.00**

(G) JUNIOR 4½-FT. SKI AND POLE SET – Just the right size to acquaint youngsters with this great winter sport. 3" wide 4½-ft. hardwood skis have metal toe irons, spring heel binding, aluminum heel plates. Two 40" poles with plastic snow guard have hand loops. Blue high gloss lacquer finish. Ages 5-8

20-1815-397 7 lbs. ....Retail **$6 00**

(H) ZIPEES SNOW SHOES – Authentic Alaskan design for "trapping" and tramping through snow like outdoorsmen. Sturdy, lightweight, unbreakable Marlex plastic. Adjustable strap fits any shoe Easy to walk, easy to attach. Can be used indoors without marring carpets or floors. Ages 2-6.

20-1814-200 1½ lbs . . ..Retail **$3.00**

See page T 43 for Canadian Flyer Ice Skates

Captain your own
Bay Craft

It is a great feeling to be the master of a Bay Craft. The knowledge that the boat is built of the finest materials and soundly constructed by you with the Bay Craft pre-fab system, is a good feeling when the waters get rough. The 55 years experience of Bay Craft designers assures you of a better boat. And the pre-fab system is a money saving way to build a quality boat.

You can build it with simple tools. Expert boat builders at Bay Craft pre-fit the framing of all Bay Craft boats on precision jigs at the factory

22' MYSTIC SLOOP

- You save on do-it-yourself assembly.
- You get direct from the factory price on accessories and engines.
- You get expert advice on construction.
- You get the advantage of master boat builders experience in pre-fitting the parts.
- You get a proven boat design—safe and seaworthy

28 MARINER CRUISER

24 MARLIN INBOARD CRUISER

22 MUSKIE CRUISER

[illegible]

34 DELUXE CRUISER

20 EXPRESS CRUISER

Models from 17' to 34' Cruisers, Outboards, and Sailboats.

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Bay Craft
BAY CITY BOATS, INC.
DIVISION 1010
1833 FIRST ST.
BAY CITY, MICHIGAN

Before starting to shoot a sailboat, check for proper trim of the sails. Halyards should be tight and everything shipshape. If the boat is racing, have the crew in the cockpit or along the windward rail. If there is a man in the pulpit he should be looking up at the jib and not gaping out across the water.

Sailboats look best when they are heeled toward the camera; there is more excitement then and masts look taller. With small sailboats, it adds to the picture if the crew is hiking.

Wind of at least 10 to 12 mph will fill the sails sufficiently to give a good appearance of action. The alternative is no wind at all, which gives beautiful reflections. Try to expose when the yacht is in a wave cycle, which will show her bow neither too high nor buried in the water. It does not speak well for a hull if it kicks up a lot of white water as it moves along. Therefore, try to shoot when there is only a medium bow wave. If you photograph a sailboat from the windward side, stay far enough forward to get a bow shot similar to that mentioned for motorboats. From this position, the heel of the boat is apparent and the sails will have a graceful curve.

When taking racing sailboats, stay in a position where your wake will not bother them. Stay to leeward to avoid disturbing their wind. Tell the skipper ahead of time, if possible, what you are going to do. Develop a reputation in your area for being considerate of sailboats and you will have no trouble in amassing subjects.

When photographing the start of a race, stay off the race course and maneuvering area after the 10-minute gun. Between the 10-minute gun and the starting gun a photographer's boat, especially with the permission of the committee, can then remain at one end of the starting line and on the opposite side of it from the maneuvering area until the starting gun fires. Be ready on a windward start then, to get out of the way of boats which may beat across the starting line almost parallel to it.

Motion Picture Cameras

Motion pictures are even easier to make than stills. With automatic cameras, one has only to wind the spring and press the release button. Several automatic movie cameras do not have to be focused and are completely self-setting. They tell you when you cannot make a picture. Wide-angle, regular, and telephoto lenses are permanently attached to the camera, and any can be selected with a simple twist. In view of the fact that there is so much action on the water it is obvious that movies make the best "hot-stove" sailing of all.

HTDCS stands for "hold the darn camera still!" Any photofinisher will tell you that more pictures are wasted because cameras are moved during exposure than for any other reason. Three simple rules will help you hold the camera absolutely still.

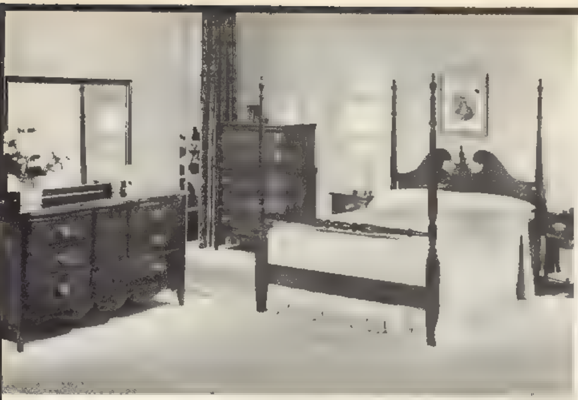
1.) Do not push the shutter release button all the way down, only far enough to make the shutter go off. When you hit bottom it is pretty hard to keep from moving the camera.

2.) Hold the camera so that it is supported directly opposite the shutter release. See Numbers 1, 2 and 3.

3.) If the boat, you, or the subject becomes unsteady when you are about to take the picture, stop depressing the release. When things have steadied again, continue the action. You can delay exposure by arresting movement of the shutter release because if the shutter has not already gone off, it will not until the release is moved further.

Allow the body to swing so that it remains vertical, posting the motion of the boat and keeping the camera level. Except in rare instances, a tripod cannot be used afloat. A unipod however, a one-legged support for a camera, is effective because it can be swung to keep the camera level. The Smith-Victor Totem Pole is an excellent one and worth looking for. In the case of a motorboat where vibration might be transmitted through the unipod to the camera, place the foot of the unipod on your toe and spring the foot from the heel upward away from the deck.

(Continued on page 296)



See Photo Left—Charm and elegance of the 18th Century is represented in this bedroom suite of warm, rich mahogany. All drawers are fully dustproofed and center guided. Antique brass hardware. Skilled craftsmanship with the use of the finest materials identify this suite as fine furniture.

TRIPLE DRESSER 9-drawer, 58" x 19" x 33". Plain Mirror 42" x 28". Wt. 175 lbs.
4F736X8950 .... RETAIL **$182.00**

TRIPLE DRESSER 9-drawer, 58" x 19" x 33". Fretwork Mirror 42" x 28". Wt 175 lbs.
4F737X9250 .... RETAIL **$187.00**

CHEST ON CHEST 5-drawer. 38" x 19" x 49½". 125 lbs
4F738X6248 .... RETAIL **$124.00**

NIGHT STAND. 18" x 14" x 25". 25 lbs.
4F739X2376 .... RETAIL **$48.00**

POSTER BED 4/6; 66" high Wt. 85 lbs.
4F740X5665 .... RETAIL **$114.00**

POSTER BED 3/3, 66" high. Wt. 75 lbs.
4F741X5665 .... RETAIL **$114.00**

DOUBLE DRESSER 6-drawer, 52" x 19" x 33", Plain Mirror 36" x 28". Wt. 155 lbs.
4F742X7772 .... RETAIL **$157.00**

DOUBLE DRESSER 6-drawer, 52" x 19" x 33", Mirror 36" x 28". Wt. 155 lbs.
4F743X7450 .... RETAIL **$152.00**

CHEST 4-drawer, 34" x 19" x 43" 95 lbs.
4F744X4950 .... RETAIL **$100.00**

PANEL BED 4/6; High Footboard. 65 lbs.
4F745X3465 .... RETAIL **$70.00**

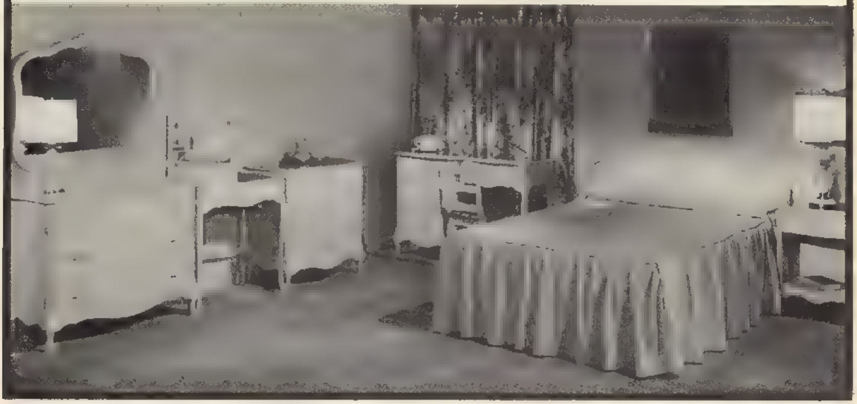
PANEL BED 3/3; High Footboard. 60 lbs.
4F746X3465 .... RETAIL **$70.00**

PANEL BED 4/6; Low Footboard. 55 lbs.
4F747X2723 .... RETAIL **$55.00**

PANEL BED 3/3; Low Footboard. 55 lbs.
4F748X2723 .... RETAIL **$55.00**

See Photo Below—Beautiful, but not overly ornate is this French Provincial suite finished in Parchment or Fruitwood. All drawers are dustproof, have center guides, Oak interiors, 9-ply fronts. The decorative metal drawer pulls are of Windsor Antique Brass.

DRESSER 3-drawer, 42" x 20" x 33". Mirror 36" x 30". Wt. 130 lbs
4F749X7375 DRESSER with Mirror (Moulded) .... RETAIL **$150.00**
4F750X3975—VANITY TABLE, 30" x 20" x 32". Wt. 45 lbs. .... RETAIL **$81.50**
4F751X4098—UTILITY CHEST 3-drawer, 32" x 20" x 33". Wt. 80 lbs. .... RETAIL **$85.00**
4F752X5280 DESK with 4-drawers, 50" x 20" x 33". Wt. 100 lbs .... RETAIL **$107.50**
4F753X1485 CHAIR Wt. 15 lbs. .... RETAIL **$30.00**
4F754X3595—PANEL BED 4/6; Low Footboard. Wt 60 lbs .... RETAIL **$73.00**
4F755X3595—PANEL BED 3/3; Low Footboard. Wt. 50 lbs. .... RETAIL **$73.00**
4F756X3440—NIGHT STAND, 22" x 15" x 27". Wt. 35 lbs. .... RETAIL **$69.50**
DOUBLE DRESSER 6-drawer, 56" x 20" x 33". Moulded Mirror 44" x 32". Wt. 175 lbs.
4F757X9950 .... RETAIL **$205.00**
4F758X5975—CHEST 4-drawer, 36" x 20" x 44" Wt. 105 lbs. .... RETAIL **$122.00**
4F759X3861 PANEL BED 4/6; Moulded Headboard, High Footboard Wt. 65 lbs. .... RETAIL **$78.00**
4F760X3861 PANEL BED 3/3; Moulded Headboard, High Footboard Wt 55 lbs. .... RETAIL **$78.00**
DOUBLE DRESSER 6-drawer, 56" x 20" x 33". Mirror 44" x 32" Wt. 175 lbs.
4F761X9688 DOUBLE DRESSER with Shadow Box Mirror .... RETAIL **$195.70**
4F762X3366 PANEL BED 4/6, Moulded Headboard, Low Footboard Wt. 60 lbs .... RETAIL **$68.00**
4F763X3366—PANEL BED 3/3; Moulded Headboard, Low Footboard. Wt. 50 lbs .... RETAIL **$68.00**



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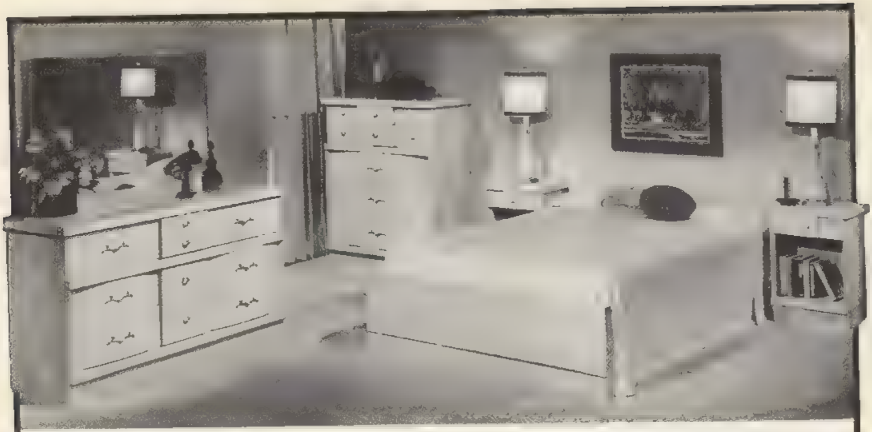
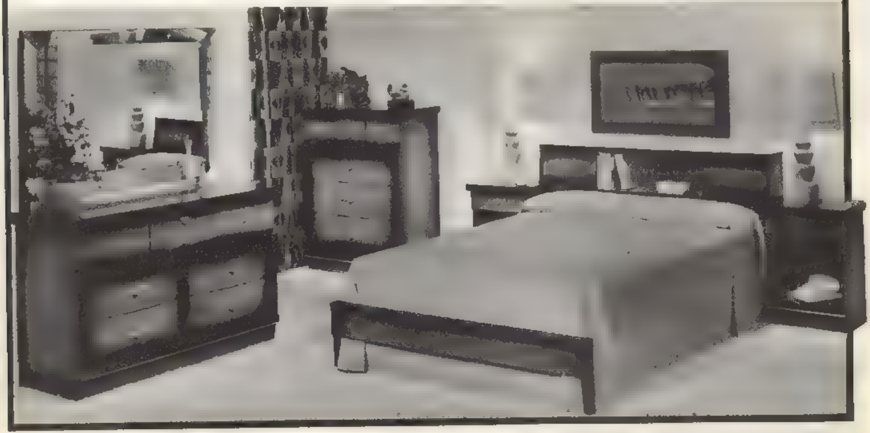


▲*LIMED OAK* at its finest . . . a generously proportioned suite that features plenty of handy dustproof drawer space. Also available in Oak, Walnut or Cordovan with brass hardware and in Charcoal with silver hardware.

Triple Dresser 9-drawer, 58" x 18" x 32", Mirror 46" x 28". Wt. 195 lbs.
4F764X8850 Triple Dresser with Beveled Mirror..........RETAIL **$180.00**
4F765X5544 Chest 5-drawers, 38" x 18" x 46". Wt. 140 lbs. RETAIL **$112.00**
Panel Bed 4/6. Footboard with High Foot End. (Wt. 60 lbs.)
4F766X2995 ....RETAIL **$61.00**
Panel Bed 3/3 Footboard. With High Foot End. (Wt. 55 lbs.)
4F767X2995 .... RETAIL **$61.00**
4F768X2327 Night Stand, 18" x 13" x 26". Wt. 35 lbs. RETAIL **$47.00**
4F769X2475 Panel Bed 4/6 Low Footboard. Wt. 50 lbs...RET. **$50.00**
4F770X2475 Panel Bed 3/3 Low Footboard. Wt. 45 lbs...RET. **$50.00**

The luxury and solidity of yesteryears blended with the sleek, smooth modern style of today represents the theme of this distinctive bedroom suite. Charcoal Mahogany is the rich, glowing finish that lends warmth and dignity to any decor. Fully dustproofed, center-guided drawers. Recessed case backs. Thick 5-ply Tops, Fronts, Ends. Hand-rubbed in sturdy, sparkling Dupont Dulux finish.

Triple Dresser 7-drawer, 52" x 18" x 32", Mirror 48" x 32". Wt. 190 lbs.
4F771X9250 Triple Dresser with Shadow Box Mirror....RETAIL **$188.00**
4F772X4752 Chest 4-drawer, 34"x18"x44". Wt. 120 lbs...RET. **$96.00**
4F773X3960 Bookcase Bed 4/6 Low Footboard. Wt. 80 lbs... . **$80.00**
4F774X3960 Bookcase Bed 3/3 Low Footboard. Wt. 70 lbs.......**$80.00**
4F775X2327 Night Stand, 18" x 13" x 26". Wt. 35 lbs. RETAIL **$47.00**
Triple Dresser 7-drawer, 52" x 18" x 32", Mirror 40" x 28". Wt. 170 lbs.
Triple Dresser with Beveled Mirror not shown.
▼ **4F776X7575** . ..... RETAIL **$154.00**



TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

PHOTO ABOVE beautifully illustrates the same Bedroom group as on facing page but with different pieces.

Double Dresser 6-drawer, 52″ x 18½″ x 30½″, Mirror Beveled, 38″ x 28″ Wt. 160 lbs
4F704X6980 .... RETAIL **$141.00**
Double Dresser 6-drawer, 52″ x 18½″ x 30½″, Mirror Framed, 40″ x 26″. Wt. 160 lbs.
4F705X6980 .... RETAIL **$141.00**
Chest 4-drawer, 34″ x 18½″ x 42½″ Wt. 105 lbs.
4F706X4362 .... RETAIL **$88.00**
Panel Bed 4/6. Wt. 50 lbs.
4F707X2495 .... RETAIL **$51.00**
Panel Bed 3/3. Wt. 45 lbs.
4F708X2495 .... RETAIL **$51.00**
Night Stand 1-drawer, 20″ x 13″ x 26″ Wt 30 lbs.
4F709X2475 .... RETAIL **$50.00**

In striking mellow Light Walnut.

PHOTO BELOW sets off a Limed Oak grouping in all its glowing brilliance. Softly subdued in a smooth custom-styled decor, fully dustproofed, oak interiors, meticulous detailing, and topped off to a beautiful glow by hand rubbing.

Double Dresser 6-drawer, 50″ x 18″ x 32″, Mirror Beveled, 38″ x 28″ Wt. 165 lbs.
4F710X6980 .... RETAIL **$165.00**
Triple Dresser 9-drawer, 56″ x 18″ x 32″, with Mirror Shadow Box, 48″ x 32″. Wt. 195 lbs.
4F711X9650 .... RETAIL **$195.00**
Chest 4-drawer, 34″ x 18″ x 43″. Wt. 118 lbs.
4F712X4164 .... RETAIL **$84.00**
Bar Bed 4/6; High Footboard. Wt. 110 lbs.
4F713X6342 .... RETAIL **$128.00**
Bar Bed 4/6; Low Footboard Wt. 95 lbs.
4F714X5885 Bar Bed 4/6; Low Footboard. Wt 95 lbs RETAIL **$119.00**
4F715X2530 Night Stand, 18″ x 13″ x 26″ Wt 35 lbs. RETAIL **$51.00**

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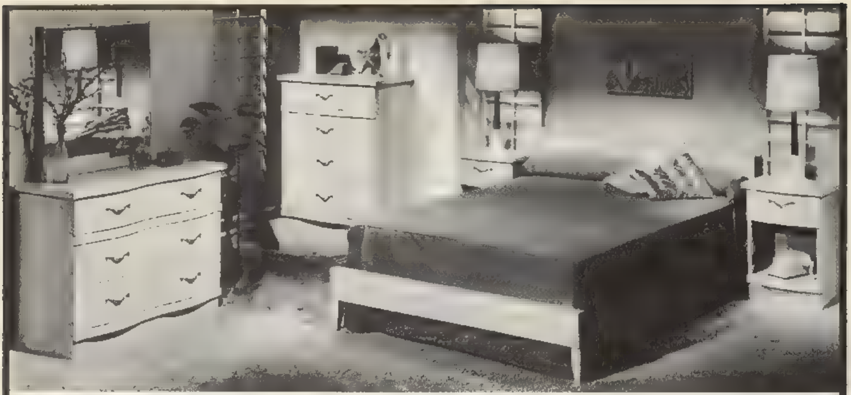
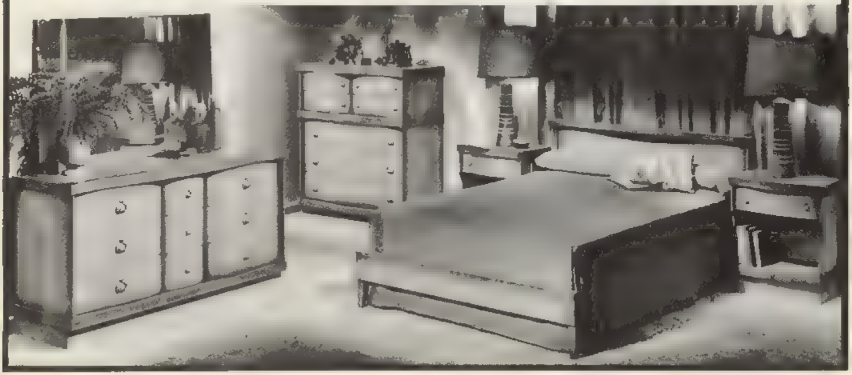


See Photo Below—A pleasing bedroom group, designed for modern living. Simple, uncluttered lines contrasted by decorative hardware. Spacious, fully dustproofed and center guided drawers—Oak interiors—thick 5-ply solid core tops and ends. Available in Limed Oak (as shown), Natural Walnut, Cordovan or Charcoal Mahogany.

TRIPLE DRESSER 9-drawer, 60" x 20" x 32", Beveled Mirror 48" x 30" Wt 220 lbs.
4F716X9850 .... RETAIL **$222.00**
TRIPLE DRESSER 9-drawer, 60" x 20" x 32", Shadow Box Mirror 52" x 32". Wt 240 lbs
4F717X12950 .... RETAIL **$262.00**
TRIPLE DRESSER 9-drawer, 60" x 20" x 32", Shadow Box Mirror 56" x 36". Wt. 240 lbs.
4F718X12950 .... RETAIL **$262.00**
4F719X6930—CHEST 5-drawer, 40"x20"x46". 155 lbs RETAIL **$140.00**
4F720X2822—PANEL BED 4/6; Low Footboard. 55 lbs. RETAIL **$57.00**
4F721X2822 PANEL BED 3/3; Low Footboard 45 lbs. RETAIL **$57.00**
4F722X3069—NIGHT STAND, 22" x 15" x 26". 45 lbs. RETAIL **$62.00**
TRIPLE DRESSER (doors-9 drawers), 60" v 20" x 32", Shadow Box Mirror 56" x 36". Wt. 240 lbs.
4F723X12950 .... RETAIL **$265.00**
4F724X7128—CHEST (door-5 dr.) 40"x20"x46". 155 lbs. RET. **$144.00**
4F725X4750—BOOKCASE BED 4/6, Low Footboard 85 lbs RET **$96.00**
4F726X4750—BOOKCASE BED 3/3; Low Footboard. 65 lbs. **$96.00**

See Photo Above—An exquisite contemporary bedroom suite that will enhance your home at prices you can afford. Superb modern styling and unrivalled craftsmanship. Dustproof drawers are on hand fitted center drawer guides. Oak interiors—thick 5-ply solid core tops and ends. Available in Limed Oak (as shown), Natural Walnut, Cordovan or Charcoal Mahogany.

DRESSER 3-drawer, 40" x 18" x 31", Beveled Mirror 28" x 28". Wt. 130 lbs.
5F18X5544 .... RETAIL **$112.00**
4F727X4257 CHEST 4-drawer. 34"x18"x42". 110 lbs. RETAIL **$86.00**
4F728X2376 PANEL BED 4/6; Low Footboard. 50 lbs. RETAIL **$48.00**
4F729X2376—PANEL BED 3/3; Low Footboard. 45 lbs. RETAIL **$48.00**
4F730X2376—NIGHT STAND, 18" x 13" x 25". 30 lbs. RETAIL **$48.00**
DOUBLE DRESSER 6-drawer, 52" x 18" x 31". Shadow Box Mirror 40" x 30". Wt. 175 lbs
4F732X7575 .... RETAIL **$154.00**
DOUBLE DRESSER 6-drawer. 52" x 18" x 31", Beveled Mirror 34" x 26" Wt 165 lbs.
4F731X8750 .... RETAIL **$178.00**
DOUBLE DRESSER 6-drawer, 52" x 18" x 32", Beveled Mirror 38" x 28" Wt 170 lbs.
4F733X7375 .... RETAIL **$151.00**
4F734X4961—BOOKCASE BED 4/6; Low Footboard. 80 lbs. RET. **$82.00**
4F735X4961 BOOKCASE BED 3/3; Low Footboard. 70 lbs. **$82.00**



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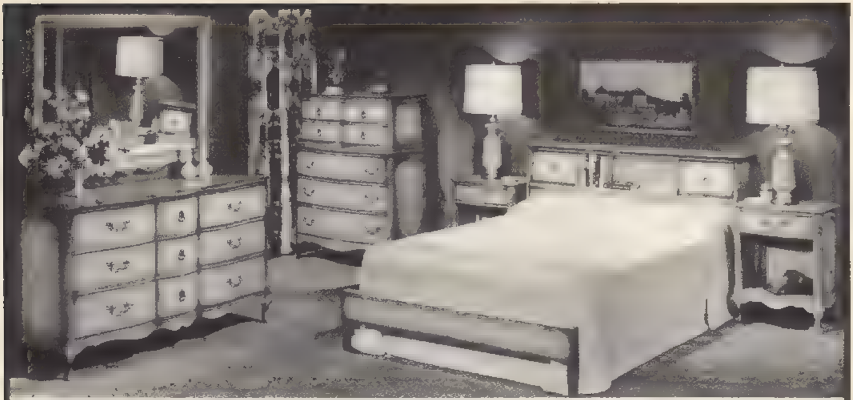


See Photo Above—Luxurious French Provincial suite finished in Fruitwood or Parchment. All drawers are dustproof, have center guides, Oak interiors, 9-ply fronts. Decorative metal drawer pulls are Windsor Antique Brass.

Triple Dresser 9-drawer, 60" x 20" x 33" Shadow Box Mirror 44" x 28" Wt 195 lbs.
4F777X11138—Dresser .... RETAIL **$225.00**
Chest on Chest 5-drawer, 40" x 20" x 47½". Wt 140 lbs.
4F778X7450 ....RETAIL **$151.50**
Bookcase Bed 4/6. Wt 80 lbs.
4F779X4925 .... RETAIL **$99.50**
Bookcase Bed 3/3. Wt. 80 lbs.
4F780X4925 ....RETAIL **$99.50**

Triple Dresser 9-drawer, 60" x 20" x 23". Moulded Mirror 44" x 32". Wt. 195 lbs.
4F781X11250 .... RETAIL **$228.00**
Bookcase Bed 4/6; High Footboard. Wt. 85 lbs.
4F782X5396 .... RETAIL **$109.00**
Bookcase Bed 3/3; High Footboard. Wt. 75 lbs.
4F783X5396 ....RETAIL **$109.00**

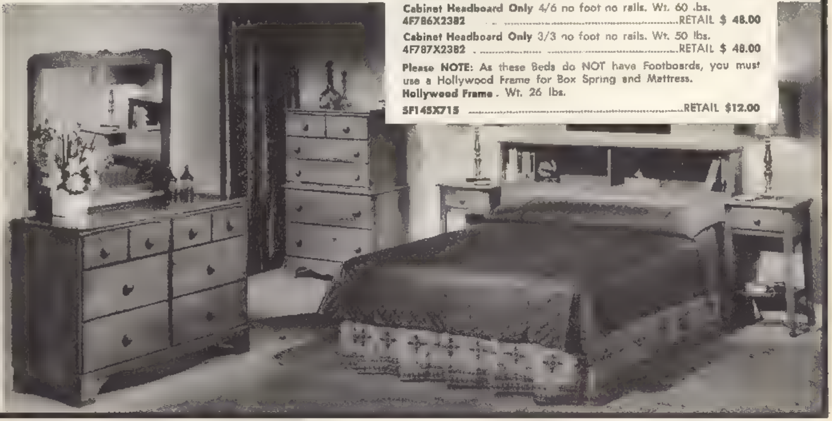
williams
FURNITURE CORPORATION
sumter south carolina

NORSE

See Photo Below — *The comfortable, relaxed yet dignified air of Farly American is typified in this luxurious Maple grouping. Detailed craftsmanship and the hardy, sturdy strength of glowing maple*

Double Dresser Base & Mirror 48"x18" Plate 26"x36" Wt 180 lbs.
4F784X5396 .... RETAIL **$109.00**
Chest on Chest 30½"x18"x46". Wt. 135 lbs.
4F785X3669 ....RETAIL **$ 74.00**
Cabinet Headboard Only 4/6 no foot no rails. Wt. 60 lbs.
4F786X2382 ....RETAIL **$ 48.00**
Cabinet Headboard Only 3/3 no foot no rails. Wt. 50 lbs.
4F787X2382 ....RETAIL **$ 48.00**

Please NOTE: As these Beds do NOT have Footboards, you must use a Hollywood Frame for Box Spring and Mattress.
Hollywood Frame . Wt. 26 lbs.
5F145X715 ....RETAIL **$12.00**



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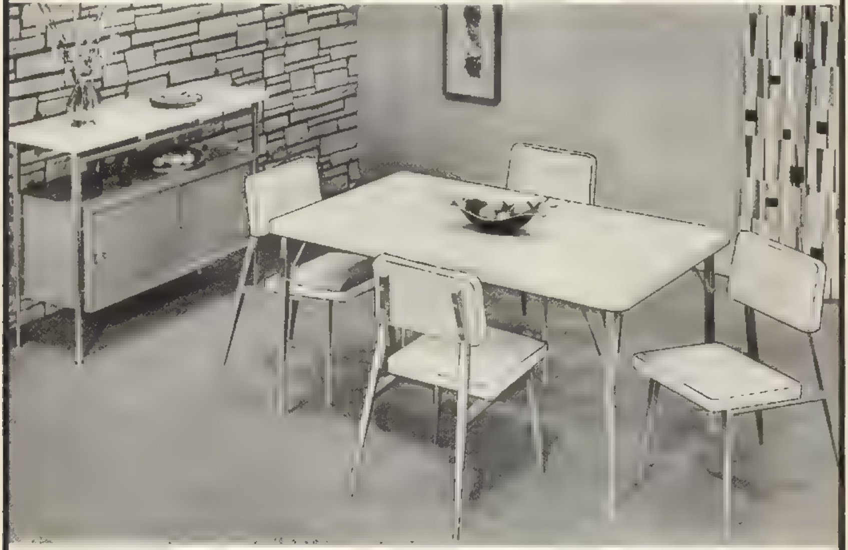
Dinettes by KUEHNE

OUTSTANDING Dinette Values. Pair either table with either set of chairs . . . have just the dinette set you want! And you lighten your housework and you brighten your life. These dinettes are mar-proof, you can forget about burns and stains, wipe away spills and smears. The bright finishes stay that way through years and years. Transform your room to magazine cover smartness. Exceptionally fine quality. When you choose Kuehne dinette sets you can be assured you've made the best buy. Chair covers available in the Graphic pattern with choice of White, Yellow, Red, Charcoal or Beige.



5-Pc. Dinette Suite

Elegantly chic styling to brighten up your dining area. This high-fashion suite will transform your dining area to center of attraction. This is real value in styling and craftsmanship. Can also be had in all wood grains, such as Blond, Silver, White and Suede Walnut as well as Marble. Legs and frame shown in Golden Bronze, available in Black and Brass, too. This unusual table and chairs make a very attractive suite for smart living. The rectangular table is 36"x 48"x60". Chairs have rubberized hair seats, square tubing. Also available is a Room Divider. It has a plastic top, sliding doors from either side with full length shelf.

Table, rectangular, self edge, square legs.
4F788X5379 (size: 36" x 48" x 60") .... RETAIL **$109.00**

Chair, rubberized hair seats, square tubing
4F789X1452 .... RETAIL each **$29.50**

Room Divider, plastic top sliding doors, full length shelf.
4F790X7875 (size: 47" x 17" x 36") .... RETAIL **$159.50**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

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Famous 12½ ft. "Tech" Dinghy, designed by M.I.T. Used by nearly 50 schools for intercollegiate racing. Also by many camps, clubs and individuals. Speedy, stable, lightweight, easy to rig and handle. Available with sloop rig. You can take the "Tech" everywhere, sail her anywhere.

The 16 ft. BB Falcon, one of the fastest growing classes of small sailboats. Hundreds of these trim sloops are being raced by yacht clubs, used for camp training, and simply sailed by people who want a fast, stable family boat. Note cuddy cabin for dry storage, short overnight trips.

23 ft. Sea Sprite Sloop available in fiberglas. Sleeps 2 or 4, inboard or outboard. Beetle also offers new 12½ ft. Tern, new 21 ft. Gazelle Catamaran. Don't delay—write now for free literature. Please specify type of boat that interests you. See us at the Nat'l Motor Boat Show Jan. 13-24.

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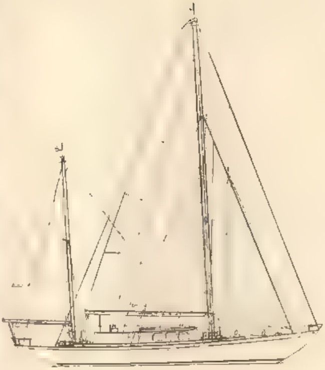

Barlovento II spreads 2052 square feet of sail.

Below decks the layout is man-size and adaptable either to all-the-comforts-of-home family cruising, or the handling of a racing crew standing heel and toe watches. The owner's stateroom and a two-berth guest cabin are aft with separate toilet rooms but a common tub-shower. Forward of the engine room on the starboard side is a cabin for the captain and, to port, a dining saloon which, when Barlovento II is racing, can be converted into a bunk room for two. Galley and crew quarters are forward. The galley has everything: 4-burner diesel oil stove and oven, built-in, stainless steel, 18 cubic foot refrigerator with 13 cubic foot freezer under double sinks and what not.

The deckhouse just forward of the big cockpit is finished in hand rubbed, light-colored teak. It is fitted with a dinette, table, chairs, sofas, chart table, electronic equipment and large, opening windows. For offshore racing, the deckhouse makes a fine sea cabin for the master and navigator.

Barlovento II gets away from the sumptuous to the intensely practical when her racing department comes under scrutiny. Luders of Stamford has built aluminum spars for her, all of her Ratsey and Kenny Watts sails are dacron except for nylon spinnakers, and, in addition to the usual ratchet winches there are two "coffee grinder" pedestal winches for the big headsails and spinnaker guys. The tandem steel centerboards help to get her up to windward and ease the steering.

For auxiliary power Barlovento II has a rubber-mounted General Motors 4-71 diesel that gives her a top speed of 9.5 knots. She carries 360 gallons of fuel oil in two tanks and 550 gallons of fresh water in four double-bottom tanks. An oil-fired ship heater furnishes heat through convectors to all living spaces and provides domestic hot water. Ship's current is 110 volts D.C. supplied by a 7.5 KW generator and an Onan 3 KW belt-driven auxiliary generator driven from the main engine.

In the navigating department, Barlovento II is as complete as can be. She has a Bendix automatic pilot, Kenyon speed gauges, a Walker electric ship log, White Constellation compass, Raytheon depth sounder, wind direction indicator, anemometer, Pearce-Simpson 150-watt radio telephone, and, of course, a radio direction finder.

Rhodes is very proud of the yacht and says of her: "To my way of thinking, she is one of the nicest jobs that we have ever done."

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Lord Kenneth "A" "Z" . . . *With black dial.*

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Sea Chancellor "Z" . . . 17 jewels. Finest guaranteed waterproof* watch in its class! Chrome top case, stainless steel back. Luminous "glow-in-dark" black dial, sweep second hand. Jewelled lever movement. Unbreakable mainspring. Shock absorbing movement. Inlaid expansion band. Gift box.

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Sea Chancellor . . . *With white dial.*

E07294-1667 . . . . Retail **$37.50**

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Lord Alden "Z". . . 17 jewels. Regal in appearance and timekeeping action. Handsome, masculine case has bright yellow top, stainless steel back. Striking jet black dial. Unbreakable mainspring. Inlaid expansion band. Gift packaged.

E07295-1595 Retail **$37.50**

Lord Alden *In white dial*

E07297-1595 . . . . Retail **$37.50**

Sea Empire . . . 17 jewels. Elegant waterproof* watch has flattering inlaid expansion band. Luminous dial, sweep second hand. Yellow top case with stainless steel back. Jewelled lever, shock absorbing movement, unbreakable mainspring. Gift packaged.

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Sea Empire "Z" . . . *In black dial.*

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Lord Talbert . . . 17 jewels. Bold, masculine styling . . . with yellow top. Accented with a striking white dial. Stainless steel back assures long service. Inlaid expansion band. Unbreakable mainspring. Gift packaged for presentation.

E07304-1547 Retail **$35.75**

Lord Talbert "Z" . . . *In black dial.*

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**When case, crystal and crown remain intact*

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Embraceable Colleen "A" . . . 17 jewels. Delightful watch and bracelet combined! Gleaming yellow top, stainless steel back. Jewelled lever movement. Unbreakable mainspring. Gift box.

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Emb. Colleen "A" "W" . . . *White.*

E07309-1887 Retail **$41 95**

Lady Alden . . . 17 jewels. Exquisite case has bright yellow top, stainless steel back. Unbreakable mainspring. Jewelled lever escapement. Matching expansion bracelet. Gift packaged.

E07310-1887 Retail **$41 95**

Lady Alden "W" . . . *Same as above in white.*

E07312-1887 Retail **$41.95**

Phyllis . . . 17 jewels. The lasting accuracy of the jewelled lever movement in delightful yellow-top case with stainless steel back. Unbreakable mainspring. Matching expansion bracelet. Beautifully gift boxed.

E07320-1799 Retail **$39 95**

Phyllis "W" . . . *In white.*

E07321-1799 Retail **$39 95**

ALL OCCASION
WATCH

Lady Berkshire . . . 17 jewels. Any active woman will treasure this smart all-occasion watch, with yellow top and stainless steel back. Unbreakable mainspring. Jewelled lever escapement. Matching expansion band.

E07322-1887 Retail **$41.95**

June . . . *In black suede strap.*

E07323-1799 Retail **$39.95**

2 GENUINE DIAMONDS

Diamond Cameo "A" . . . 17 jewels. Two 8 facet diamonds! White 10K rolled gold plate top, stainless steel back. Jewelled lever movement. Unbreakable mainspring. Expansion band.

E07325-2397 . . . Retail **$49.95**

Diam. Cameo "A" "T" . . . *Yellow top.*

E07326-2397 Retail **$49 95**

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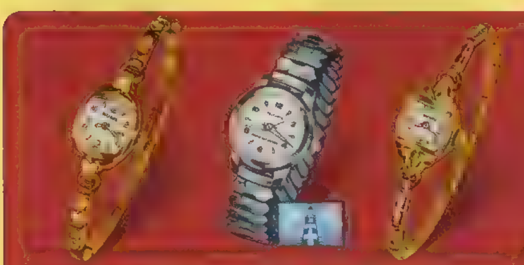


Marianne. Excitingly styled yellow-top case stainless steel back Jewelled lever escapement, unbreakable mainspring Heart motif design appears on bracelet also. 7 jewels. Gift boxed.

E07255-1495 Retail **$31 95**

Marianne "W". . . *In white.*

E07256-1495 . Retail **$31.95**

Water Princess "A" . Guaranteed waterproof*, dustproof case Brilliant chrome top, stainless steel back Accurate jewelled lever movement. Luminous dial, sweep second hand, unbreakable mainspring. Matching expansion bracelet Shock absorbing movement. 7 jewels.

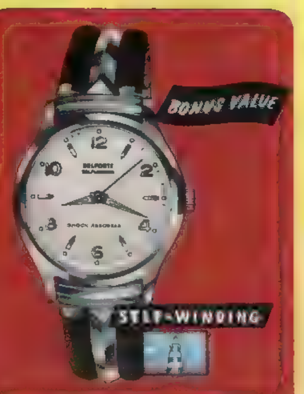
E07259-1488 Retail **$29 95**

Princess Petite . . So feminine yet sturdy, in a glistening yellow top case with stainless steel back Full figure dial Unbreakable mainspring. Matching expansion bracelet 7 jewels. Gift box.

E07260-1435 Retail **$29 95**

Princess Petite "W". . . *Same as above in white.*

E07263-1435 . Retail **$29.95**



Sky Mariner Superbly accurate self-winding watch has shock-absorbing jewelled lever movement Guaranteed waterproof* case is dustproof, has chrome top stainless steel back. Luminous dial, sweep second hand Unbreakable mainspring. Genuine inlaid expansion band. 7 jewels Beautifully gift packaged for presentation

E07264-1698 . . . . .Retail **$39 95**

*When case, crystal and crown remain intact

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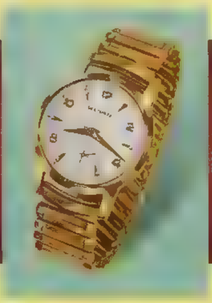

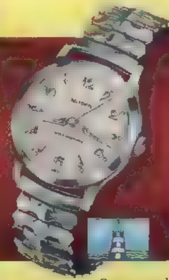

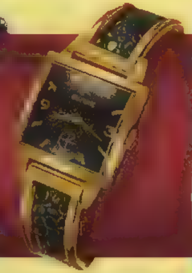

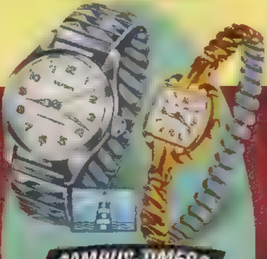

Hawthorne . . . Handsome yellow top with durable stainless steel back Unbreakable mainspring. Matching expansion band 7 jewels Gift boxed

E07265-1195 Retail **$24.95**

Creighton . *Like Dad's above, but with "Junior" band for boys*

E07266-1195 Retail **$24.95**

Water Prince Guaranteed waterproof*, dustproof. Luminous glow-in-dark dial, sweep second hand, jewelled lever, shock absorbing movement. Chrome top, stainless steel back Unbreakable mainspring Expansion band. 7 jewels

E07267-1297 Retail **$27.50**

Water Prince "Z" . . . *Black dial.*

E07268-1297 Retail **$27.50**

Sir George "A" "Z" Executive model watch has striking black dial. Stylized yellow top, stainless steel back Unbreakable mainspring. Inlaid expansion band 7 jewels Guaranteed accurate! Gift packaged

E07269-1249 Retail **$27.50**

Sir George "A" . *As above, white dial.*

E07271-1249 .Retail **$27.50**

CAMPUS-TIMERS

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E07274-1249 . . . . . . Retail **$24 95**

Miss Debutante . Exquisite girl's watch has rich, yellow top, stainless steel back "junior" expansion bracelet Unbreakable mainspring 7 jewels Guaranteed accurate!

E07272-1347 . . . . . . Retail **$27.95**

Miss Debutante "W" . . . *White top.*

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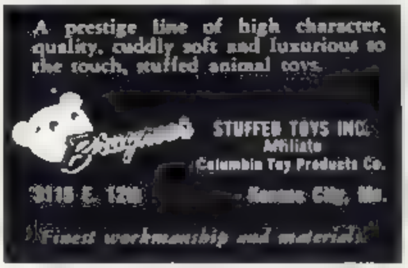

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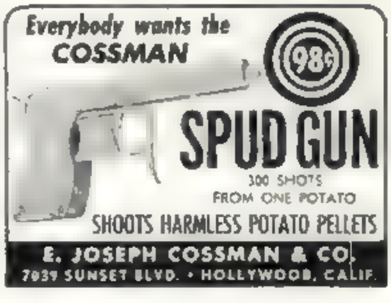

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Better Design
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"BABY'S BEST FRIENDS"
The Country's Largest Manufacturer of Infants' Plastic Rattles and Toys
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Block House, Inc., 1107 Broadway, New York 10, N. Y.
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Pet Toy of N. H., Newport, N. H.
Pressman Toy Corp., 1107 Broadway, New York 10, N. Y
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THE ORIGINAL HOT ROD RACER Manufactured by BERBRO

ALWAYS FIRST WITH THE FINEST!

Here is the road to more sales, greater profits. Berbro, the first and finest name in Hot Rods, has sold thousands to fine stores everywhere. Attractively packaged in its own carton, each Hot Rod makes an ideal gift, premium, mail order or catalog item.

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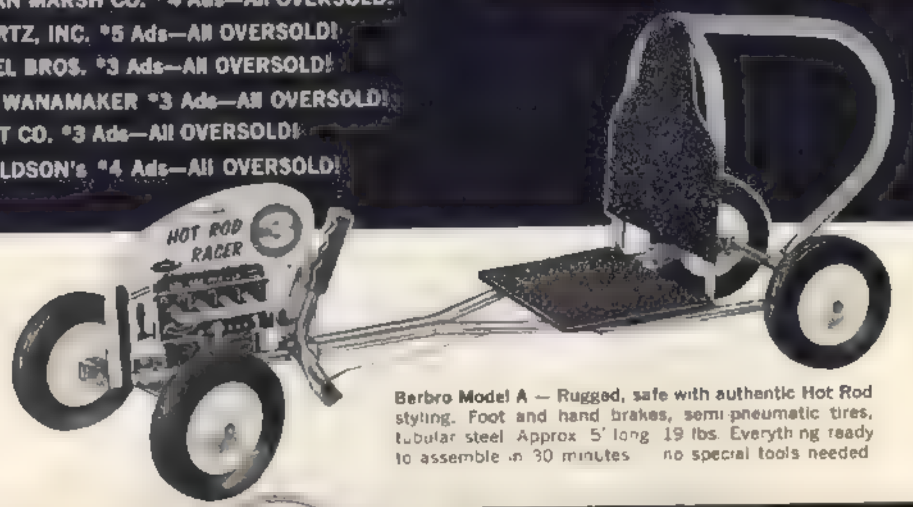

Berbro Model A — Rugged, safe with authentic Hot Rod styling. Foot and hand brakes, semi-pneumatic tires, tubular steel Approx 5' long 19 lbs. Everything ready to assemble in 30 minutes no special tools needed

Berbro Mark 4 — Heavy duty motorized unit Completely assembled All welded tubular steel supports 300 lbs. Drives like real car. Approx. 5' — 60 lbs.

NEW for 1960 — CAN BE PROMOTED FOR UNDER $10

Berbro Model T -Most of the features of the best selling Model A Approx. 44" long weight approx 12 lbs.

Berbro Model De Luxe A-1 — Full gravity type Hot Rod. Centerpoint steering semi pneumatic tires Approx 58" long — 20 lbs

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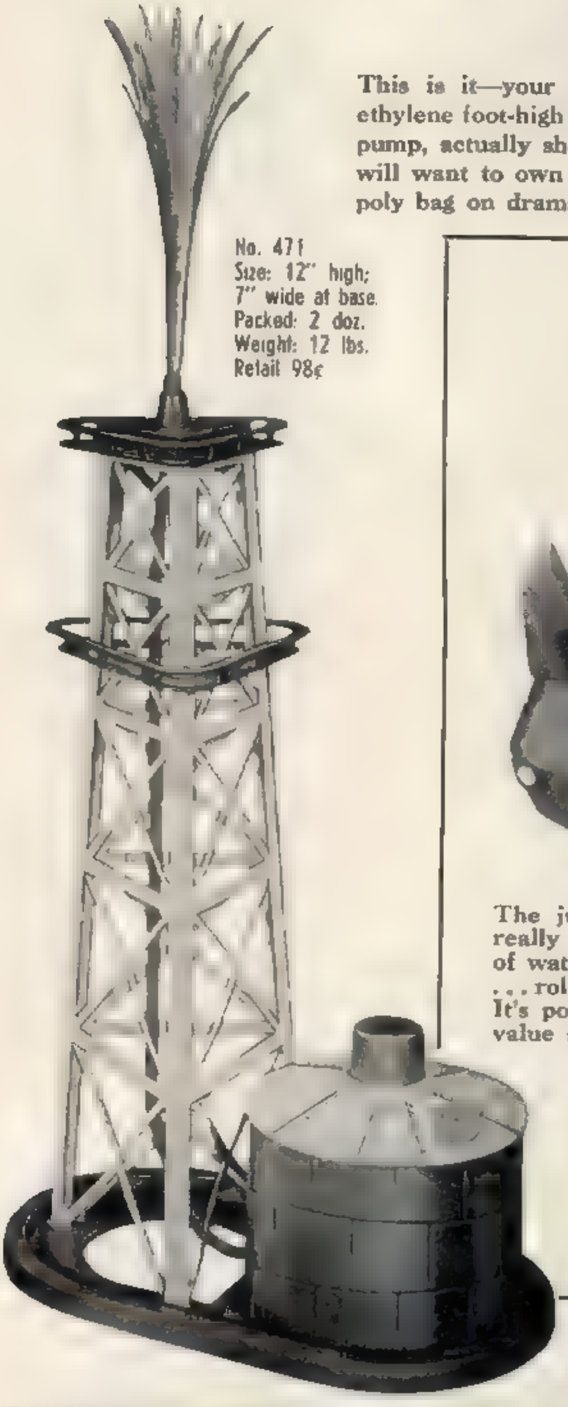
SUMMER SALES SHOOT SKY HIGH WITH THESE BIG, LIVE-ACTION, UNBREAKABLE, UNBEATABLE VALUES

SKY-HIGH GUSHER

PUMPS WATER

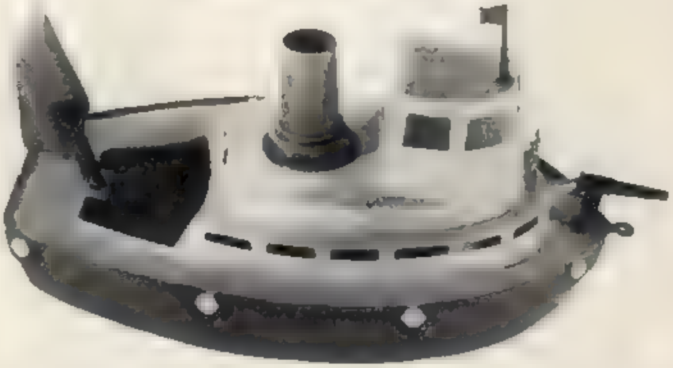
This is it—your best-selling summer toy! An unbreakable polyethylene foot-high version of a real oil well. Equipped with a working pump, actually shoots a liquid stream high into the air! Every kid will want to own one and "bring in" his own gusher. Packaged in poly bag on dramatic sell-on-sight display card.



No. 471
Size: 12" high;
7" wide at base.
Packed: 2 doz.
Weight: 12 lbs.
Retail 98¢

PUMPER FIREBOAT

PUMPS WATER

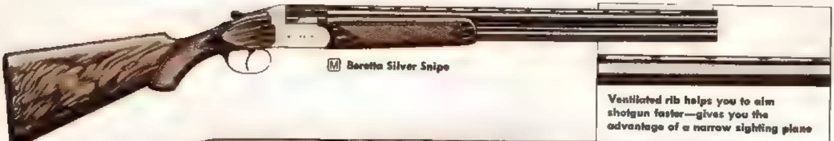


The junior fireman's delight — a seaworthy fireboat that really works! Self contained pump directs a steady stream of water through the hose nozzle at bow. Floats on water . . . rolls on land. Unbreakable polyethylene in vivid colors. It's poly bagged with an exciting header, an unsurpassed value at only 98¢!

No. 431B
Size: 11" long x 6¾ wide x 6" high

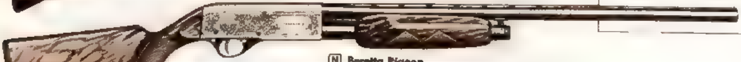
Packed: 2 doz.
Weight: 12 lbs.
Retail: 98¢

PLASTIC TOY & NOVELTY CORP. *2901 Coney Island Avenue*
Brooklyn, N.Y.

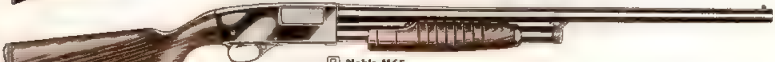


M Beretta Silver Snipe

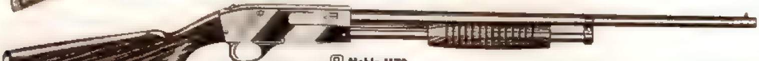
Ventilated rib helps you to aim shotgun faster—gives you the advantage of a narrow sighting plane



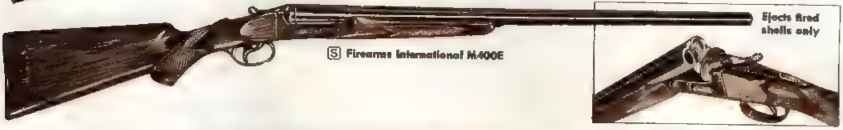
N Beretta Pigeon



P Noble M65

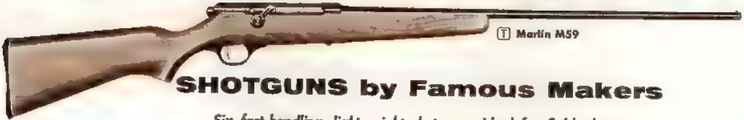


R Noble M70



S Firearms International M400E

Ejects fired shells only



T Marlin M59

SHOTGUNS by Famous Makers

Six fast-handling, lightweight shotguns—ideal for field, skeet or trap shooting. Made by four of the finest gunmakers— Beretta, Firearms International, Marlin and Noble!

M BERETTA SILVER SNIPE Over and Under Shotgun. You'll be delighted with the remarkable balance and swingability the wonderful "feel" of this single trigger, featherweight over and under Truly a classic field gun 12 gauge only. 30" molybdenum steel barrels are bored full and modified choke, lower barrel fires first. Beautifully hand checkered Italian walnut stock and forearm, forearm decorated with inlaid silver snipe. Satin chromium plated receiver. Automatic safety. Wide opening breech for quick reloading. Easy takedown with snap-off forearm. Featherweight . . . only 6½ lbs without rib.

29-5006	**A15075**	12 ga. with ventilated rib.	**$199.75**
29-5014	**A12200**	12 ga. without rib.	**159.75**

N BERETTA PIGEON . . . Slide Action Repeating Shotgun. A deluxe high-speed featherweight pump gun—5 shots in 2 seconds if you wish. Pump stroke on the Beretta is shorter than on any other gun. Quick, safe unloading . . . just press push-button release and shells in magazine empty into your hand. 12 gauge, 30" full choke barrel only. Simple screw cap takedown. Push button safety on trigger guard. 5-shot capacity; plug furnished. Selected Italian walnut stock with full pistol grip and beavertail forearm are handsomely hand checkered in diamond point . . . 24 lines per inch. Inlaid Silver or Gold Pigeon on forearm. Wt. 6½ lbs.

29-5022	**A10575**	Gold Pigeon with vent. rib	**$139.75**
29-5048	**A6750**	Silver Pigeon without rib.	**89.95**

P NOBLE M65 Slide Action Repeating Shotgun . . . a lightning fast pump gun in the field, blind or at the traps! Barrel is proof tested steel. Tubular magazine holds five shots, plus one in chamber Action must be closed before you can pull trigger you've got to pull and release the trigger on every shot (assures greater safety). Push button safety on the trigger guard Improved extraction and automatic side ejection. Newly designed receiver is permanently aligned with barrel. Pistol grip and full shaped extension slide handle are made of select American walnut. Choice of 12 ga. Full Choke or 16 ga. Modified. 48" overall.

29-6392	**A4850**	12 ga. Full choke	**$64.45**
29-6400	**A4850**	16 ga. Modified choke	**64.45**

R NOBLE .410 GAUGE SHOTGUN MODEL 70. Low cost ammo makes this gun great for use on small game at short range, at small bore skeet events or for economical shooting pleasure when you're out on a camping trip. Perfectly balanced. Makes an ideal shotgun for women and youngsters, too, because it's so light to carry and there is no kick from the .410 loads. 26" special alloy steel barrel chambered for 3" shells Also takes 2½" shells Full choke. Completely safe in operation—trigger must be released and pulled for every shot; safety located under thumb. Tubular magazine has 6 shot capacity. American walnut stock with pistol grip and slide handle. 46" long. Wt. 5½ lbs.

29-6004	**A4695**	Noble M70 .410 ga.	**$62.45**

S F.I 400E MATADOR DOUBLE BARREL SHOTGUN . . . a fine, racy double with custom features of guns costing much more. Unbeatable for upland game and wild fowl Each barrel forged in one piece all working parts hand finished for smoother, easier action. Square matted rib. Modified choke in right, full choke in left barrel. Selective single trigger is positioned in trigger guard so you can shoot with gloves on. Selective automatic ejectors kick out one or both fired shells when gun is opened. Automatic safety. Bead front sight. Finest close grain French walnut stock. 12-ga. shotgun is 47" long overall; 16-ga. 45" long

29-6376	**A11550**	12-ga 30" brl. 7½ lbs.	**$154.00**
29-6384	**A11550**	16-ga. 28" brl. 7 lbs.	**154.00**

T MARLIN M59 SINGLE SHOT .410 GA. SHOTGUN. A handy and economical all around bolt action .410 gauge shotgun for rabbit and squirrel hunting, and for farm pests. Also an excellent beginner's gun because of its fool-proof, automatic safety feature provided by modern action design—safety is operated by rotation of breech bolt when loading and cannot be put off to fire position until breech bolt is closed and completely locked Shotgun is chambered for 2½" and 3" .410 shot shells. Has 24" blued steel barrel, bored full choke. Finest quality 1-piece walnut stock is handsomely streamlined. The Marlin M59 is 41" long overall and weighs approximately 5 lbs.

29-6053	**A1495**	Marlin .410 ga.	**.$19.95**

.22 and .25 Cal. Pistols and Revolvers

HI-STANDARD
"Sport-King"

HI-STANDARD
"Dura-Matic"

HI-STANDARD
"Sentinel"

NEW "SPORT-KING"—.22 cal. hammerless automatic pistol in a new, better-than-ever version It still has all the rapid-fire accuracy that has made it famous, but look at what has been added! New match-grade firing mechanism . . new, positive, jam-free ejection . . . new hand-filling grip . . . chrome-vanadium firing pin . . and much more! Magazine holds ten .22 cal. long rifle cartridges. Available in 4½" (38 oz.) or 6¾" (41 oz.) barrels, or 4½" 6¾" combination.

29-6525 W3777 4½" barrel $46.50
29-6533 W3777 6¾" barrel 46.50
29-6541 W4426 4½" 6¾" combination . . . 54.50

HI-STANDARD "DURA-MATIC" .22 caliber hammerless automatic pistol for the shooter who wants a smaller, lighter gun at lower cost. Quickly interchangeable barrels are deeply rifled for extreme accuracy Positive cross-bolt safety, slide lock. Square-notched rear sight. Diamond checkered grips. Magazine holds ten .22 caliber long rifle cartridges. Available in either 4½" (31 oz.) barrel or 6½" (34 oz.) barrel, or with 4½"–6½" interchangeable barrels.

29-6566 W3208 4½" barrel $39.50
29-6574 W3208 6½" barrel 39.50
29-6582 W3818 4½"–6½" combination 47.00

HI-STANDARD "SENTINEL"—.22 caliber revolver A hip-snug 9-shot thoroughbred you'll have fun using for plinking on a camping trip, or in shooting for score on the pistol range Fires .22 short, long or long rifle cartridges . . . high speed or regular. Has single stroke multiple ejection. Rebounding hammer, automatic safety lock. Movable, square notched rear sight High-tensile steel barrel and cylinder, aluminum alloy frame. Blue finish. Balanced for easy, fast handling. 3" barrel (23½ oz.) or 6" barrel (26 oz).

29-6608 W3046 3" barrel. $37.50
29-6616 W3046 6" barrel 37.50

H & R
"Sportsman"

H & R
M922

H & R
"Side Kick"

H & R "SPORTSMAN" M999—.22 caliber revolver You get absolute accuracy, clean trigger pull, super action, and perfect balance with this newly redesigned model . . . more handsome, more accurate than ever before. Fires .22 caliber short, long or long rifle cartridges . . . regular or high speed Capacity: 9 shots. 6" barrel has bull's-eye broach rifling. Single or double action. Top breaking action with automatic ejection. Front sight adjusts for elevation, rear sight for windage Checkered walnut grip. Blue finish. Weight 30 ounces. Makes a handsome gift

29-6665 W4375 Sportsman Revolver $54.50

H & R M922 .22 CALIBER REVOLVER. Here's a fine yet inexpensive 9-shot revolver that's ideal for small game and pests . . . or any use where dependable action is important Chambered for .22 short, long or long rifle cartridges . . . high speed or regular One quick thrust-ejects empty shells. Single or double action. H & R patented safety rim cylinder is positively locked to independent cylinder latch. Crown Lustre blued finish Checkered tenite grips. 6" barrel. Weighs 26 oz.

29-6681 W2550 H&R M922 . . . .$30.95
29-6699 W2550 Bantamweight . . . smaller model of gun above. 2½" barrel. 20 oz. 30.95

NEW .22 CAL. "SIDE KICK" M929. First swingout revolver made by H & R . . now completely redesigned to include features that make it ever safer, more accurate and dependable than ever! New stronger cylinder design has two-point locking. 9-shot cylinder swings out easily, ejects shells, springs right back into place. Holds .22 cal. short, long or long rifle, standard or high velocity ammo. Single or double action. New rear sight adjusts for windage correction New non-glare finish on frame and top of barrel; checkered grips.

29-6707 W3295 6" barrel (31 oz.) . $39.95
29-6715 W3295 4" barrel (28 oz.) . . . 39.95

SAVAGE
M101

BERETTA
"Panther"

THALSON
"Plinker"

SAVAGE M101 .22 CAL. PISTOL. This new single action, single shot pistol will be good fun to have along on hunting or camping trips. Economical and accurate for plinking or target work. Safe for a beginner—hammer must be cocked for each shot. Takes .22 shorts, longs or long rifles—standard or high speed Crisp trigger pull. Integral barrel and cylinder swings out from frame for quick re-loading Manual ejection with spring rod extractor 5½" barrel. Fixed front sight, rear sight adjusts for windage Solid frame, blued finish. High lustre stock. 9" long Wt. 20 oz.

29-5089 W1500 Savage M101 . . . . $19.50

BERETTA "PANTHER"—.25 caliber automatic pistol, made by the ancient Italian firm of Beretta. With its elegant pearl handle, it is an unusually handsome firearm. Tiny—the Beretta is only 4½ inches long, weighs only 12 ounces, yet holds 9 shots in magazine. Equipped with squeezer safety, indicator pin shows when pistol is cocked. A fine pistol for pocket or purse . . . dependable protection for man or woman. Length of barrel 2½ inches. The "Panther" is available in either chrome finish with pearl handle, or blued finish

29-6723 W3400 Chrome & Pearl . $43.50
29-6731 W2495 Blued Finish . [illegible]

THALSON "PLINKER" . . . shoots the popular .22 caliber short cartridge An ideal side-arm for hunting, camping, hiking or fishing provides inexpensive fun through informal shooting matches, plinking, or stalking small game. Lightweight—only 11 ounces. Compact—6 inches overall, 2½ inch barrel length Nicely balanced for steady holding. Precision made in West Germany Frame has gunmetal blue finish, white grips Newly designed front sight. Threaded, "built-in" ejector rod. German Govt. tested and proof marked on frame, cylinder and barrel. Cleaning rod included.

29-5097 W1197 Thalson "Plinker". . . $15.95

JEWEL TONES

EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT
AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED IN PATTERNS SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set Shipping weight 6 lbs Serv[illegible]

45-Piece Set [illegible]

OPEN STOCK ON ALL SETS

[illegible] Clean[illegible]

BEVERLY OPEN STOCK DECORATED

[illegible] PATTERN

Stock No.	Description	Wt Ea	Retail
7400P167	10-in Dinner Plate	[illegible]	$2 50
7401P93	6-in Bread & B[illegible]		1 40
7407P383	4[illegible]	[illegible]	5 75
7411P383	[illegible]	[illegible]	5 75

BEVERLY OPEN STOCK SOLID COLORS

Turquoise pink white or yellow [illegible]

Stock No.	Description	Wt. Ea.	Retail
74001P100	10-in Dinner Plate	8 oz.	$1 50
74131P73	7¼-in Salad Plate	4 oz.	1 10
74011P60	6-in B & B		90
74021P53	Saucer		80
74031P60	[illegible]		90
74041P83	[illegible]		1 25
74151P73	[illegible] Bowl	[illegible]	1 10
74051P53	[illegible]	[illegible]	80
74061P150	Open Vegetable [illegible]	[illegible]	2.25
74141P183	[illegible] Dish		2 75
74071P217	[illegible] Platter	[illegible]	3.25
74111P264	Creamer & Sugar	[illegible]	3 95
70001P80	M[illegible]	[illegible]	1 20

JEWEL TONES . . . of soft [illegible] decorator colors . . . beautiful, economical and break-resistant. Available in solid color sets of turquoise, pink, or rainbow assortment of equal pieces of pink, turquoise yellow and white.

74811RP730	16-pc	Rainbow	**Retail $10 95**
74821TP1663	45-pc	Turquoise	**Retail $24 95**
74821PP1663	45-pc	Pink	**Retail 24 95**
74821RP1663	45-pc	Rainbow	**Retail 24.95**

EXOTIC ROSE . . . [illegible] pink rose and gray pattern. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white, other pieces pink.

7481RP1063	16-pc Set	**Retail $15 95**
7482RP1997	45-pc Set	**Retail 29.95**

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and turquoise flowers. Dinner plates, bread and butter plates and platter decorated. Saucers creamer and sugar bowl white, other pieces yellow.

7481GP1063	16-pc Set	**Retail $15.95**
7482GP1997	45-pc Set	**Retail 29 95**

HAMPTON . . . [illegible] traditional charm in pink and charcoal. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white. Other pieces pink.

7481HP1063	16-pc Set	**Retail $15.95**
7482HP1997	45-pc Set	**Retail 29 95**

BLUE SPRAY . . . carries the charm of summer to the table with turquoise flowers on translucent Melamine. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white, other pieces turquoise.

7481BP1063	16-pc Set	**Retail $15 95**
7482BP1997	45-pc Set	**Retail 29 95**

DECORATED CHILD'S SET

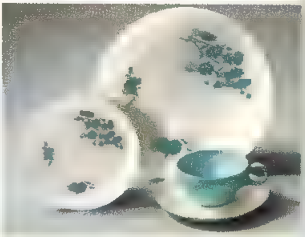
Mug has easy-to-grasp handle, ample capacity. Bowl perfect for soup, cereal or strained foods. Deep rim on plate makes self feeding a joy. **Colors:** Pink or Yellow. Wt 1½ lbs.

7880PP263	Pink 3-pc Set	**Retail $3 95**
7880YP263	Yellow 3-pc Set	**Retail 3 95**

GOLDEN GARLAND

HAMPTON

CHILD'S SET



BLUE SPRAY

GUARANTEED TWO YEARS against cracking, breaking or chipping in normal use.

Florence by PROLON

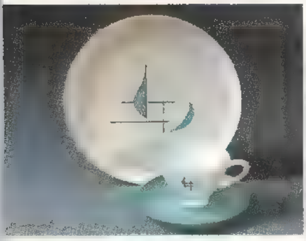
America's Finest Quality
27 Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

[illegible]

ROYAL GARDEN

PRINCESS



REGATTA

DUCHESS

ROYAL GARDEN . . . a cheerful and gay [illegible] rose [illegible] olive green. [illegible] bread & butter plates [illegible] cream and sugar decorated on [illegible] pieces white.

7890GP1330	[illegible]	Retail $19 95
7887GP3330	—45-pc Set	Retail 49 95

PRINCESS . . . enchanting [illegible] leaf pattern on [illegible] center. Dinner plates [illegible] & butter plates [illegible] yellow [illegible] cups [illegible] creamer and [illegible] decorated on translucent [illegible] white saucers [illegible] vegetable serving dish [illegible]

7890PP1330	16-pc Set	Retail $19 95
7887PP3330	—45-pc Set	Retail 49.95

REGATTA . . . refreshing [illegible] sea breeze [illegible] on translucent white [illegible] turquoise.

7890RP1330	[illegible]	Retail $19 95
7887RP3330	[illegible]	Retail 49 95

DUCHESS . . . a rhythmic gold pattern of [illegible] Regal Rose with white [illegible] Dinner plates, bread & butter plates decorated on Regal Rose [illegible] platter [illegible] decorated on white [illegible] white saucers and vegetable serving [illegible] Regal Rose.

7890DP1330	[illegible]	Retail $19 95
7887DP3330	[illegible]	Retail 49 95

JEWEL TONES . . . [illegible] manner [illegible] dramatic [illegible] charm and beauty [illegible] Regal Rose, Turquoise [illegible] White and Primrose Yellow.

16-pc Dinner Set

78901AP997	Rainbow	Retail $14 95

45-pc. Dinner Set

78871TP2663	Turquoise	Retail $39 95
78871RP2663	Regal Rose	Retail 39.95
78871AP2663	Rainbow	Retail 39 95

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc Set [illegible] Set consists of 4 each [illegible] Saucers and Fruit Bowls.

45-pc Set [illegible] Platter, [illegible] and veg [illegible]

OPEN STOCK ON ALL SETS

[illegible] order $10.00 at Retail. Allow 10 days for shipping. Pay [illegible]

OPEN STOCK DECORATED PIECES

Available in 4 patterns: Royal Garden, [illegible] Regatta and [illegible] PATTERN

Stock No	Description	Wt. ea	Retail
7800P217	[illegible]	1	$3.25
7803P123	[illegible]	[illegible]	1 85
7876P123	[illegible]	[illegible]	1.85
7807P417	[illegible]	[illegible]	6 25
7813P397	[illegible] & S[illegible] Set	2	5 95

FLORENCE SOLID COLORS

Available in four solid colors: T[illegible], Bone White, Primrose Yellow and Regal Rose [illegible] COLOR

Stock No	Description	Wt. ea	Retail
78001P150	[illegible]	[illegible]	$2 25
78021P100	[illegible] Plate	[illegible]	1 50
78031P80	6¾ in. Bread & Butter	6 oz.	1.20
78761P90	9-oz. Cup	4 oz.	1.35
78771P73	Saucer	4 oz.	1 10
78061P90	14 oz. Soup Cereal Bowl	4 oz.	1.35
78411P73	8-oz. Fruit Bowl	3 oz.	1.10
78071P280	13 in. Oval Platter	12 oz	3.75
78321P317	14¾ in. Oval Platter	1¼ lb.	4.75
78081P250	Open Vegetable Dish	10 oz.	3.75
78091P300	Divided Vegetable Dish	11 oz.	4.50
78131P330	Cream & Sugar Set	14 oz.	4.95
78181P397	[illegible] Bowl	[illegible]	5 95

JEWEL TONES

$14.95 GOLF CART FREE
WITH EACH THOMPSON SET

JACK THOMPSON MODEL
For Men and Women

WOODS—Persimmon heads fibre face insert. Dark mahogany finish. Bright chrome plated spring steel step down shaft. Driver and spoon.

IRONS—Dual flange mirror finish chrome plated heads Bright chrome plated step down spring steel shafts on top grain Calf Leather grips. No. 3, 5, 7, 9 and putter.

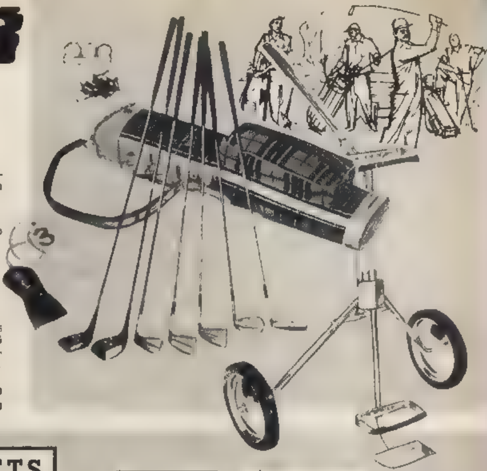
HEAD COVERS—Strong poplin material.

GOLF BALLS—Liquid center vulcanized cover.

TEES—One package

GOLF CART—AUTO. FOLDING: Press handle down, wheels fold. Pull up, wheels open and lock automatically; BIG 10" WHEELS. ADJUSTABLE BAG BRACKETS LUSTER PLATING. PUNCTURE PROOF TIRES. BALL BEARING WHEELS. WIDE BAG PAN.

4781101H4628	MEN'S MODEL. Ship wt. 22 lbs	**$75.00**
4781102H4628	WOMEN'S MODEL. Ship. wt. 22 lbs.	**75.00**



DELUXE GOLF SETS

SAM SNEAD BLUE RIDGE

PATTY BERG DEFENDER

A comprehensive selection of complete golf sets. Meticulous care has been taken to give you exceptionally fine quality, durability and equipment that will increase your golf-playing pleasure.

WILSON SAM SNEAD BLUE RIDGE 8 PIECE MATCHED SET FOR MEN

Complete with woods, irons and bag, backed by the nationally famous Wilson name.

WOODS—Strata-Bloc constructed head Finished in light walnut, fiber face insert. Calfskin grips are made with Reminder Chrome plated True Temper shaft, Driver and spoon

IRONS—Single flange, chrome plated blade with sand blasted face and straight line scoring. Chrome plated True Temper shaft. Calfskin grip. Five irons, numbers 3, 5, 7, 9 and Putter

BAG—Plaid Fabric Oval model with shoe pocket, and ball pocket, Right hand only. Ship. wt. 16 lbs

4780628H5750 Complete set $87.50

WILSON PATTY BERG DEFENDER

As above—8 Pc. matched set for ladies. Right hand only.

4780629H5750 Complete Set .. $87.50

BILL LYLE POWERMATIC DELUXE GOLF SET

Irons have new Powermatic sweep style blades, finished in gleaming chrome. Sandblasted face area for extra ball control. (No's. 2, 4, 5, 7, 9, Putter)

Woods have laminated distortion proof heads finished in deep, cherry finish. True Temper Century step down shafts; Red and black top grain leather grip with "Rib Guide" hand positioning feature to provide consistent club alignment with every shot. (No's. 1, 2, 3)

Bag has large capacity Beautiful red plaid. Full length locker pocket for balls, shoes, and sweater Lifetime molded rubber bottom. Top has three divided sections. Detachable traveling hood. Includes 3 head covers, 3 golf balls, 1 pkg. tees. Ship. wt. 16 lbs. Mailable.

4780601H5500 .... $92.00

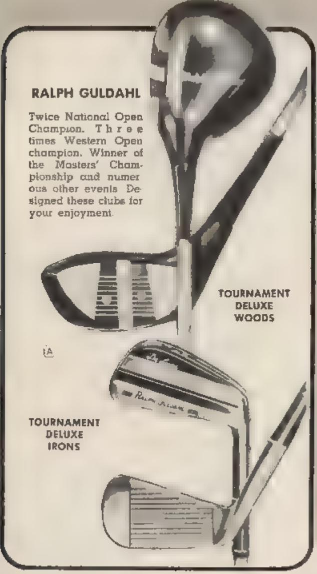
GOLFCRAFT DICK MAYER CORONADO MODEL
Matched Set

WOODS Top quality in balance, design and workmanship. Genuine leather grip. True-Temper Magna-Powered stepped shaft. Selected persimmon head finished in beautiful ebony with a white keystone fibre insert with black stripe. Driver and spoon

IRONS True-Tempered Magna-Powered shaft is super-powered for greater distance. Chromed head is of bright finish and with a sand blasted face for better ball control These irons can be counted on to give you perfect feel, greater distance and accuracy No's. 3, 5, 7, 9, Putter

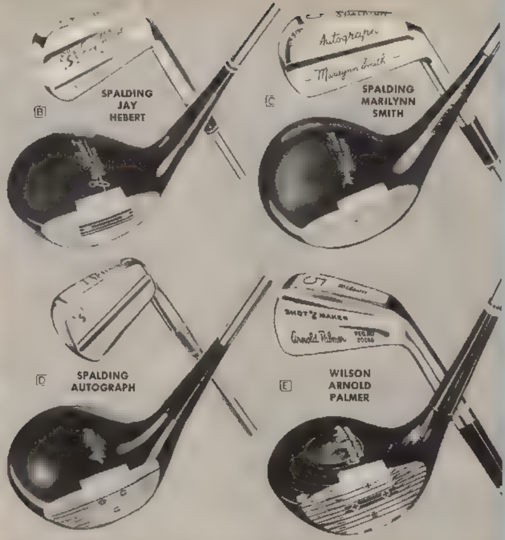
BAG Large oval model. Laminite body with vinyl trim Locker and accessory pocket, ball pocket and detachable hood Plaid color with black trim.
Ship. wt. 16 lbs. Mailable.

4781204H5800 . . .. $99 95



RALPH GULDAHL

Twice National Open Champion. Three times Western Open champion. Winner of the Masters' Championship and numerous other events. Designed these clubs for your enjoyment.



SPALDING and WILSON GOLF CLUBS

(A) RALPH GULDAHL TOURNAMENT DELUXE

WOODS. Designed by Ralph Guldahl with his idea and design in every detail. The grip is of genuine top grade leather incorporating the True-Line feature for easier grip alignment The shafts are new Magna-Power Deluxe chrome stepped, which new design gives greater strength in the tip area to give extra power to the club head. The head is of the finest seasoned persimmon with an attractive new cherry mahogany finish The face insert is black with a white stripe, which marks the sweet spot for better alignment

47B1201H4410 Set of 4. 1 2, 3, 4. Ship. wt 6 lbs Mailable $75 00

47B1202H3308 Set of 3. 1, 2. 3. Ship. wt. 5 lbs. Mailable $56 25

IRONS. Constructed to give the same balance and feel as is found in the woods They use the same True-Line grip which automatically places the hands in position The high chrome finish on the heads makes them rust-proof The heads are of new design to give accurate trajectory to the ball and the sand blasted face prevents slippage Ship. wt. 11 lbs Mailable

47B1203H5800 Matched Set of Eight (2 thru 9) . $100.00

(B) SPALDING JAY HEBERT

"Syncro-Stroke Signature Woods and Irons . Registered Woods Have Spalding Exclusive Hydro-seal Heads.

WOODS. Black stained persimmon heads have straight line face scoring with white fill The face is natural with a keystone shape with white fiber insert with red horizontal bar One-piece "hold-fast" sole plate is anchored to the head Chrome plated "Tru-Form" grips of fine quality black spiral embossed and edge skived leather with red edge Mailable.

47B0501H6534 Set of 4, Men's Right Hand (1-2½-3½-4½) Ship. wt. 7 lbs. $100 00

47B0502H4900 Set of 3, Men's Right Hand (1-2½-3½) Ship. wt. 6 lbs 75.00

IRONS Deep face and a gleaming, nickel permanent nickel-chrome finish. Straight line face scoring and sandblasted face and top line. Chrome plated True Temper "Rocket" shafts are reverse threaded to the head, no pin to work loose in play—ever Spalding "Tru-Form" grips are spiral wound with black embossed and edge skived leather with red edge Mailable. Ship. wt. 11 lbs

47B0503H9300 Set of 8, Men's Right Hand (2 to 9 Incl.) $140.00

(C) SPALDING MARILYNN SMITH

WOODS Budget priced line specially designed for women golfers. Persimmon heads with colorful red wine finish One-piece "hold fast" sole plate Straight line face scoring with white fill. Harmonizing "keystone" shape with fiber insert True Temper "Century" shaft, chrome plated Spalding women's size round grip, spiral wound with black perforated leather Mailable

47B0508H2980 Women's 3 Club Set, Right Hand (1-3-4) Ship. wt. 6 lbs $40.50

47B0509H1984 Women's 2 Club Set, Right Hand (1-3) Ship. wt 4 lbs. 27 00

IRONS. These ladies' Irons are carefully designed and finished Tough steel heads with bright chrome finish. True Temper "Century" shafts ideally suited for women. Threaded assembly Round grip, spiral wound and covered with black perforated leather Mailable.

47B0510H5292 Women's 8 Club Set, Right Hand (#3, 4. 5, 6, 7, 8, 9, putter). Ship. wt. 11 lbs $72.00

47B0511H3307 Women's 5 Club Set, Right Hand (#3, 5, 7, 9, putter) Ship. wt. 8 lbs . . . $45.00

(D) SPALDING AUTOGRAPH

WOODS. Red with wine persimmon heads. Straight line face scoring with white fill. Red wine face with "hold-fast" sole plate Chrome plated True Temper "Century" shaft, Round Grip is spiral wound with black perforated and inside center skived leather Mailable

47B0504H2980 Set of 3, Men's Right Hand (1-3-4) Ship wt. 6 lbs $40 50

47B0505H1984 Set of 2, Men's Right Hand (1-3) Ship. wt 4 lbs $27.00

IRONS. Brightly chrome plated heads of tough steel are highly nick-resistant and represent value plus. Face, beveled top line and back above the flange smartly sandblasted. Straight line face scoring Chrome plated True Temper "Century" shaft with reverse threaded assembly, spiral wound, perforated and inside center skived. Black leather round grip. Mailable.

47B0506H5292 (2 to 9 inclusive) Set of 8, Men's Right Hand. Ship. wt. 11 lbs $72.00

47B0507H3307 (3, 5, 7, 9, putter) Set of 5, Men's Right Hand Ship. wt. 8 lbs $45.00

(E) WILSON ARNOLD PALMER SHOTMAKER

WOODS

Light walnut Strata-Bloc heads with white and scarlet Keystone fiber face insert. Precision balance insured through scientifically constructed butterfly sole plate of burnished metal Chrome plated True Temper Stepdown shaft Turner Reminder grip in superb brown and black calfskin. Each set is matched. Men's Right Hand

47B0613H3675 Set of 3 (1, 2, 3) Ship. wt. 6 lbs. Mailable $49 50

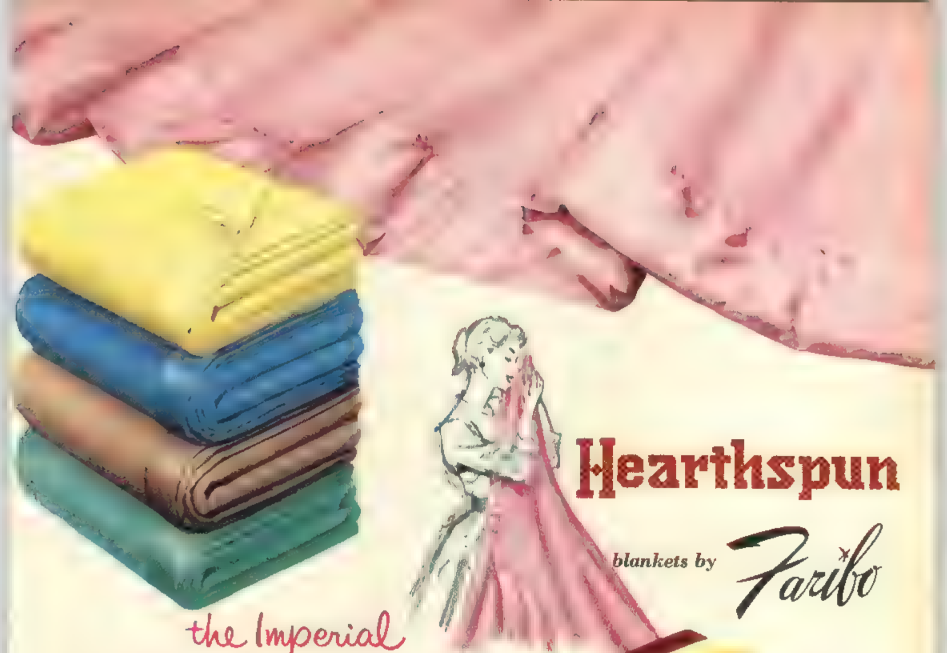
47B0614H2450 Set of 2 (1, 3) Ship. wt. 5 lbs. Mailable 33.00

IRONS

Polished chrome and stamped in black and red. New blade design for perfect weight distribution. Stepdown shaft by True Temper is chrome plated and topped with the exclusive Turner Reminder Grip of brown and black calfskin leather Each set is matched. Men's Right Hand, Standard length only

47B0615H6664 Set of 8 (2 to 9) Ship. wt. 12 lbs. Mailable $92 00

47B0616H4155 Set of 5 (2, 3, 7, 9, and putter) Ship. wt. 10 lbs. Mailable. $57 50



Hearthspun

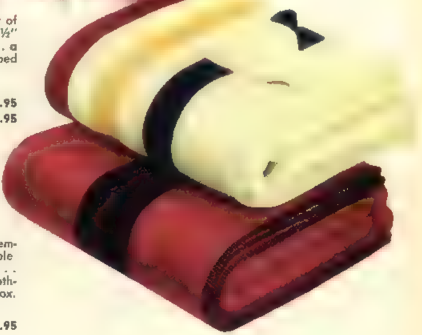
blankets by *Faribo*

the Imperial

100% PURE WOOL—Nothing measures up to the luxury and fine quality of pure wool. Lovely, clear colors . . . lofty brush finish, deep nap, and 7½" Lifetime Nylon binding make this blanket the perfect gift for anyone . . . a pleasure to possess. Lifetime guarantee against moth damage** . . . shipped in closet-type gift box for easy storage.

Specify colors: Pink, Green, Blue, Yellow, Beige, White

1P35X1250—Size 66"x90"	**$17.95**
1P36X1430—Size 80"x90"	**19.95**



Constellation

100% VIRGIN ACRILAN* — Only Faribo's expert craftsmanship and Chem-Strand's miracle ACRILAN make the Constellation so-o-o soft and desirable Luxurious, soft suede finish . . . extremely washable . . . non-allergenic . . stain resistant . . . rich 7½" Lifetime Nylon binding . . . guaranteed moth-proof. Vibrant colors harmonize or blend with any decor. Closet-type gift box.

Specify colors: Pink, Green, Blue, Yellow, Beige, White

1P37X1090—Size 72"x90". Fits twin or double bed.	**$14.95**

the Bayport

50% PURE ORLON*—50% PURE WOOL—Created for modern living . . . "Fluff-loomed" construction combines 50% pure wool for warmth and durability with 50% miracle Orlon for lasting beauty, softness and easy care . . . *toss it in your washing machine* . . . retains its soft finish, vibrant color and proper size. 7½" Lifetime Nylon binding needs no ironing. Permanently moth-proofed** . . . closet-type gift box.

Specify colors: Pink, Green Blue, Yellow, Beige, White

**DuPont's Acrylic Fibre*

1P38X1240—Size 72"x90" Fits twin or double bed.	**$16.95**

the Forty-niner

100% PURE WOOL—Hudson Bay Type. Rugged, close-weave construction with ends whipped in wool yarn provides warmth on coldest nights. Ideal for college dorm, home den, hunting lodge or city bedroom . . . strong, durable and permanently moth-proofed** . . . closet-type gift box for easy storage.

Specify colors: White with Black, Yellow & Red Stripes Red with Black Stripe Camel with Brown Stripe

Fits twin or double bed

1P39X1490—Size 72"x90"	**$22.50**

**DREWCLAD . . . Faribo's exclusive process guarantees against moth damage for the life of your blanket.

Hearthspun

blankets and robes by Faribo

Fantasy

100% PURE WOOL ALL-SEASON LIGHTWEIGHT BLANKET

100% PURE WOOL—The perfect "around the calendar" blanket . . . just right for air-conditioned homes, cool summer nights or as a second blanket during the cold months. Light and lovely to touch . . . its lacy, hand-woven appearance accented by the 5" Lifetime Nylon binding conveys a feeling of luxury . . . guaranteed moth-proof** . . . delivered in useful closet-type gift box.

Specify colors: Pink, Green, Blue, Yellow, Beige, White

Fits twin or double bed.

1P40X960—Size 72"x90"	$12.95

TOTE-A-ROBE Varsity Model

100% PURE WOOL

Gay, warm and rugged enough for any outing . . . picnic, boating, at the beach or stadium. Large, soft, attractively fringed. Leather-like plastic carrying case with built-in foam rubber pad makes a comfortable cushion. Can be used in the home as a lap throw or extra blanket.

Choice of Red, Green, Brown

1P43X1335—Size 54"x72" robe & case	$17.95
1P44X895—Size 54"x72" robe only	12.95

TOTE-A-ROBE Woodland Model (not illustrated) — 100% pure wool robe . . . leather-like Vinyl carrying case. Specify colors: Red, Blue, Brown

1P45X895—Size 50"x60"	$12.95

TOTE-A-ROBE Voyager Model

100% VIRGIN ORLON

This is the robe that washes easily, dries fast, is shrink resistant and naturally moth-proof. DUPONT'S Acrylic fiber is ideally suited to fluff-loom into a striking plaid robe. Fringed . . . gay colors . . . a comfort on the beach, in a car or boat, at sports events and picnics. Comes in leather-like Vinyl carrying case with transparent plastic top. Something for the whole family. The ideal gift. A thrill to give—a thrill to receive.

Specify colors: Red, Blue, Brown

1P41X1045—Size 50"x70" robe & case	$14.95
1P42X795—Size 50"x70" robe only	11.95

Spalding Golf Clubs—Famous for Quality

BOBBY JONES "KRO-FLITE" CLUBS . . . famous Kro-Flite quality at popular prices. Regular driver with extra loft fairway woods for better accuracy and control of shots. One-piece "Hold-Fast" sole plate. Straight line face scoring with white fill. Irons are the finest in their price range . . . chromeplated heads, straight line face scoring and sand-blasted face and top line. True Temper "Meteor" chrome shafts, Spalding "Form Grips" of fine tan perforated leather. Right hand only.

80-0144 B5495 Set of 4 "Kro-Flite" Woods (numbers 1-2½-3½-4½) **$80.00**
80-0151 B4125 Set of 3 "Kro-Flite" Woods (numbers 1-2½-3½) **$60.00**
80-0243 B7675 Set of 8 "Kro-Flite" Irons (numbers 2 through 9) **$110.00**
80-0250 B4795 Set of 5 "Kro-Flite" Irons (numbers 3-5-7-9 and putter) **$68.75**

SPALDING "AUTOGRAPH" CLUBS . . . outstanding value at these low prices! True Temper "Century" shafts give these clubs uniform swing and increased action. The woods have attractive black persimmon heads with white fiber insert and one-piece "Hold-Fast" sole plate. Irons come with chromed steel heads that are more nick-resistant and tough than you'd expect to find in this price range. Sandblasted face, beveled top line and back. Red leather "Form Grips." Right hand.

80-0482 B4050 Set of 4 "Autograph" Woods (numbers 1-2-3-4) **$54.00**
80-0490 B3040 Set of 3 "Autograph" Woods (numbers 1-3-4) **$40.50**
80-0599 B5400 Set of 8 "Autograph" Irons (numbers 2 through 9) **$72.00**
80-0607 B3375 Set of 5 "Autograph" Irons (numbers 3-5-7-9 and putter) **$45.00**

MARILYNN SMITH "AUTOGRAPH" . . . budget-priced Spalding clubs, specially designed for women golfers by a great pro player. Chrome-plated True Temper shafts are streamlined for "whip" action, add extra strength to your game. Woods feature persimmon heads in colorful red wine finish with harmonizing white fiber insert. Irons have tough steel heads in bright chrome finish. Spalding "Form Grips" in blue leather practically force you to use the correct grip. Right hand.

80-0953 B3040 Set of 3 Marilynn Smith Woods (numbers 1-3-4) **$40.50**
80-0961 B2025 Set of 2 Marilynn Smith Woods (numbers 1 and 3) **$27.00**
80-0987 B5400 Set of 8 Marilynn Smith Irons (3 through 9 and putter) **$72.00**
80-0995 B3375 Set of 5 Marilynn Smith Irons (numbers 3-5-7-9 and putter) . . **$45.00**

Adjustable

Dial your shot! One head does your putting, driving, 3, 5, 7 and 9 iron shots

Adjustable

"THE ADJUSTABLE" ALL-IN-ONE CLUB. Dial your shot . . . and play 18 holes with just one club! Includes driver, 3-5-7-9 and putter in one precision-made head. You and your family will get more fun out of golf this easy, thrifty way . . . whether you shoot 70 or have never played before. You'll play better, too—because it's easier to groove your swing to the weight and balance of this all-in-one club. Locks positively—and the compact, balanced power head assures solid hitting power. Miracle metal clubhead of polished golden hue. Won't rust, guaranteed for 5 years. Step-down chromed shaft with cork and rubber Golf Pride grip molded to shaft. Instruction book. Right hand.

80-1357 B1675 "The Adjustable" . . **$24.95**
80-1365 B167 Leather Cover . . . doubles as ball and tee pocket **$2.50**

Stroke Savers

Ⓔ **SPALDING "CASH-IN" PUTTER** . . . favorite in tournament competition play. It cuts your stroke where it counts—on the putting green. Has brightly chromed steel head, rounded sole for smooth stroking. Chromed True Temper shaft, blade with sandblasted face and top line. Curved-type grip is covered in finest red leather. Right hand only.

80-0847 B1240 Cash-in Putter **$13.95**

Ⓕ **SAM SNEAD PITCHING WEDGE** . . . by Wilson. New, streamlined, scientific weight distribution gives surer backspin to the ball for dead stops . . . helps you control flight to the cup accurately, without overshooting the green. Chrome finished blade, sand blasted face and back flange. "Reminder" grip of red calfskin. True Temper shaft. Right hand.

80-0383 B985 Pitching Wedge **$13.75**

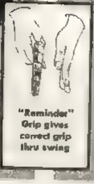
FAIRLA
Bob Goalby
REG. NO. 6346

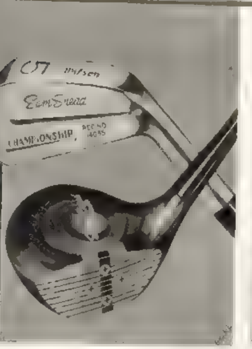
Bob Goalby

BOB GOALBY FAIRLANE CLUBS by Rawlings . . . built and balanced to help you improve your game, get better accuracy on close-up shots, greater distance on drives. They have the uniform contact feel that frees your swing, improves your timing, makes shot control easier. These clubs were designed to move your game right up into the championship class—fast! Matched solid persimmon woods are large-sole-plate, deep-faced models finished with black, red and white inserts. Swing-matched irons with compact blades are scientifically weighted and power finished in bright nickel chrome with spiral leather grips. Right hand only.

80-1217 B4800 Set of 4 Woods (1-2-3-4) **$80.00**
80-1225 B5995 Set of 8 Irons, (numbers 2 through 9) **$100.00**

SIGNATURE
Sam Snead
Wilson


"Reminder" Grip gives correct grip thru swing



Sam Snead
REG NO 22485
BLUE RIDGE
Wilson

Wilson Golf Clubs—Designed by Sam Snead

SAM SNEAD "SIGNATURE" . . . made by Wilson under Sam Snead's supervision. Matched clubs with the uniform contact feel that frees your swing, improves your timing, makes shot control easier. Registered, matched woods have black/white fiber face insert, 1-pc. metal sole plate, patented Strata-Bloc head. Irons have new Gyro-Balanced chromed blades; sand-blasted faces. All with chromed shaft, "Reminder" grip. Right hand. Write for prices for left-hand.

80-0003 B7350 Set of 4 Matched Woods (numbers 1-2-3-4) **$100.00**
80-0011 B5512 3 Woods (1-3-4) . . . **75.00**
80-0029 B11539 Set of 9 Irons (numbers 2 through 9 and putter) . . **155.00**
80-0037 B7727 Set of 6 Irons (numbers 3-5-7-8-9 and putter) **105.00**

SAM SNEAD "CHAMPIONSHIP" by Wilson. Built to the specifications of Sam Snead . . . these are luxury clubs, so advanced in design, you can't help but play a better game! Woods have exclusive Strata-Bloc head, one-piece metal sole plate; black/white fiber face insert. Irons have new power-laden chromed blades, sand-blasted straight line face scoring. Woods and irons with "Speed-Flo" chromed shaft for uniform swing. Black calfskin "Reminder" grip. Right hand only

80-0045 B5782 Set of 4 Matched Woods (numbers 1-2-3-4) . . . **$80.00**
80-0052 B4327 3 Woods (1-2-3) . **60.00**
80-0060 B8688 Set of 9 Matched Irons (numbers 2 through 9 and putter) . . . **123.75**
80-0078 B5792 Set of 6 Irons (numbers 3-5-7-8-9 and putter) . **82.50**

SAM SNEAD "BLUE RIDGE" . . . made by Wilson to meet the rigid requirements of expert Sam Snead. Matched, perfectly balanced, these are clubs with all the deluxe features you'd never expect to find at these low prices.

Woods have black/white fiber face insert, one-piece sole plate, patented Strata-Bloc head. Irons have single-flanged, chrome-plated blades with solid sandblasted face, straight-line scoring. Both woods and irons have True Temper Century shafts, chrome plated and topped with red and black calfskin "Reminder" grips. For right hand only.

80-1407 B2940 Set of 3 Matched Woods (numbers 1-2-3) **$40.50**
80-1423 B1960 2 Woods (1-3) **27.00**
80-1431 B3307 Set of 5 Matched Irons (numbers 3-5-7-9 and putter) **47.50**

Wilson
SHOT MAKER
Arnold Palmer
REG NO 20283

Wilson
Patty Berg
AUTOGRAPH
REG NO 71050

CUP DEFENDER
Patty Berg . . .
Wilson
REG NO 78250

Wilson's Arnold Palmer and Patty Berg Clubs

ARNOLD PALMER "SHOTMAKER" . . . the newest addition to the Wilson line, made under the supervision of champion Arnold Palmer! Woods have white-and-scarlet fiber face insert and scientifically constructed butterfly sole plate of burnished metal that insures precision balance. Irons of highly polished chrome plate have new blade design for perfect weight distribution and crisper, cleaner shots. Both woods and irons have chrome plated True Temper Stepdown shafts, with Turner "Reminder" grips in rich-looking brown and black calfskin leather. Right hand only.

80-1266 B3675 Set of 3 Matched Woods (numbers 1-2-3) **$49.50**
80-1290 B2450 2 Woods (1-3) **33.00**
80-1381 B4165 Set of 5 Matched Irons (numbers 3-5-7-9 and putter) **57.50**

PATTY BERG "AUTOGRAPH" . . . women's clubs, precision made by Wilson under the supervision of champion Patty Berg. Perfectly matched, correctly weighted woods and irons with all deluxe features. So easy to handle, they are bound to help you play a better game. Woods have scientifically placed metal sole plate for perfect balance; scarlet and black fiber face insert. Irons have new chrome-plated Poweramic heads. Both woods and irons have chrome-plated ladies' "Speed-Flo" shaft for unvarying swing. New black-and-red calfskin "Reminder" grip automatically places hands and thumbs for firm, correct grip . . . eliminates guesswork. Right hand only.

80-0110 B4337 3 Woods (1-3-4) **$60.00**
80-0128 B5792 Set of 6 Irons (numbers 3-5-7-8-9 and putter) **82.50**

PATTY BERG "CUP DEFENDER". Champion Patty Berg inspired the design of these clubs . . . built by Wilson with deluxe features you would expect to find only at a higher price.

Women's woods and irons . . . perfectly matched and balanced for easy handling. Chrome-plated True Temper Century shafts have chocolate brown and black calfskin "Reminder" grips to keep your grip firmly in the right position.

Two matched woods have light mahogany finished Strata-Bloc heads with black and white fiber inserts for smooth-hitting surface —a big help in centering ball. Matched irons have sand blasted face, straight line scoring. Right hand only.

80-0169 B1960 2 Woods (1-3) **$27.00**
80-0177 B3338 Set of 5 Irons (numbers 3-5-7-9 and putter) **47.50**

TOTSY
TOPS 'em all!
Set Sales Spinning to New Highs with the Best Selling Most Complete Line of
DOLL CLOTHES & ACCESSORIES
Everything for Every Doll 8" to 36"
Two New DISPLAY RACKS Loaded With SURE FIRE SALES SIZZLERS
Maximum profits from minimum space . . . these displays promote peak self-service impulse sales!
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There's Nothing Like It!
RODEO-GO-ROUND

MOTOR DRIVEN!
No. MGR-H 56
FOR KIDS UP TO 9 YEARS
EXCLUSIVE FEATURES .
- Textured Body . . . feels like horsehair
- Life-like Tail and Mane
- Formed Wood Horses • Realistic Eyes
- Simulated Leather Cushioned Saddles
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WRITE TODAY FOR CATALOG SHEET!
• ORDER FLOOR SAMPLE . . . Stimulate Floor Traffic with Rodeo-Go-Round! • Let us Warehouse for you • Drop Ship Direct to Customer
THE BOYER Line
QUALITY ACTION TOYS
23 Geneva Street - Indian Orchard, Mass.
Hobby Horses, Merry-Go-Rounds, Toy Chests, Desk-Toy Chests, Shoo Flies and Rockin' Strollers

experience in carrying samples on the street "People almost snatch them out of my hands!" he exclaimed happily. The light weight and sturdy construction, he explains, make this a good toy for youngsters just reaching the wheel goods age. Ted is showing the tricycle at his showroom in the Bendix Bldg., Los Angeles.

◆

Ed Ow, advertising director of American Toy Company, Oakland, Calif., recently presented the first copy of their new Toy Directory to Harold Locktov, sales manager. This is the first catalog which American Toy has distributed and contains 377 pages featuring approximately 8,000 items.

Mr. Locktov heads a staff of 12 salesmen who cover the northern and central California territory from Bakersfield to the Oregon border, and he feels that this catalog will be of real service to the dealers in the outlying areas to supplement salesmen's calls. Over 1,000 catalogs have been personally distributed by company representatives to their most active accounts, reports Al Simon, head of the firm.

◆

Remodelling of the new quarters for Johnny's Toy House at 77 West Broadway, Eugene, Ore., was expected to be completed in September, according to an interview with Charles A. Bonnett, owner of the building and principal in the company. The store occupies L-shaped space which also fronts on Olive Street, and Bonnett reveals that he plans to add a second floor later. Johnny's Toy House has been in business for 10 years and is operated by Mrs. Bonnett and Harley L. Newton.

◆

In 1959 there were 12,697 variety chain stores operated in the 50 states by 1,481 companies according to recently published figures, and 800 new outlets were listed to open in 1960. The West has been getting its share of these expansions, and

LOW-COST STORE FIXTURE

Proved By Thousands To Increase:
IMPULSE BUYING
SELF-SERVICE
RELATED ITEM SALES
SELL MORE SELL FASTER SELL EASIER . . . all with the amazingly LOW-PRICED, HIGH-QUALITY, FLEXO-SPACE Self-Service makes it easier for your customers to buy
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FREE ALL NEW 50 PAGE WHOLESALE DISCOUNT CATALOG
Write: ADD SALES CO.
828 YORK STREET
MANITOWOC WISCONSIN

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THE BEST IN CRAFTACTIVITY SETS
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We specialize in unique & original activity sets! —dynamically packaged for fast-moving, year-'round sales!
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- ★ Baby-Doll SWEATER SETS ★ UNDERWEAR SETS
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SIZES 8" TO 36" • PAJAMAS • SWEATER SETS

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YEAR 'ROUND FAST SELLING AND PROFITABLE

LARGE POLY TRUCKS, TRAINS, TRANSPORT, CAR-BOAT-HOUSE TRAILERS,

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SUN RUBBER CO.
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LEADERS in Doll Clothes and Accessories

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Free racks for display purposes. We have what you want when you want it.

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recreates images that have won
the hearts and fancy of children—
young and old—everywhere,
for Hallowe'en.

Here then is spontaneous recognition and acceptance . . . and sales!

And only Collegeville manufactures the best from Warner Bros., King Features Syndicate, E. C. Publications, Harvey Famous Cartoons, Walter Lantz, Johnny Gruelle Co., and M. H. Buell. Available in all sizes, from tots through adults, and cut full in the complete spectrum of brilliant colors

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34" "Dance with me" Bozo

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BOZO

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in foreign countries

The New Bozo family of 12 Dolls and Puppets say "Thank You" to all our dear customers across the nation. Now that Renall Dolls, Inc. has hurdled the heavy back-log on Bozo, it is happy to announce that all orders are now getting immediate delivery.

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The following reprints of popular merchandising features published in *Toys & Novelties* are available at 25¢ each, to cover handling and postage. Special prices on quantities of fifty or more copies of the same reprint.

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- "How to Sell to the Supermarkets"
- "Today's Supermarket—Toy Sales Bonanza"
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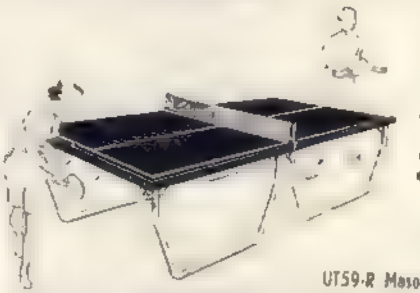

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- Duolex, non-glare green finish on ⅜" plywood
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- White silk screened court lines

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SHEPCO

(A) LITTLE CLOWN. Funny, lovable little clown squeaks when hugged. Enjoys rough play. White felt body, polka dot suit in bright colors. Hand painted vinyl face. He's 21 inches tall, yellow-haired, bright eyed.
22A-773 B265 Wgt. 1¼ lbs.... Retail **$3.98**

(B) KEWPIE DOLL. Famous Rose O'Neill Kewpie baby in a bright red snow suit. Roguish, appealing little face of hand-painted vinyl. Washable rayon plush body stuffed with synthetic featherfoam. Height, 14 in.
22A-1004 B195 Wgt. ½ lb..... Retail **$3.00**

(C) LEARNED DOG. Wearing graduation cap, he shows his learning by fetching sock in his mouth. Sitting, asks to be petted and played with. Made of fine high pile rayon plush, white only. Length 14½", width 12".
22A-1108 B300 Wgt. 2⅔ lbs... Retail **$4.50**

(D) FIRE DOG. Spotted fireman's dog sits waiting for the next fire, wearing his red hat. His red tongue hangs out. Made of fine quality high pile black and white rayon plush. 3 color eyes machine-inserted. Length 14½".
22A-1107 B195 Wgt. 1 lb...... Retail **$3.00**

AUTOGRAPH HOUND

Stretchie's long, long body and long, droopy ears give plenty of room for autographs. Youngsters enjoy "signing up" and Stretchie's owner will have a lasting record of many friends. An amusing trophy for the owner's room and fun to keep as a reminder of old companions.
22A-656 B195 Ship. wgt. 1⅔ lbs... . ... Retail **$3.00**

LYING TIGER

Solemn little tiger looks quite friendly with his yarn ruff and ribbon bow. Lying on bed or chair he's an ornament to any youngster's room and fun to play with. Realistic long and short pile plushes in black and champagne color. Collar and chain. Length 18".
22A-451 B300 Ship. wgt 1⅓ lbs.... . . . Retail **$4.50**

BRIDE DOLL

Exquisite little bride doll will delight any girl's heart. Floor length wedding dress is satin with net and lace over-skirt, fitted bodice, demure long sleeves. Enchanting Mary Stuart cap and full-length veil. Tiny necklace. A doll for girls to cherish, dream over—and show to admiring friends. She's 25 inches tall, made of life-like vinyl plastic. Wears a crinoline petticoat and high heeled shoes. Ship. wgt. 5 lbs.
Retail
22A-789 B595 .... **$8.95**

(A) TOY LUGGAGE. For the wedding trip, or to store clothes safely at home, the well dressed doll needs a wardrobe trunk, made by Neevel. This 20" all metal trunk in smart colors has bottom drawer enameled wire hangers, 2 snap bolts and center lock. Encourages neat putting-away of doll clothes. Wgt 3 lbs. Retail
22A-1068 P565.... **$8.50**
12" trunk, bottom drawer, tie tapes, hanger. Assorted colors. Retail
22A-580 B335 ..... **$4.95**

(B) PYRAMID KIDDY SET. Smart overnight case and traveling bag in bright plaid with plastic binding. Perfect for doll's overnight visits or pretend travel. Snap catches. Fully lined. Wgt. 3 lbs. Retail
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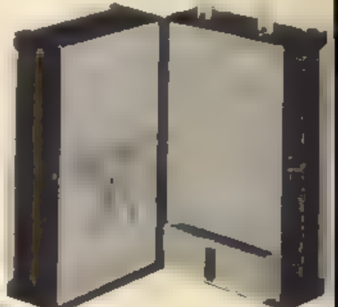
(A)



(B)

QUALITY STUFFED TOYS

IDEAL CUDDLY BEAR

Round eyed, endearing little honey bear, big-eared and irresistible. Asks to be picked up and cuddled. Will win any child's heart. In soft beige plush, height 15 in. Wears his best silky bow tie. Shipping wgt. 1¼ lbs.
22A-681 B195.....Retail **$3.00**

IDEAL CUDDLY KITTEN

Wistful kitten, silky black (for good luck) pleads to be loved. Children can't wait to comfort him. Soft and silky to hold, never scratches. Made of fine black plush with bright ribbon bow. Height 15 inches. Shipping wgt. 1¼ pounds.
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Beguiling flop-eared puppy asks for a good home. Welcomes child with outstretched paws. Snuggles softly into small arms, helps prepare young children for a real puppy later. Height 14" Ship. wgt. 1 lb.
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JOLLY FARMER MONKEY

Dressed up as a farmer, he laughs at the joke, makes children laugh too. Funny and companionable. Amusing ornament for older youngster's rooms. Stands a full 18 inches. White and colored silky plush. Ship. Wgt. 1½ lbs.
22A-684 B330.. Retail **$5.00**

MUSICAL LAMB

"Mary had a little Lamb" the music box sings, and this little lamb turns its head from side to side. He's looking for Mary. Musical or silent, this snowy lamb in a pink bonnet wins children's hearts. 12 inches to the tip of his short tail.
22A-477 B400.....Retail **$5.98**

GREY DONKEY

A very young, roguish-looking donkey with black mane and tail-tip, pink tongue. He's lovable and soft, snuggles cozily into his small owner's arms. Good for lively play, too. He can take it. Length 15½ in. Ship. wgt. ⅗ lb.
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MUSICAL COLLIE

Handsome, pure-bred with soft brown and white plush coat, alert face. Swiss music box plays tunes, cannot be overwound. Guaranteed for five years. Length 22 inches. Ship. wgt. 3¼ lbs.
22A-164 B530 Retail **$7.95**

LASSIE

Big and soft and friendly with a look of being ready to play. Whether they watch the real Lassie on TV or not, children will love this life-like 28 inch collie of curly brown and white plush with name on collar
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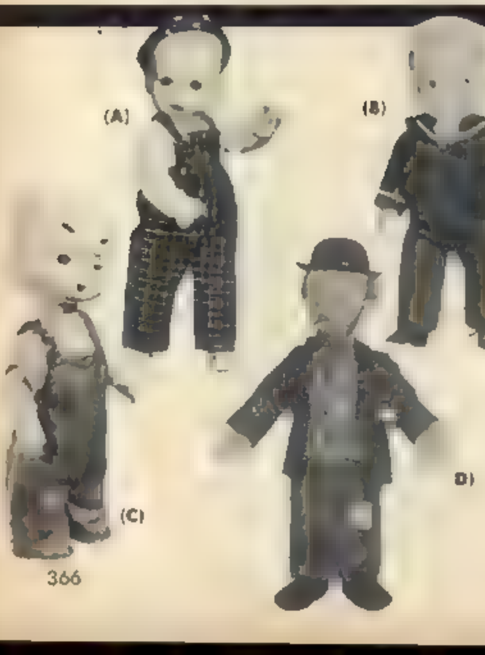

(A) **TOMMY TUCKER.** Sturdy boy doll. Vinyl plastic, movable arms, legs, head and eyes. Hgt. 14".
22A-1046 B395.. Retail **$6.00**

(B) **MICKEY THE SAILOR.** Vinyl plastic. Arms, legs and head move. Removable clothes Hgt. 10½"
22A-728 B200 Retail **$3.00**

(C) **DENNIS THE MENACE.** Sturdy, washable vinyl body. Real "Boy" clothes 14" tall. Wgt 2½ lbs.
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D) **EMMET KELLY DOLL.** Lovable, funny "Willie the Clown." Vinyl hands, face. Rooted hair. 22" tall
22A-147 B460 . Retail **$7.00**

(E) **POOR, PITIFUL PEARL.** 18" vinyl doll, moving eyes. Can sit, stand, kneel or bend 8 hairdoes
22A-446 B665 Ret **$9.98**
22A-911 B395 13" $5.98

(F) **SNOOZY DOLL.** Vinyl face, felt hands, golden curls. Smiles in her sleep Colorfast plush 1¼ lbs
22A-685 B195 Ret. **$3.00**

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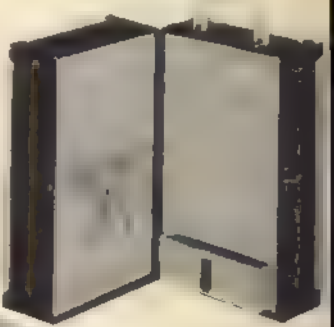

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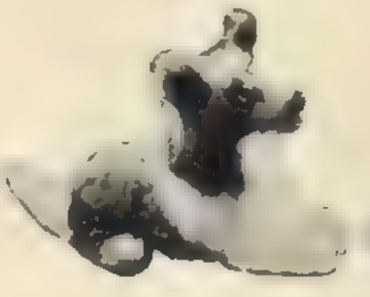

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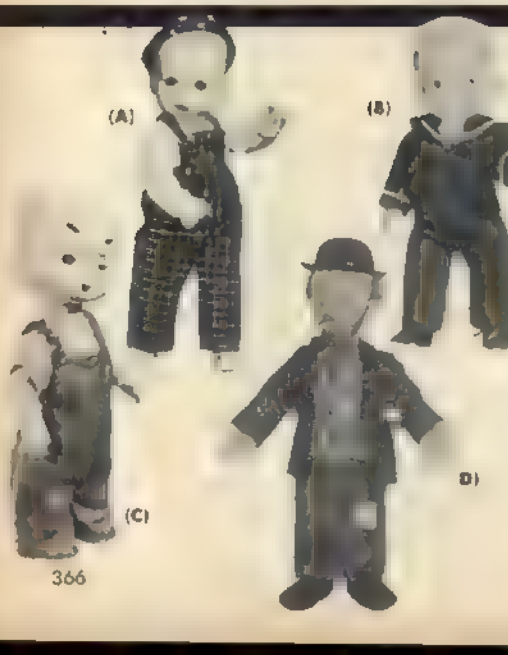

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22A-685 B195 Ret. **$3.00**

Name to remember . . . for craftsmanship & performance— Bristol BOATS

39′ SAILFISH

Length 39′ Beam 12′ 6″ Freeboard 5′
Twin engines to 225 HP each. Cruising speeds to 22 knots.

Bristol fast planing hulls insure safety and comfort through their rough water ability, their rapid response to control, and their soft, dry running qualities. Bristol's full length birch and mahogany plywood planking, coupled with oak and laminated framing is assembled with consistent quality of workmanship and material control.

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Luxury, ruggedness and long range are combined in Bristol to give her owners confident and carefree cruising.

1960 reflects Bristol's progressive design policy by giving new Bristol owners the increased safety of watertight bulkheads.

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42′ MARLIN

Length 42′ Beam 12′ 6″ Freeboard 5′
Twin engines to 225 HP each. Cruising speeds to 22 knots

51′ NEW MARLIN

Length 51′ Beam 15′ 6″ Draft 3′
Cruising speeds to 22 knots.

OUR 55 FOOTER

Length 55′ Beam 16′ 6″ Draft 3′
GMV-8-71 Diesel engines. Cruising speed 20 knots

BRISTOL BOATS a division of allen quimby veneer co., bingham, maine

"FINEST FOR THE FISHERMAN"

Another FIBERGLASS BOAT by Pearson
Triton
SLEEK ★ FAST
COMFORTABLE

Morris Rosenfeld

BOAT SHOW HIT to incredible sales and performance records in its first year . . . this is the success story of the 28 foot Pearson Triton. The perfect combination of design, construction materials and price. Excellent racing record already established . . . qualifies for M.O.R.C. racing.

This sensibly priced family cruising and racing boat of fiberglass construction unites the most desirable marine design with the most practical yacht material yet devised for maximum strength and minimum maintenance. Triton, designed by Carl A. Alberg, comes sloop-rigged or yawl-rigged . . . sleeps 4 to 6 . . . color-styled in two distinctive decorator motifs.

Fiberglass construction protects initial investment, cuts maintenance and annual yard bills. Place your order now for early delivery.

REQUEST descriptive literature or contact a Triton Distributor.

Bosworth Marine
64 Old Orchard St.
Skokie, Illinois

Annapolis Yacht Sales, Inc.
100 Compromise St.
Annapolis, Md.

Northrop & Johnson
366 Madison Ave.
New York 17, N. Y.

West Coast Builder
Aeromarine Plastics Corp.
Sausalito, Ca

PEARSON CORPORATION
Dept. M-1
One Constitution Street, Bristol, R. I.

A COUPLE OF DREAMERS

(Continued from page 95)

south, through the West Indies, the Panama Canal, across the Pacifics and through the South Seas, through the East Indies and across the waters of the Indian Ocean, around Good Hope, up the Atlantics, back to Gloucester. They saw the world as few can see it today, from the deck of a sailing ship.

As ship's doctor, Alice was kept busy attending to the usual run of ills and woes that are apt to crop up aboard a ship on a long voyage. Irving Johnson wrote at the time: "If anyone on board started with any prejudices against lady doctors, Alice's skill and personality combined have long since overcome them." Her big test came when Yankee left the kingdom of Tonga astern. One of the boys, Don Alchin, became paralyzed from the waist down. Alice was confronted with polio. Under full sail and all power, Yankee smashed her way through the seas for Suva in the Fijis where the sick boy was put ashore; he was later to make almost a complete recovery.

Alice and Chris began to discover each other when under the spell of Tahitian skies. Love bloomed as Yankee reeled off the knots across the heaving ocean. When the two-master put into Cape Town Irving and (his wife) Exy Johnson threw a cocktail party for 60 guests. To the amazement of the Yankee crew, it was for Alice and Chris to announce their engagement. A few months later, after the schooner had returned to the States, they were married in Maplewood, New Jersey.

During many a night watch beneath the tropical stars the two had discussed the future. They loved the life at sea, and felt they would like to keep it up after they left Yankee. They decided, too, that they must have an able sailing ship, one as able as Yankee. They had seen her ride out a full Indian Ocean cyclone in the Mozambique Channel. Great running seas, their crests swept away by the screeching winds, had thrown their might at the little windship but she had never lost her stride. Once in a while she would roll her rail down to bury her decks under water until her freeing ports cleared her. She had come through the blow unscathed.

The upkeep and running expense of a vessel such as Yankee is high. Furthermore, a vessel of this type requires a highly competent crew. After much discussion, the two youngsters came up with a plan—they would have a schoolship, not a seagoing training ship, but a real school going to sea. The students would carry on with their studies while aboard

Chris was a crew member and Alice the ship's doctor aboard the topsail schooner Yankee (above), then owned by Captain Irving Johnson, when they met each other.

Name to remember . . . for craftsmanship & performance -

Bristol BOATS

39' SAILFISH Length 39' Beam 12'6" Freeboard 5' Twin engines to 225 HP each. Cruising speeds to 22 knots.

Bristol fast planing hulls insure safety and comfort through their rough water ability, their rapid response to control, and their soft, dry running qualities. Bristol's full length birch and mahogany plywood planking, coupled with oak and laminated framing is assembled with consistent quality of workmanship and material control.

Experienced design gives Bristol owners full space utilization . . . large cockpits, spacious accommodations, and proper gear storage areas are standard with Bristol.

Luxury, ruggedness and long range are combined in Bristol to give her owners confident and carefree cruising.

1960 reflects Bristol's progressive design policy by giving new Bristol owners the increased safety of watertight bulkheads.

WE INVITE YOU TO

WRITE FOR DETAILS

42' MARLIN Length 42' Beam 12'6" Freeboard 5' Twin engines to 225 HP each. Cruising speeds to 22 knots.

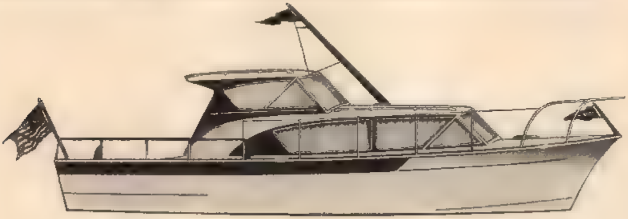
51' NEW MARLIN Length 51' Beam 15'6" Draft 3' Cruising speeds to 22 knots

OUR 55 FOOTER Length 55' Beam 16'6 Draft 3' GMV-8-71 Diesel engines. Cruising speed 20 knots.

BRISTOL BOATS a division of allen quimby veneer co., bingham, maine

"FINEST FOR THE FISHERMAN"

CRUIS ALONG



refreshingly seeworthy

but always seaworthy

Her sweeping, flowing lines catch your eye first. This is modern design! But that's only part of the new "Cruis Along look"... look closer. See the spacious cockpit, beautifully protected by mahogany-capped railings. See the exceptionally wide walk-around decks, the flared clipper bow. And inside, tasteful elegance highlights the extraordinary roominess of the cabin and galley, both luxuriously appointed for living-aboard comforts. But, in addition to see-worthiness, Cruis Along offers that invaluable extra measure of sea-worthiness! Unexcelled construction materials and meticulous craftsmanship result in exceptional stability and lively maneuverability.

Take your El Dorado anywhere with confidence and enjoy the greatest thrills that cruising can offer!

See the Cruis Along line for 1960 at your dealer's or our Manhattan showrooms. Also on display at the New York Boat Show, January 16-24.

CRUIS ALONG

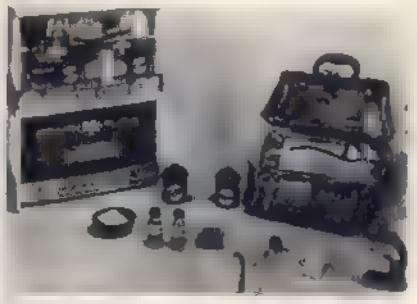
cruise with confidence

CRUIS ALONG BOATS, INC., SOLOMONS MARYLAND, *Sister Ships of Century Runabouts*
General Sales Offices and Showrooms, Department F, 1860 Broadway, New York 23, New York

new toys . . . . . on parade

DOLLY'S HANKSCRAFT FORMULA SET consists of miniature sterilizer, divided dish warmer, bottle-warmer-vaporizer, bottle rack, 6 bottles, etc. $3.00. American Metal Specialties, 200—5 ave., New York, N. Y.

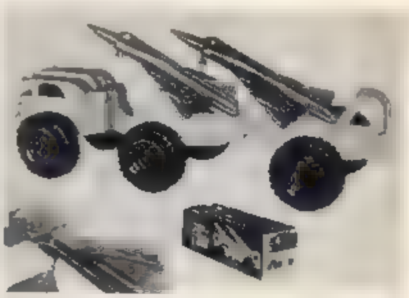
RIDE 'EM POLY FIRE ENGINE has ladder that raises, lowers, extends, swivels; 2 hoses that roll & unroll; siren; steering. Made of Fortiflex, unbreakable. $10.00. Eldon Mfg., 1010 E. 62 st., Los Angeles, Calif.



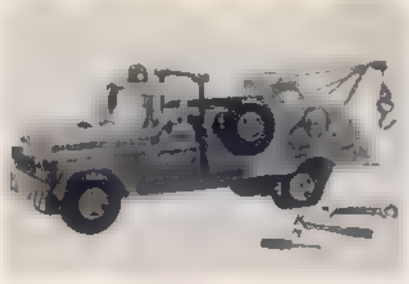
MEDICINE CHEST is fully equipped doctor & nurse kit featuring plastic sliding doors & shelves. Includes microscope, stethoscope, breath meter, lung meter, etc. $2.98, $4.98. Transogram, 200—5 ave., New York, N. Y.

DART-A-MATIC BLOW GUN has clear chamber for 6 darts of assorted colors. Rubber suction cups on tips of darts for easy adhesion. 9½" long, made of polystyrene. $.98. Hubley, 110 Pitney rd., Lancaster, Pa.

DELUXE RACER is a pedal car 4½ long. 1-piece body, enclosed driver's compartment, ball-bearing chain drive, adjustable pedals, 12" wheels, rear-view mirror, horn. Irwin, 200-5 ave., New York, New York.



JET PLANE TRANSPORT TRUCK is complete with detachable cab, 2 trailers, 2 jet planes with retractable landing gear, and airport with landing strip. Multiple Products, 200 Fifth ave., New York, N. Y.



FLAT TIRE WRECKER features tinted windshield, partially open side windows and window vents; wrecker lifts, tows, pushes. With spare tire, 3 plastic tools. Buddy L Toy Div., Moline Pressed Steel, E. Moline, Ill.

CONCERT HALL CHORD ORGAN has 3 chromatic octaves—37 black & white keys, 6 major & 6 minor chords. U.L. & C.S.A. approval, for AC outlet. Matching bench & brass legs available. $70.00. Emenee, 200—5 ave., New York N. Y.

GIVE-A-SHOW PROJECTOR uses flashlight battery, comes with 112 slides of favorite TV characters. Also projects regular 35mm slides, 10" x 6". $5.00. Kenner Products, 912 Sycamore st., Cincinnati, Ohio.

TOW TRUCK with "fix-it" car comes with replacement parts for car repair, tools, working jack, 6 mechanics. Truck 10½", car 8½". $1.98. Plastic Toy & Novelty, 2901 Coney Island ave., Brooklyn, N. Y.

MANDALAY is a new game from an ancient legend. For all ages, for home or travel. Said to develop mental perception and acuity. In black, red, and ivory plastic. $3.98. Fortune Games, P. O. Box 13227, Dallas, Tex.

PUZ-L-GAME contains over 400 wood-like fibre board pieces, is about 21" x 14" when assembled. 4 separate playing areas; players compete to finish their section first. $1.00. Tuco Work Shops, Lockport, New York.

FRISKY features western style saddle, formed-wood body, simulated horsehair, lifelike eyes. 24" to saddle top, 40" long. High tension steel coil springs. $29.95. Arthur J. Boyer, 23 Geneva st., Indian Orchard, Mass.

METAL BODY DOLL CARRIAGE has spring type action gear, hand brake, vinyl hood, sun visor, and other features. Fully upholstered. Wear-Ever, Julius Levinson, 1107 Broadway, New York, New York.

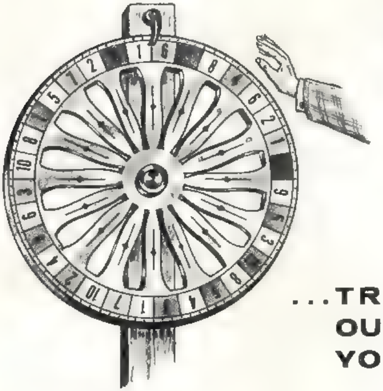
KLICKETY KLOCK is pull toy with clock hands that rotate as toy is pulled. Bell sounds at hour of 12 as hands continue to go around. Klickety Klock sound. $1.49. Sidney A. Tarrson, 518 S. Racine ave., Chicago, Ill.

PICTURE BINGO GAME consists of a durable plastic wheel of chance with multicolored lithographed disc, 6 colorful Walt Disney character bingo cards, markers. $1.00. Lido Toy, 321 Rider ave., New York, N. Y.

SPACE ORB uses new kaleidoscopic principle to produce outer-space faces by turning nose cone. Background color changes by turning tip of cone. Retail value $1.00. Steven Mfg., 5939 St. Louis ave., St. Louis, Mo.

LITTLE GIANT SEVEN LEAGUE stilts are constructed of chrome-plated tubular steel legs, splinter-free ash arms. Legs adjustable for 12 heights, fitted with rubber tips. True Temper, 1623 Euclid ave., Cleveland, Ohio.

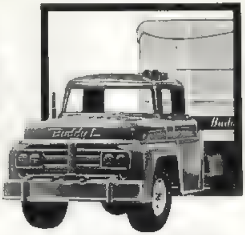
SPINNING YOUR WHEELS?



...TRYING TO FIGURE OUT HOW TO BUDGET YOUR TOY DOLLARS?

RELAX . . . let the man from BUDDY L, the best consumer known name* work out a properly balanced assortment of . . .

. . . STEEL TRUCKS



. . . POLY TRUCKS

. . . GIANT RIDERS

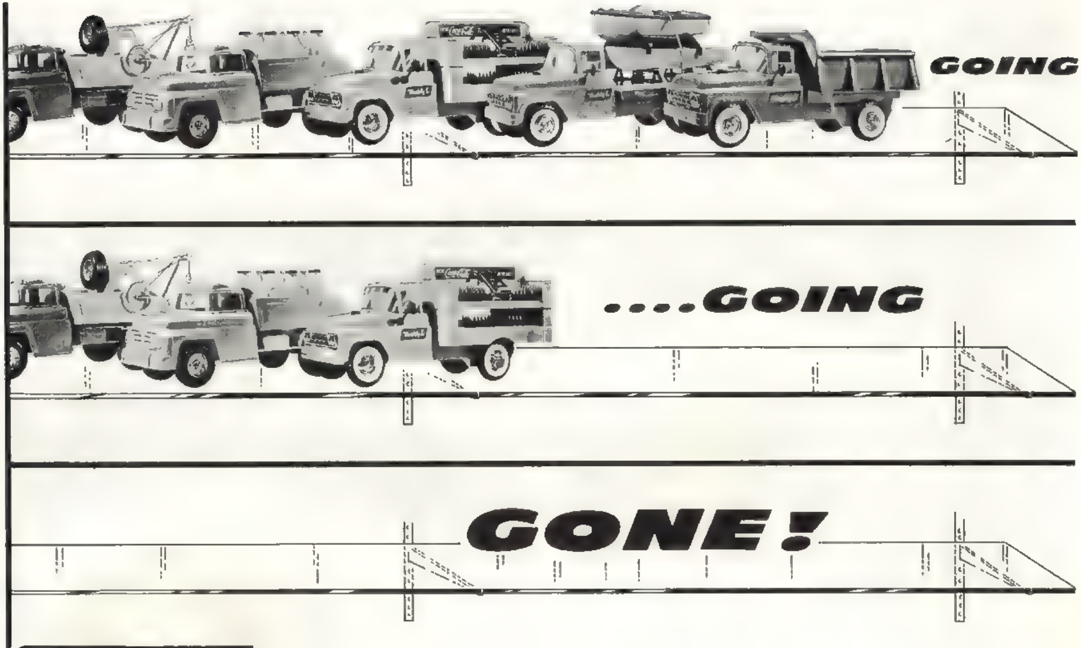
*Again in 1960—more money—over $2 Million will be spent in advertising this trademark Buddy L more money than any other item, toy line or toy manufacturer!

Buddy L

BUDDY L TOY DIVISION

MOLINE PRESSED STEEL CORPORATION EAST MOLINE ILL

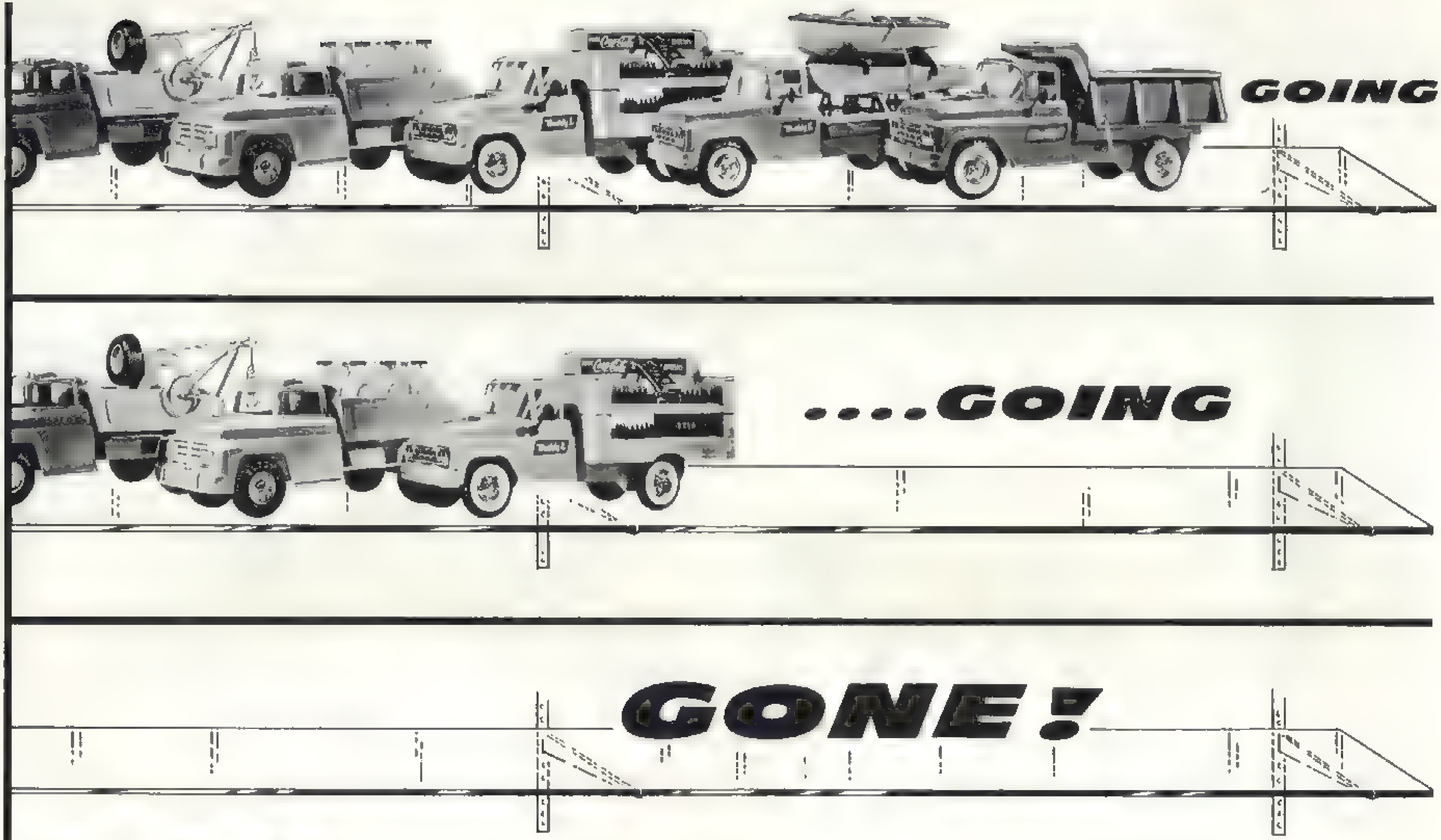
INTERNATIONAL SALES REPRESENTATION HENRY KATZ ORGANIZATION 200 FIFTH AVENUE NEW YORK 10 N Y



Buddy L TOY DIVISION

MOLINE PRESSED STEEL CORPORATION EAST MOLINE ILL

INTERNATIONAL SALES REPRESENTATION HENRY KATZ ORGANIZATION 200 FIFTH AVENUE NEW YORK 10 N Y



Buddy L TOY DIVISION

MOLINE PRESSED STEEL CORPORATION EAST MOLINE ILL

INTERNATIONAL SALES REPRESENTATION HENRY KATZ ORGANIZATION 200 FIFTH AVENUE NEW YORK 10 N Y

SEVEN SEAS Custom 90 in Steel

BURGER-BUILT
in steel and aluminum

Built to the most modern specifications by the most modern construction methods . . . Burger boats offer many years of cruising comfort, lasting beauty and rugged service.

Sturdy all-welded hulls in steel and aluminum have four watertight bulkheads for safety and tanks built integral to save interior living space. The maintenance problems of Burger hulls are minimum and spacious Burger interiors offer custom comfort . . . an attractive choice of interior arrangement on all standard models. Write for further information.

Burger Standard Steel Cruisers, 54', 60', 65', 70', 75', 80' and 90'.

Burger Standard Aluminum Cruisers 63' and 71'.

Burger Auxiliary Sailboats in Steel or Aluminum.

BURGER Standard 65 in Steel

BURGER Standard 80 in Steel

DYNA 58' Aluminum Yawl

Custom 40' Sport Fisherman under construction in all-welded aluminum.

NEW YORK BOAT SHOW SPACE C210-C211

BURGER

BOAT COMPANY INC., MANITOWOC, WISCONSIN

SEVEN SEAS Custom 90 in Steel

BURGER-BUILT
in steel and aluminum

Built to the most modern specifications by the most modern construction methods . . . Burger boats offer many years of cruising comfort, lasting beauty and rugged service.

Sturdy all-welded hulls in steel and aluminum have four watertight bulkheads for safety and tanks built integral to save interior living space. The maintenance problems of Burger hulls are minimum and spacious Burger interiors offer custom comfort . . . an attractive choice of interior arrangement in all standard models. Write for further information.

Burger Standard Steel Cruisers [illegible]
75', 80' and 90'.
Burger Standard Aluminum Cruisers 65' and [illegible]
Burger Auxiliary Sailboats in Steel or Aluminum.

BURGER Standard 65 in Steel

BURGER Standard 80 in Steel

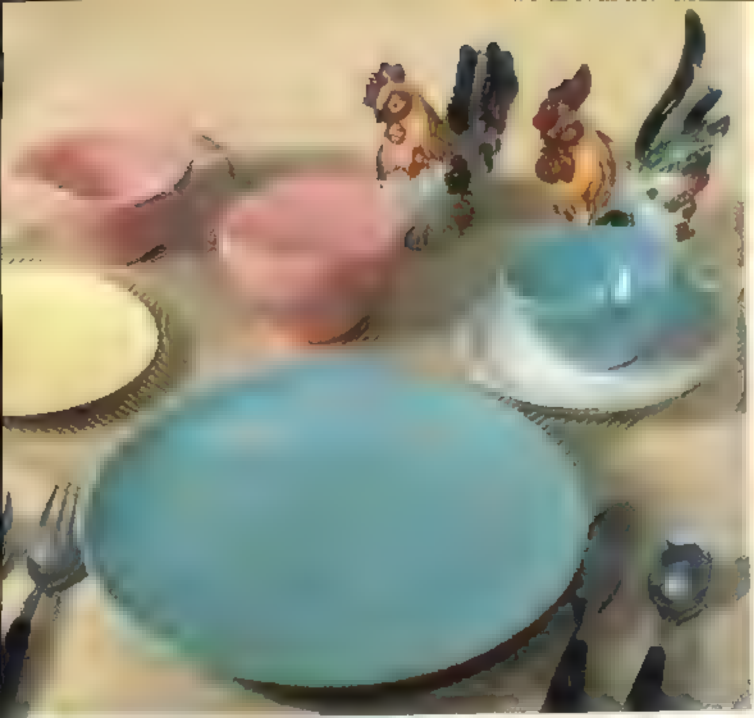
DYNA 58' Aluminum Yawl

Custom 40' Sport Fisherman under construction in all-welded aluminum.

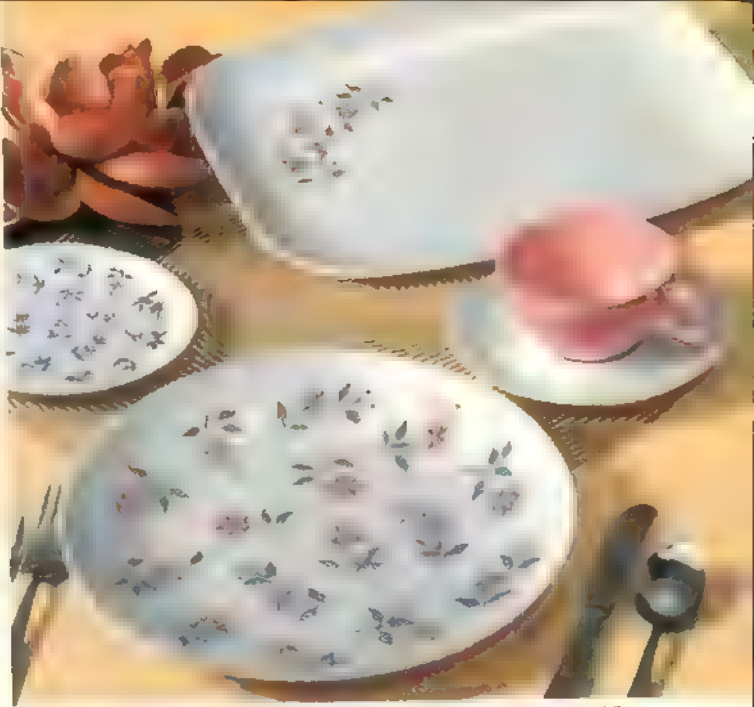
NEW YORK BOAT SHOW SPACE C210-C211

BURGER

BOAT COMPANY INC., MANITOWOC, WISCONSIN



JEWEL TONES



EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT
AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED-IN PATTERNS, SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set [illegible]

45-Piece Set [illegible] Bowl and [illegible] Serving [illegible]

OPEN STOCK ON ALL SETS

[illegible] end of open stock solid color listings

BEVERLY OPEN STOCK DECORATED

Available in choice of four patterns: Exotic Rose, Golde [illegible]

Stock No.	Description	Wt. Ea	Retail
37A-542 F167	10-in. Dinner Plate	[illegible]	$2 50
37A 543 F93	[illegible]	[illegible]	1 40
37A 544 F383	[illegible]		5 75
37A 545 F383	[illegible]	[illegible]	5 75

BEVERLY OPEN STOCK SOLID COLORS

[illegible]

Stock No	Description	Wt Ea	Retail
37A 404 F100	[illegible]		$1 50
37A 405 F73	[illegible]		1 10
37A 406 F60	[illegible]	[illegible]	90
37A 407 F53	[illegible]		80
37A 408 F60	[illegible]	[illegible]	90
37A 409 F83	[illegible]	[illegible]	1 25
37A 540 F73	[illegible]	[illegible]	1 10
37A 410 F53	[illegible]		80
37A 411 F150	[illegible]		2 25
37A 541 F183	[illegible]		2 75
37A 412 F217	[illegible]		3 25
37A 413 F264	[illegible]		3 95
37A 494 F80	[illegible]	1	1 20

JEWEL TONES . . . [illegible] of soft lustrous decorator colors [illegible] beautiful [illegible] break-resistant [illegible]. Available in [illegible] color [illegible] of turquoise, pink or [illegible] equal pieces of pink, [illegible] yellow [illegible] white.

37A-528 P730	16-pc	Rainbow	Retail $10 95
37A-399 P1663	45 pc	Turquoise	Retail $24 95
37A-400 P1663	45-pc	Pink	Retail 24 95
37A-402 P1663	45-pc	Rainbow	Retail 24 95

EXOTIC ROSE [illegible] attractive soft pink rose [illegible] pattern. [illegible] pieces [illegible] and sugar bowl white; other pieces pink.

37A 529 P1063 [illegible]	Retail $18.95
37A 531 P1997 [illegible]	Retail 29 95

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and [illegible] flowers. Dinner plates, bread and butter plates and platter decorated. [illegible] and [illegible] bowl white, other [illegible] yellow.

37A-530 P1063 16-pc Set	Retail $15.95
37A-532 P1997 45-pc Set	Retail 29.95

HAMPTON [illegible] with traditional charm [illegible]. Dinner [illegible] and [illegible] platter decorated. [illegible] white. Other pieces pink.

37A-417 P1063 [illegible]	Retail $15 95
37A-415 P1997 [illegible]	Retail 29.95

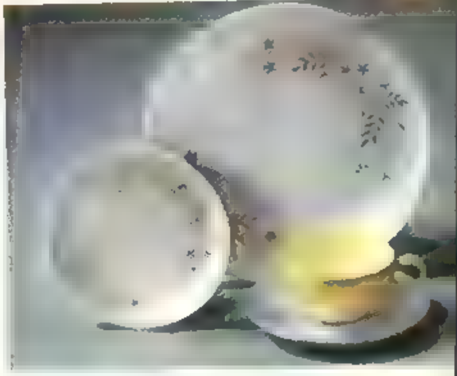
BLUE SPRAY . . . [illegible] the charm of summer to the table with [illegible] flowers on [illegible]. [illegible] and [illegible] bowl white [illegible].

37A-416 P1063 [illegible]	Retail $15 95
37A-414 P1997 [illegible]	Retail 29 95

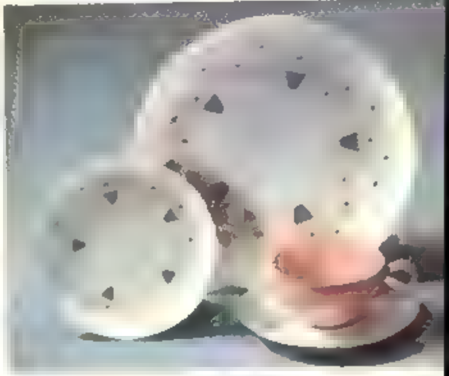
DECORATED CHILD'S SET

Mug has easy-to-grasp handle; ample capacity. Bowl perfect for soup [illegible]. Deep rim [illegible] plate [illegible] self-feeding [illegible]. **Colors:** Pink or Yellow. [illegible]

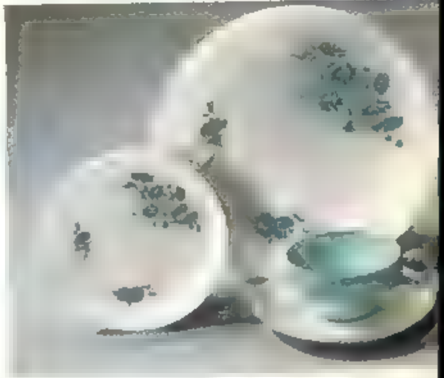
37A-424 B263 Pink 3-pc Set	Retail $3.95
37A-422 B263 Yellow 3-pc Set	Retail 3.95



GOLDEN GARLAND



HAMPTON



BLUE SPRAY

CHILD'S SET

GUARANTEED TWO YEARS against cracking, breaking, or chipping in normal use

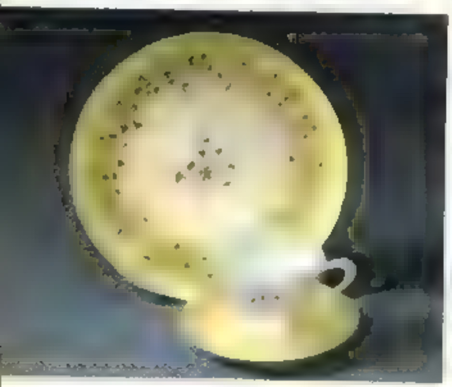
Florence by PROLON

America's Finest Quality 27-Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

beautiful, deep coupe styling with a [illegible] edge [illegible] rich jewel like [illegible] in the [illegible] durability of Melamine and patterns [illegible] that [illegible] any table setting. Florence matches the beauty of fine semi-porcelain yet offers the [illegible] you can get only in Melamine. [illegible] its [illegible] virtually [illegible] Wash it in your dishwasher the hottest water cannot harm it.

ROYAL GARDEN



PRINCESS

REGATTA

DUCHESS

ROYAL GARDEN . . . a cheerful and gay floral of [illegible] blue, yellow and olive green. Dinner plates, cups, bread & butter plates, platter, cream and sugar decorated on translucent white, other pieces white.

37A-534 P1330 16-pc. Set . . **Retail $19.95**
37A-537 P3330 45-pc. Set . . **Retail 49.95**

PRINCESS . . . [illegible] enchanting golden [illegible] pattern on yellow with white center. Dinner plates and bread & butter plates decorated on Primrose yellow, cups, platter, creamer and sugar bowl decorated on translucent white. Bowls white, saucers and vegetable serving dish yellow.

37A-535 P1330 16-pc. Set **Retail $19.95**
37A-538 P3330 45-pc. Set **Retail 49.95**

REGATTA . . . refreshing as a cool sea breeze . . . ultra modern [illegible] design of turquoise on white. Dinner plates, bread & butter plates, cups, platter, creamer and sugar bowl decorated on translucent white. Other pieces turquoise.

37A-386 P1330 [illegible] **Retail $19.95**
37A-486 P3330 45-pc. Set . . **Retail 49.95**

DUCHESS . . . a rhythmic [illegible] pattern of [illegible] elegance on Regal Rose with white center. Dinner plates, bread & butter plates decorated on Regal Rose. Cups, platter, creamer and sugar bowl decorated on white, bowls white, saucers and vegetable serving dish Regal Rose.

37A-536 P1330 16-pc. Set **Retail $19.95**
37A-539 P3330 45-pc. Set **Retail 49.95**

JEWEL TONES . . . casual in manner, dramatic in effect with charm and beauty in jewel like colors of turquoise, rose or rainbow assortment of equal pieces of Regal Rose, Turquoise, Bone White and Primrose Yellow.

16-pc. Dinner Set

37A-430 P997 Rainbow . . **Retail $14.95**

45-pc. Dinner Set

37A-426 P2663 Turquoise **Retail $39.95**
37A-533 P2663 Regal Rose **Retail 39.95**
37A-425 P2663 Rainbow . . **Retail 39.95**

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc. Set [illegible] Set consists of 4 each [illegible] Plates, Cups, [illegible] and [illegible] Bowls.

45-pc. Set [illegible] Set consists of 8 each [illegible] and [illegible] Bowls. 1 each [illegible] Platter, [illegible] and Veg. Serving [illegible]

OPEN STOCK ON ALL SETS

Minimum order $[illegible] at Retail. Allow 10 days for shipping. [illegible] [illegible] Only.

OPEN STOCK DECORATED PIECES

Available in 4 patterns Royal Garden, Princess, Regatta and Duchess. SPECIFY PATTERN

Stock No.	Description	Wt. ea.	Retail
37A-389 F217	[illegible]	[illegible]	$3.25
37A-391 F123	[illegible]	[illegible]	1.85
37A-393 F123	[illegible]	[illegible]	1.85
37A-547 F417	[illegible] Platter	[illegible]	6.25
37A-398 F397	[illegible] Sugar Set	[illegible]	5.95

FLORENCE SOLID COLORS

Available in [illegible] solid colors Turquoise, Bone White, Primrose Yellow and Regal Rose. SPECIFY COLOR

Stock No.	Description	Wt. ea.	Retail
37A-431 F150	[illegible]	[illegible]	$2.25
37A-432 F100	7¼-in. Salad Plate	6 oz.	1.50
37A-433 F80	6¼-in. Bread & Butter	6 oz.	1.20
37A-435 F90	[illegible]	4 [illegible]	1.35
37A-434 F73	[illegible]	4 oz.	1.10
37A-436 F90	[illegible] Bowl	4 oz.	1.35
37A-437 F73	[illegible]	[illegible]	1.10
37A-438 F250	[illegible]	[illegible]	3.75
37A-439 F317	[illegible] Platter	1½ lb.	4.75
37A-440 F250	[illegible] Vegetable [illegible]	10 oz.	3.75
37A-441 F300	Divided Vegetable Dish	1[illegible] oz.	4.50
37A-442 F330	Cream & Sugar Set	14 oz.	4.95
37A-546 F397	[illegible] Salad Serving Bowl	2 [illegible] lb.	5.95

JEWEL TONES

Fine china patterns in Break-Resistant Melamine

BRANCHELL

Modern Melamine with the "look of tomorrow!" Exclusively created by LENOX PLASTICS, INC. . . . *dramatic decorator-inspired dinnerware designed in fashionable contour shaped pieces . . . with an attractive award-winning array of captivating colorful patterns keyed to Contemporary decors! Magnificently executed in the finest quality Melmac®. Economical, practical . . . easy to handle, use, and care for! Guaranteed for one year against chipping, cracking, or breaking under normal household use. Child-proof . . . safe even in your dishwasher—boiling water will never harm its bright colors of lustrous china-like finish! Definitely today's most wanted dinnerware . . . perfectly styled to grace any table—from a breakfast or buffet—to a formal banquet! Stunning gift selections.*

Fully GUARANTEED* for one year!
*Pieces replaced free by Branchell
Postage and handling charge, 25c.

A **"GOLDEN HARVEST."** Inspired beauty and exciting elegance embodied in a pattern of striking simplicity. Attractive accents of gleaming gold and purest white intriguingly illuminated on a soft egg-shell ivory background. Never before such classic luxury! Never before so many decorated pieces

16-Pc. Set. Shpg wt. 5½ lbs.
37A-445 P1330 Retail **$19.95**

45-Pc Set. Shpg wt 16 lbs
37A-446 P3330 Retail **$49.95**

79-Pc. Set. Shpg wt 27 lbs
37A-560 P5330 [illegible] **$79 95**

SAFE IN DISHWASHERS!

OPEN STOCK F O B St Louis

For "Golden Harvest" Pattern Only

Stock No.	Description	Sh wt ea.	Retail
37A-450 F217	Dinner Plate (decorated)	9 oz.	$3.25
37A-451 F183	Salad Plate (decorated)	5 oz	$2 75
37A-448 F123	Saucer (decorated)	3 oz.	$1 85
37A-459 F350	Large Platter (decorated)	12 oz.	$5.25
37A-548 F100	Cup	4 oz.	$1 50
37A-549 F77	Fruit Dish	4 oz.	$1 15
37A-550 F127	Soup Bowl	7 oz.	$1 90
37A-551 F83	Tumbler, large	6 oz.	$1 25
37A-552 F217	Sugar with lid	7 oz	$3.25
37A-553 F150	Creamer	5 oz	$2 25
37A-554 F217	Open Vegetable Bowl	9 oz	$3 25
37A-555F 330	Divided Vegetable Bowl	15 oz	$4 95

SET COMPOSITIONS

GOLDEN HARVEST

16-PC. SET, Service for 4
4 each—10" Dinner Plates (decorated), Saucers (decorated), Cups, Fruit Dishes.

45-PC. SET, Service for 8
8 each—10" Dinner Plates (decorated), 8" Salad Plates (decorated), Saucers (decorated), Cups, Soup Bowls, 1 each—large Platter (decorated), Creamer, Sugar with Lid, Divided Vegetable Bowl.

79-PC. SET, Service for 12
12 each—10" Dinner Plates (decorated), 8" Salad Plates (decorated), Saucers (decorated), Cups, Soup Bowls, Fruit Dishes; 2 each—large Platters (decorated), 1 each—Creamer, Sugar with lid, Divided Vegetable Bowl, Open Vegetable Bowl.

"MOUNTAIN ROSE" & "TWILIGHT STAR"

16-PC. SET, Service for 4
4 each—10" Dinner Plates (decorated), Saucers, Cups, Fruit Dishes

45-PC. SET, Service for 8
8 each—Dinner Plates (decorated), Salad Plates (decorated), Saucers, Cups Soup/Cereal Bowls; 1 each—Sugar with lid, Creamer, Open Vegetable Bowl, Platter.

B **"MOUNTAIN ROSE."** Fascinating flowers uprooted from their lofty beds are gracefully replanted on a field of sparkling white! A spray of picturesque pink roses and fresh green foliage presents an appealing pattern perfect for casual or formal dining. The pink of the roses is engagingly echoed in the saucer and fruit dish. Smartly styled dinnerware in Melmac® to [illegible] you years of beautiful service

16-Pc. Set. Shpg wt 5 lbs
37A-557 P863 Retail **$12.95**

45-Pc. Set. Shpg wt 14½ lbs
37A-556 P1997 Retail **$29 95**

C **"TWILIGHT STAR."** Sparkling [illegible] a star studded sky is captured in this pattern [illegible] simple adornment yet magical beauty! [illegible] white provides a serene se[illegible] ing shower of gleaming golden [illegible] glow of the Bermuda blue fruit dish and saucer is artistically repeated in the center of each bright star. Dramatic [illegible] tined to enhance any dining [illegible] signed in lustrous, break resistant Melamine!

16-Pc. Set. Shpg wt 4½ lbs
37A-559 P863 Retail **$12.95**

45-Pc. Set. Shpg wt 14½ lbs
37A-558 P1997 Retail **$29.95**

Colorful Porcelainized Cast Iron Cookware...

HAND DECORATED IN HOLLAND

EVANS
ROYAL
DRU
OVEN-TO-TABLEWARE

ROYAL DRU-WARE, *the distinctive continental cookware crafted by old-world artisans in Ulft, Holland. You'll discover new flavor in all foods with this porcelainized cast-iron oven-to-table ware. It's durable beauty expressed in Dutch motifs on lovely pastel colors enhances any table setting.* DRU-WARE *is burn-, stain-, and chip-resistant.*

Specify color when ordering!

Ⓐ **6 PIECE STARTER SET.** Consists of the most-wanted items: 1½-qt. covered sauce pan, 9½" open skillet with metal handle, 10" open oval dish, and 2¼-qt covered oval casserole.

16A-817	**B2195**	.. . Retail	**$32.95**

Ⓑ **FRYING PAN.** With wooden handle Ideal heat-saving fryer for meats and chicken

16A-805	**B664**	10¼"	Retail	**$ 9.95**
16A-806	**B730**	11½"	Retail	**10.95**

Covers

16A-807	**B363**	10¼"	.Retail	**$5.45**
16A-808	**B430**	11½"	Retail	**6.45**

Ⓒ **SAUCE PAN WITH COVER.** Hollow handle Matching cover

16A-802	**B664**	1½ qt.	Retail	**$ 9.95**
16A-803	**B730**	2-qt	Retail	**10.95**
16A-804	**B797**	3-qt.	Retail	**11.95**

Ⓓ **COVERED ROUND CASSEROLE.** Ideal covered dish retains heat. Use on stove, in oven, or over open fire.

16A-809	**B664**	1¼-qt.	Retail	**$ 9.95**
16A-810	**B730**	1¾-qt.	Retail	**10.95**
16A-811	**B863**	3-qt.	Retail	**12.95**

Ⓔ **COVERED OVAL BAKER.** Self-basting, perfect for slow cook meats or roasting

16A-814	**B664**	1¼ qt.	Retail	**$ 9.95**
16A-815	**B797**	2¼-qt.	Retail	**11.95**
16A-816	**B930**	3¼-qt.	Retail	**13.95**

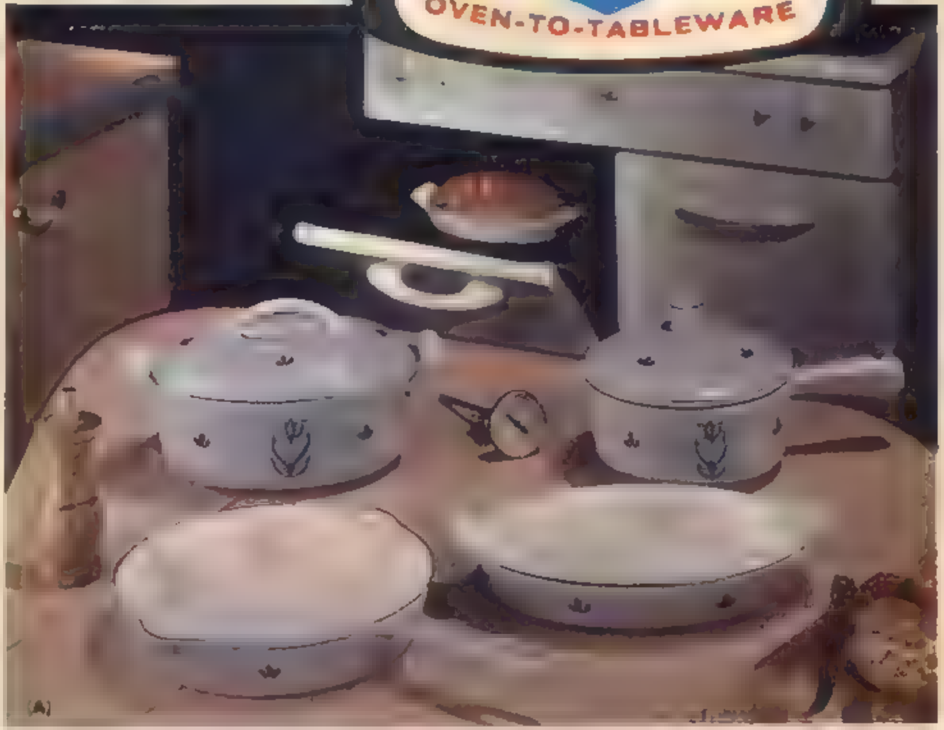
Ⓕ **OPEN OVAL DISH.** For cooking, carving and serving

16A-812	**B463**	10"	. Retail	**$6.95**
16A-813	**B664**	14"	.. Retail	**9.95**

YOUR CHOICE
of 3 gay colors

KEY LARGO GREEN
TULIP YELLOW
DELFT BLUE

IMPORTED BY
EVANS INTERNATIONAL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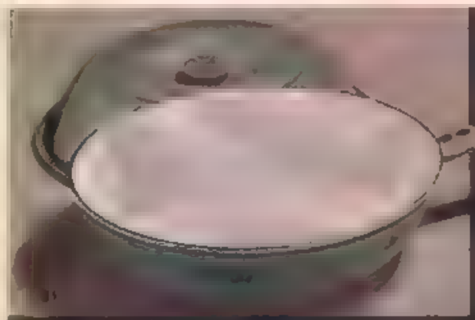
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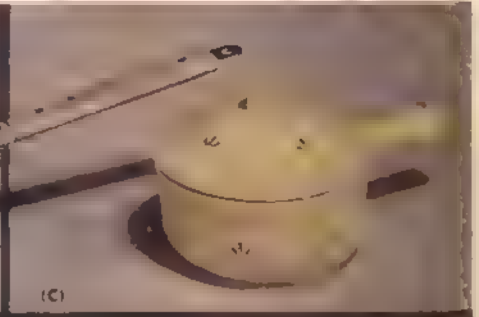
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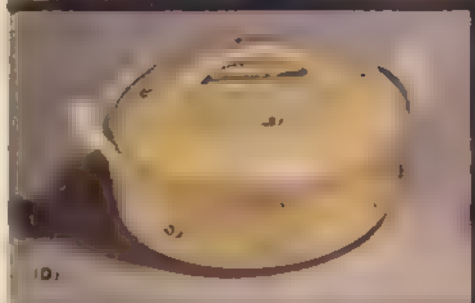
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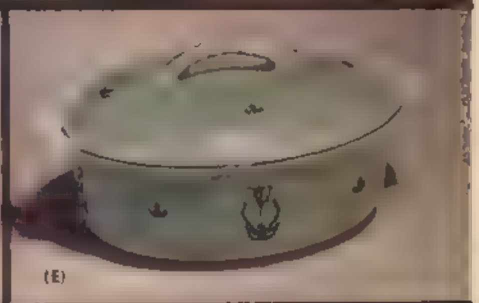
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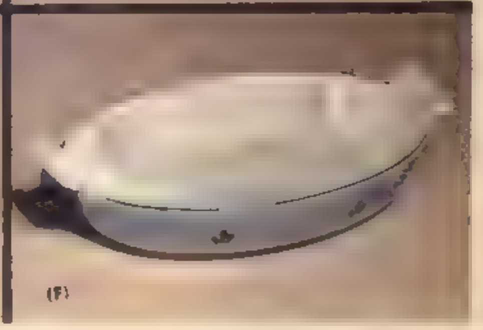
EASY TO CLEAN
COOK TASTY GOURMET MEALS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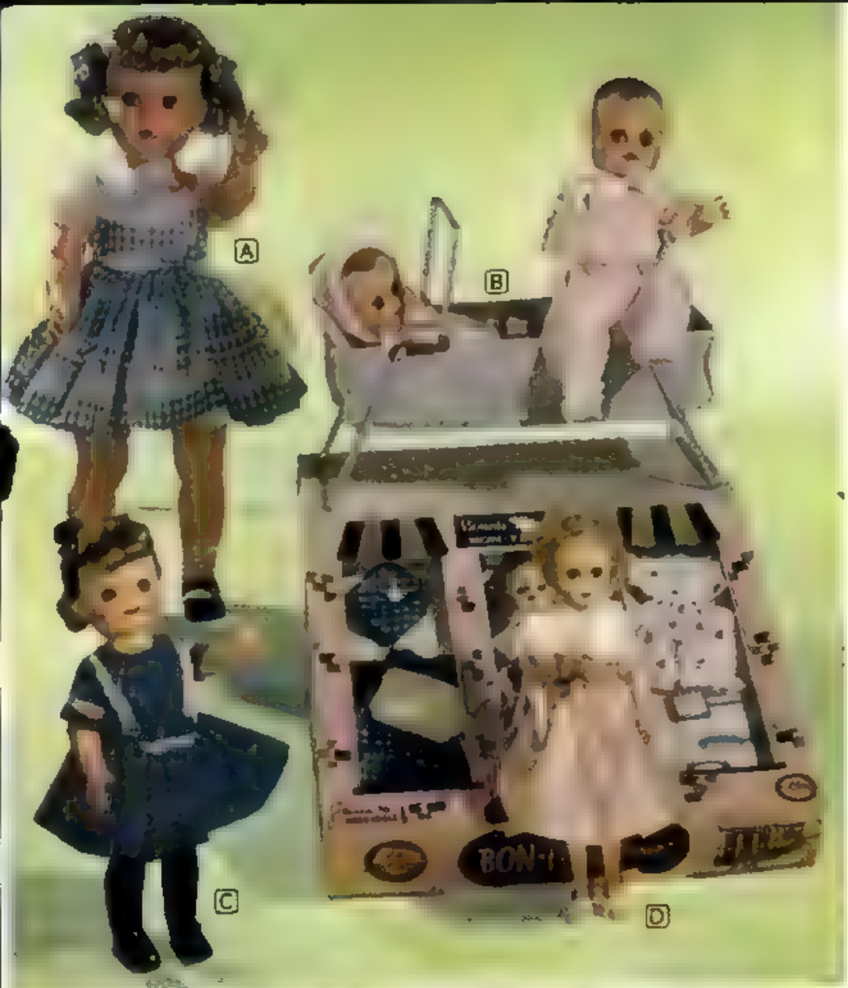
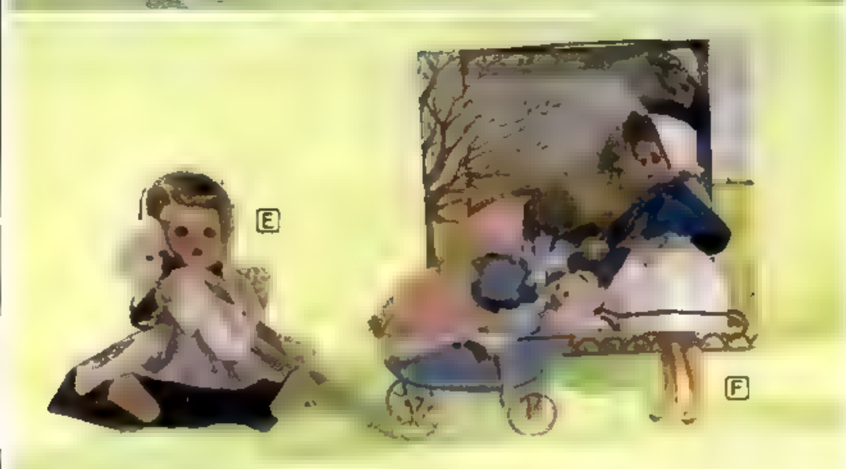
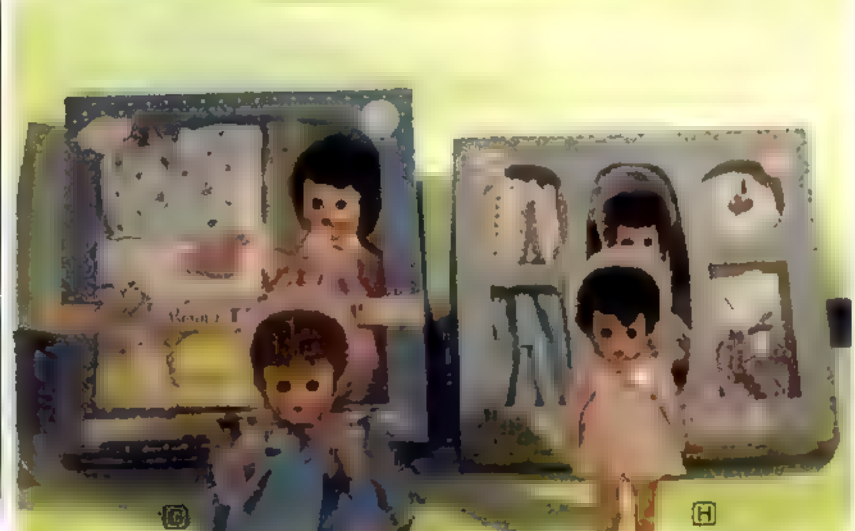






DOLLS TO GLADDEN EVERY LITTLE MOTHER'S HEART

(A) MARY JANE 30" TODDLER—Mary Jane is the sweetest little girl of toddler age, lovely to hold and behold from her adorable freckled face to the toes of her black patent shoes and socks. She poses gracefully dressed in gingham checked cotton school dress with lace and ric rac trim, organdy collar and sleeves, organdy sash and bow. She wears matching gingham bows in her double pony tails. Lace trimmed cotton half slip and panties complete her attractive costume. Delicately molded vinyl body has moving arms, legs and head, mischievous flirting eyes. Soft, flexible vinyl head has rooted blond saran hair that can be washed, combed and set. Perfectly proportioned 30" Mary Jane stands erect naturally. By EFFANBEE.
10-2096-1390 6½ lbs.......................Retail **$20.00**

(B) DRINK AND WET 16" BONNIE WITH CAR BED—Just put Bonnie in her car bed. She'll drink from her bottle, wet, then she'll relax while you take her for a spin. 16" Bonnie is neatly dressed in a pram suit with bottle in hand. She's soft and cuddly, with jointed arms and legs, moving eyes, molded head. Metal-frame folding car bed with colorful plastic body and pillow becomes an outdoor carry-all or an indoor sleeper.
10-2090-397 Bonnie with car-bed. 4 lbs......Retail **$6.00**
10-2091-280 Bonnie Doll only. 3 lbs.........Retail **$4.00**

(C) PATSY ANN 15" TODDLER—Meet pert Patsy Ann, a 15" glamorous lass from Scotland's highlands, dressed in a cotton scotch plaid dress with lace trimmed dickie. She has a matching plaid ribbon bow in her hair, lace trimmed cotton half slip, helenca tights and black patent shoes. Slim vinyl figure with fully jointed arms, legs and head with moving eyes. Naturally rooted saran hair on flexible vinyl head can be washed, combed and waved. Patsy Ann will captivate every girl's heart—and parent's too. By EFFANBEE.
10-2098-690 2½ lbs.........................Retail **$10.00**

(D) 15" BONNIE MISS SHOPPE WITH OUTFIT—This well dressed teenager in her frothy party dress, stylish stole, sheer hosiery, high heel shoes and sparkling earrings comes in her own show window box with fashionable new coat, muff and matching beret, extra dress, plus brush, comb and mirror for grooming her naturally rooted hair. Beautifully proportioned all vinyl body. Flirting eyes move realistically.
10-2092-330 3 lbs..........................Retail **$5.00**

(E) "PRECIOUS" DRINK AND WET 18" TODDLER WITH PLUSH BEAR—"Precious" looks so demure and pretty as she holds her own cuddly plush teddy bear. She's fully dressed in a scotch plaid dress with white organdy and lace trimmed pinafore and cap. Lace trimmed taffetta slip and panties, long black stockings and black patent slippers with plaid bow complete her outfit. One hand holds her plastic bottle so she can drink and wet. Her other hand with crossed fingers sports a hospital identification bracelet. Her head turns, her arms and legs move. Long-lashed baby-sweet eyes move, too. Soft all vinyl body with rooted saran hair that can be combed, washed and set. By EFFANBEE.
10-2097-970 3½ lbs........................Retail **$14.00**

(F) BONNIE BYE-BYE 15" NURSE WITH BABY IN CARRIAGE—All for only $3.97! This pert young nurse is in constant attendance of her drink-and-wet baby as they go strolling in their display box "park". 15" nurse sparkles in her white uniform, blue cape, nurses cap, stockings and high heel shoes. She has rooted hair, moving eyes and slim vinyl body. 8" vinyl baby in bunting rests in plastic carriage with rolling wheels, pillow and cover.
10-2095-397 4 lbs..........................Retail **$7.95**

(G) 14" BONNIE TEARDROP—She cries real tears, drinks and wets, holds her own bottle. Lovable Bonnie is all vinyl with rooted hair, jointed arms and legs, moving eyes. She's dressed in flocked nylon dress with bonnet. Her layette includes: bottle, bed jacket, diaper, sponge, wash cloth, soap, powder puffs and toy.
10-2094-330 2½ lbs........................Retail **$5.00**

(H) 10½" BABY BONNIE WARDROBE—A terrific value at $1.97! This 10½" lovable toddler is completely outfitted from head to toe. She's all vinyl with rooted hair and moving eyes. Her wardrobe includes a beautiful dress, 2-piece pajamas, shoes, socks, apron and bouclé bonnet.
10-2093-197 1 lb...........................Retail **$3.95**

A34
Management
B34
TACTICS-II
E34
Li'l Stinker
C34
OLD MAID
D34
OLD MAID
HOT POTATO
H34
HOT POTATO
G34
F34

A34 GETTYSBURG—CIVIL WAR GAME

Re-fight famous battle of the Civil War with a different result every time! You command the units which fought in the real battle! A game of skill and strategy by Avalon-Hill for 2 or more players 12 yrs. and up. $4.95
DISPATCHER RAILROAD GAME $4.95

B34 MANAGEMENT-BIG BUSINESS GAME

Exciting game for 2-4 players based on the world of big business. A challenge for adults and teen agers. Be a corporation president, and make decisions, buy, sell, build factories and drive your competitors into bankruptcy. By Avalon-Hill $4.95
VERDICT, LEGAL GAME $3.95

C34 TACTICS II—WAR GAME

Exciting, all-skill war game by Avalon-Hill lets you conduct a full scale military campaign, command a modern army group, paratroopers, infantry. Educational and challenging game for 2 or more players 12 yrs. and up. $4.95
U BOAT—REALISTIC NAVAL GAME $4.95

D34 GIANT WHEEL OLD MAID GAME

Brand new version of grand old game! Players 4 to 10 spin the wheel of luck and fun. Remco's set has 48"x22" board, king size wheel, 2 boxes of plastic markers. $3.98
GIANT WHEEL HOT ROD RACE $3.98
MISSISSIPPI SPEED BOAT RACE $3.98

E34 LI'L STINKER—REAL FUN GAME

4 to 8 yr. olds love this easy-to-play card game—played like Old Maid. Li'l skunk and all his wild and barnyard animal friends pictured on domino-type plastic tiles. By Highlander $1.98
SKUNK. Dice Game for whole family $1.98

F34 ZOO SET—3 WACKY NEW ANIMALS

Grickily the Gractus, Busby the tasselated afghan spaniel yak and Roscoe, the many footed lion. zany new Dr. Seuss# animals by Revell, for 3 to 6 yr. olds. Parts fit together easily, stay put with brand new magic snap-fit, interchangeable with all other Dr. Seuss# animals. Set of 3 $4.98
TINGO, GOWDY, NORVAL, ROSCOE, GRICKILY, BUSBY, GAME OF YERTLE each $1.98

#© Dr. Seuss

G34 FAST MOVING HOT POTATO GAME

Who's got the hot potato? Pass it on fast, to be the winner! Fun-filled, exciting new game by Remco for youngsters 4 to 10. Comes with pots, covers, potatoes, deck of 32 cards and a wind up timer with pendulum $2.98
FLAP JACK GAME $2.98
KICK THE CAN GAME $2.98

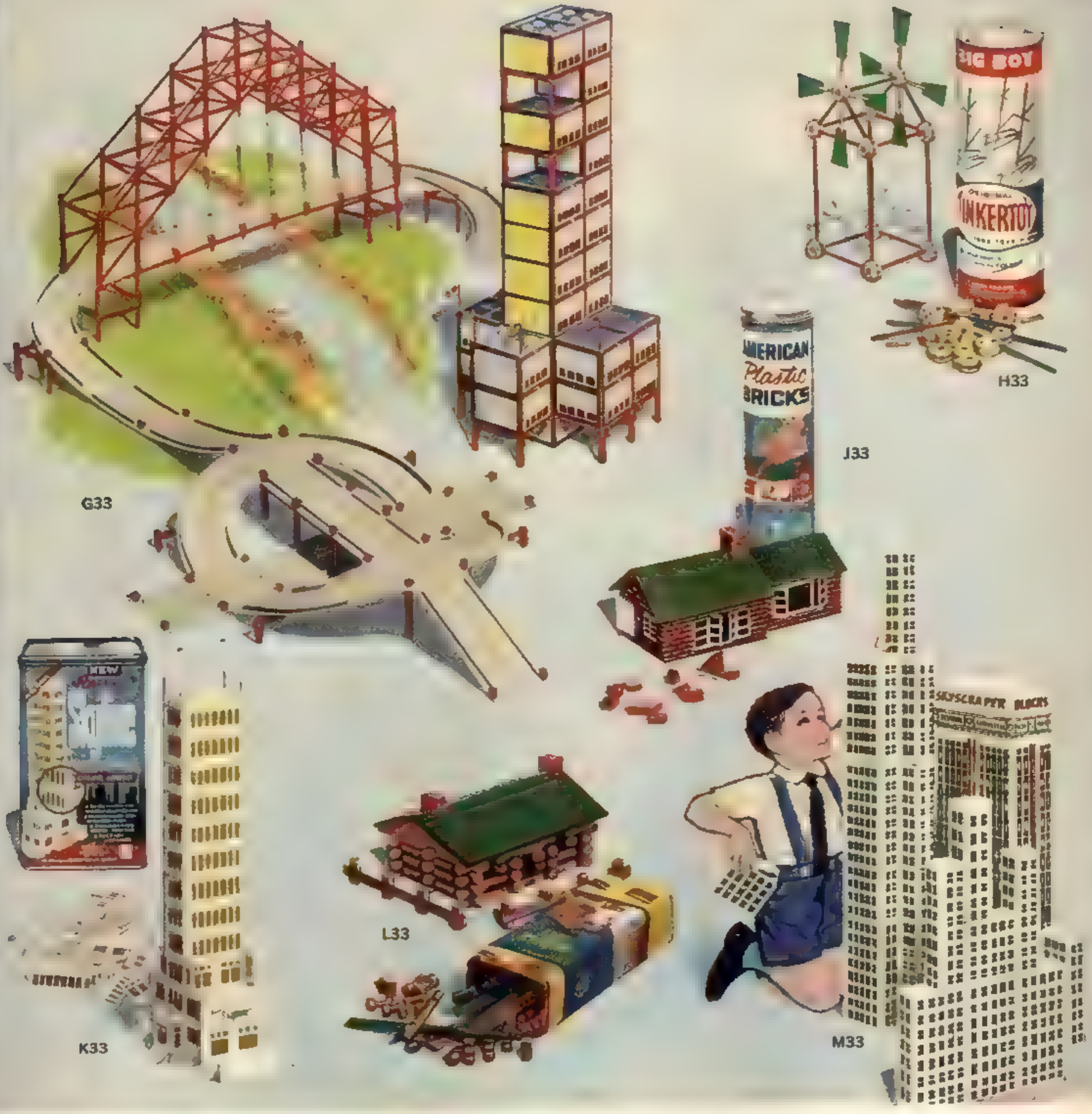
H34 BOWLING—ALL FUN, NO WORK

Empire's automatic Pin Setter has ten 9½" unbreakable poly pins mounted in sturdy plastic and aluminum frame. Re-sets bowling pins in a jiffy and you're ready for another good score! Two 3½" bowling balls, instructions. Sport for the whole family. $7.98

J34 BIG, BIG, CHECKERS

This favorite is more fun than ever with giant checkers and playing board. Interlocking, poly checkers are 3" in diameter, board is patent coated vinyl. By Tucket Toy $1.98
COMB. DOMINO & CHECKER GIFT BOX $3.98

Use Our Lay-Away Plan



G33 BE A CONSTRUCTION ENGINEER

Build modern roads, buildings, bridges, and turnpikes just as they are really constructed! Easy to make with a few high-strength plastic basic parts that snap and lock together—fascinating for all ages. On masonite foundation that can be moved anywhere. Can be used with "O" and "HO" gauge trains and tracks. Kenner's set. . . . $9.98

GIRDER & PANEL SETS	$2.49, $3.98, $5.98
BRIDGE & TURNPIKE SETS	$2.98, $4.98, $7.98
MOTORIZED BUILDING SET	$12.98
DELUXE MOTORIZED BUILDING SET	$19.98

H33 365-PC. BIG BOY TINKERTOY

The world's most popular all-wood building toy, with safe, non-toxic colored rods. 4 to 10 yr olds follow the simple instructions to build over 1000 action toys. By Toy Tinkers $4.98

PREP TINKERTOY—78 pcs.	98¢
MAJOR TINKERTOY—149 pcs.	$1.98
GRAD TINKERTOY—215 pcs.	$2.98

J33 BUILD A BRICK HOUSE

Build a modern red brick house with doors and windows that open and close—picture windows jalousies, and sliding garage doors! Bricks of break-resistant plastic with peg-sockets that keep construction together. Easy instruction book tells you how. By Halsam for 4 to 8 yrs

115 Pc. Set .	$1.98	290 Pc. Set	$4.98
208 Pc. Set	$3.49	459 Pc Set . . .	$7.49

K33 AMERICAN SKYLINE IN COLOR

It's easy to create an ultra-modern city with Halsam's Skyline Set. With three basic interlocking parts, plus floors and colorful windows you can build models that are solid and can be moved. 510 pieces simple instruction book for ages 4 to 8. . . . . $3.98

800 Pc. SKYLINE SET	$5.98
245 Pc. SKYLINE SET	$1.98

L33 LINCOLN LOGS BUILD CABINS

Everyone's favorite—Lincoln Logs! Build hundreds of authentic models of forts, cabins and other buildings, with round logs, gables, roof pieces, and chimneys of stained, waxed, selected wood. Interesting design book for 4 to 8 yrs.

53 Pc. Set . . .	98¢	129 Pc. Set. . .	$2.98
91 Pc. Set .	$1.98	178 Pc. Set .	$4.98

M33 SKY-HIGH SKYSCRAPER BLOCKS

Build a whole city block, a store, or a skyscraper 5 feet tall! Rugged set of 20 fiberboard blocks in three different shapes—packed in a giant chest also printed with rows of windows and doors By Toymaster for builders 2 to 6 . . . . $6.98

CHOO CHOO NESTING BLOCKS	$3.98

LOOK FOR THE LARK

Use Our Lay-Away Plan

Prices shown are Manufacturers List Prices. See us for today's prices

Fire your youngsters' imagination, encourage their interest in the world of science, give them a fun-filled education. Chemistry lab sets by Gilbert and Skilcraft help unlock the exciting magic world of science, develop talents that may lead to future scientists. Hundreds of fascinating experiments including plastics, chemical magic, atomic energy and outer space chemistry All sets with manuals explaining exciting experiments any boy or girl can do. Basic chemicals and authentic equipment in sturdy steel cabinets. All sets are fully safety-tested and mailable.

A

Safety Tested CHEMISTRY SETS by GILBERT and SKILCRAFT

B

C

(A) GILBERT EXPERIMENT CHEMISTRY LAB with Atomic Energy Spinthariscope and Molecular Model Building Kit — Giant 6-compartment chest is crammed with equipment for experiments in chromatography (analyzing chemicals by color), hydroponics, crime detection, plastics, glass blowing, mineralogy, many more. Includes 2 metal test tube racks, precision balance for accurate weighing, ring stand, beaker, graduated cylinder, alcohol lamp, gas generating bottle, atomic energy Spinthariscope. Molecular model building kit includes colored spheres for putting together models of chemical compounds. Steel chest (19"x13¾"x3¼") opens to over 4 ft. 2 manuals.
10-1092-1999 16 lbs..Ret. **$29.98**

(B) SKILCRAFT "STUDENT" CHEMISTRY LAB — A beginner's chemistry set loaded with "safe" chemicals and laboratory equipment for hundreds of exciting experiments in the magic world of science. 2-panel steel chest opens to 22 x 13½". With test tube rack, genuine Pyrex test tubes and science library of instructions.
10-1095-390 ....Retail **$6.00**

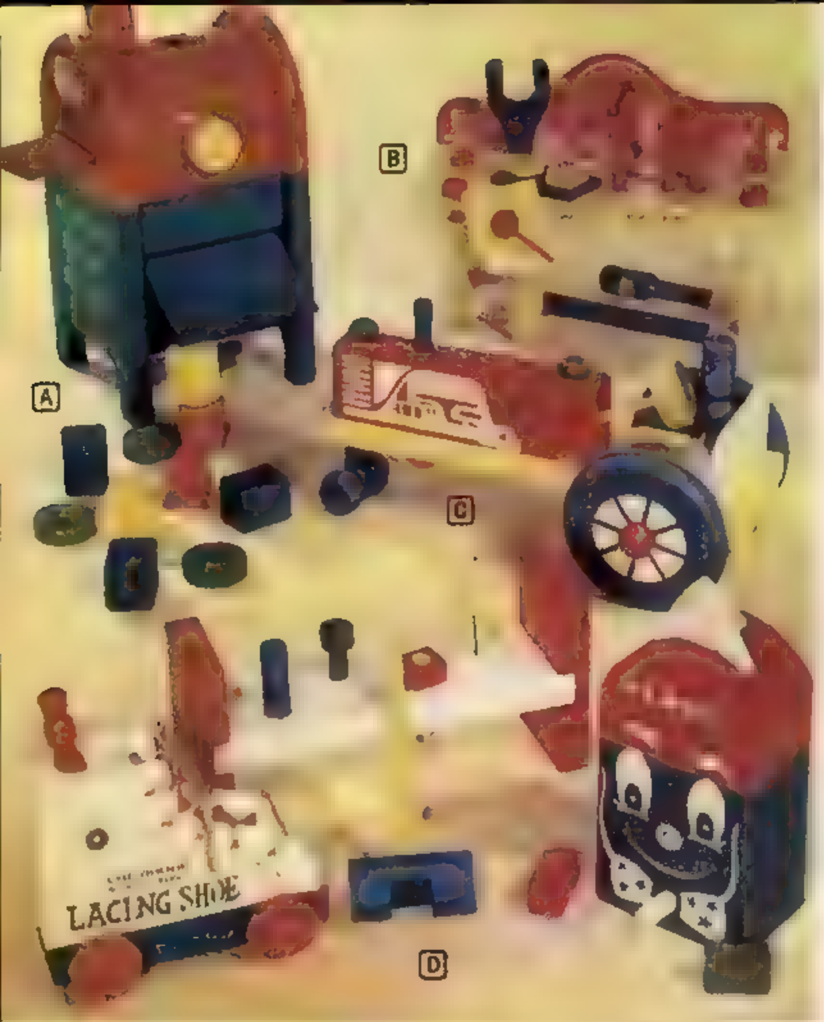
(C) SKILCRAFT "PROFESSIONAL" CHEMISTRY LAB SET—Enter the exciting world of science, do thrilling experiments with this completely equipped chemistry set. A large assortment of professional-type laboratory equipment and "safe" chemicals in a 3-panel steel cabinet which opens to 33 x 13½". 2 test tube racks, genuine Pyrex test tubes and complete library of instructions for safe, exciting experiments is included. 13 lbs.
10-1165-650 ....Retail **$10.00**

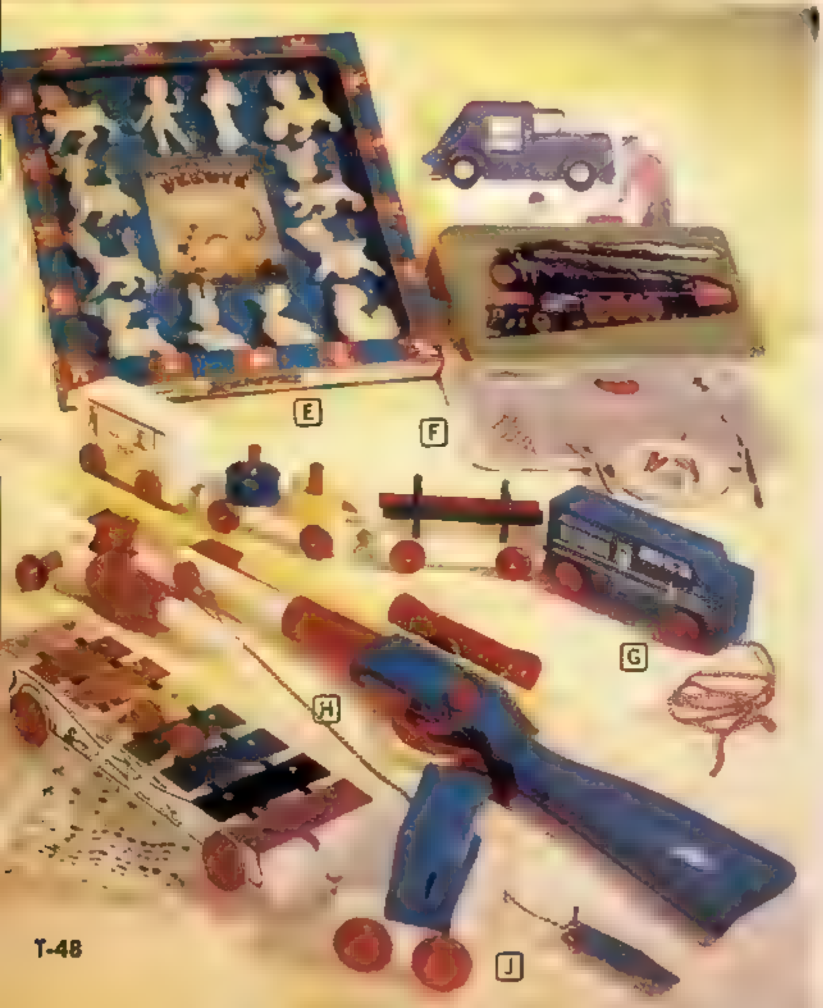
D

PHYSICS SET
PHYSICS
E

(D) GILBERT EXPERIMENT CHEMISTRY LAB with Molecular Model Building Kit —Perform thrilling experiments in glass blowing, chromatography (analyzing chemicals by color), atomic energy, food testing, chemical magic and hundreds more. 4-panel steel cabinet that opens up to 3 ft. (9½" wide x 13¾" high x 3¼" deep) is stocked with alcohol lamp, metal test tube rack, supply of harmless chemicals, 2 authoritative illustrated manuals, plus new chemical balance for precision weighing and a new molecular model building kit with colored spheres to construct actual chemical compound models
10-1736-1199 12 lbs. ....Retail **$17.98**

(E) GILBERT PHYSICS LAB — Contains over 70 pieces of professional laboratory equipment for hundreds of experiments in heat, light, optics, fluid dynamics, temperatures, air and water pressure, solar heat, light bending and many others. 21" long x 14" wide x 4" deep box is stocked with beaker, flask, radiometer, parabolic reflector, illuminator, optical bench, polarizing filters, alcohol lamp, glass cylinders and much more. Big illustrated manual explains experiments that unlock the fascinating magic world of physics to youngsters. Simple to use, endless hours of fun.
10-2088-999 5 lbs. ....Retail **$14.98**





CREATIVE FASCINATING TOYS FOR THE PRE-SCHOOL SET

(A) AMERICAN POSTAL STATION—Youngsters will enjoy "posting" assorted, colorful parcels and postcards in this giant mail box. Varied shaped blocks fit through proper slots at top, and come tumbling out of trap door below. Teaches finger dexterity, eye-hand coordination, color recognition and shape discrimination. Safe-wood construction with bright red, white and blue non-toxic colors. 10¾" high x 5¾" x 6". For ages 1 to 4.
10-1070-197 2½ lbs........................Retail **$3.00**

(B) TAKE-APART PLAYBENCH WITH CLOCK—For the young mechanic who likes to keep posted on the time. Teaches children to tell time by moving the large clock hands. Complete with vise, wrench, mallet, screw driver, nuts and screws. Everything's of safewood with colorful non-toxic finish. Everything comes apart, even the bench, for reassembly by means of wooden tools. 11½" x 5½" x 6⅛". For ages 2 to 6.
10-1786-197 2 lbs..........................Retail **$3.00**

(C) TAKE-APART TRACTOR—The playroom becomes a farm to youngsters who will delight in "furrowing" fields and "planting" crops with this authentic replica of a tractor. Can be used as a push toy as well as a take-apart toy. Tractor "driver" is really a screw driver for assembling and disassembling. All hardwood with bright non-toxic multi-colored finish. 13" long x 7" wide x 6". For ages 2 to 6.
10-2089-197 2¼ lbs........................Retail **$3.00**

(D) PRE-SCHOOL ASSORTMENT—A 3-toy set that brings happy hours of play for younger children. (1) Charlie Mailbox with cheerful character-face. Drop "letters" and "parcels" into "Charlie's" top slots—pull round block in his bow tie and the mail slides out. (2) Work Bench with pegs to pound, nut and bolt action plus screw-and-screwdriver play. (3) Lacing Shoe pull toy teaches lacing and finger dexterity. "Old woman in the shoe" peg fits top. All are safe colorful non-toxic wood.
10-2012-197 2 lbs..........................Retail **$3.00**

(E) "DEEGIE AND FAIRY PRINCESS" 13-PC. SET—Includes gaily decorated fairy storybook and 12 rubber squeeze fairyland characters from the pages of the book so that youngsters can enact all the adventures as you read the stories. Entertaining as well as educational. Lovable little characters have pure natural latex bodies with harmless, non-toxic colors. Colorful window box package is 15" high x 14" x 1¼".
10-2013-260 1 lb....... ... .Retail **$4.00**

(F) SET OF 3 JUMBO JIGSAW PUZZLES—Here are 3 colorful wood puzzles for the pre-school child to assemble. Stimulates the imagination, aids in mental development. 8-piece place setting, 6-piece garbage truck and 16-piece locomotive are each 8½" x 11". Each jigsawed plywood piece is an easily identified object the child can assemble on a tray to complete the picture. For ages 2 to 6.
10-2014-197 1½ lbs.......................Retail **$3.00**

(G) 25" ACTIVITY TRAIN—There's action a'plenty for young engineers with this big 25" solid wood train. Includes 4 colorful units with stacking timber in the timber car and stacking rings in activity car. Long cord on engine makes it a great pull toy. 25" long x 2" x 3". Ages 1 to 6.
10-2011-170 1¾ lbs.. .. ..Retail **$2.50**

(H) BIG-GAME TAKE-APART RIFLE—Authentic replica of high-powered weapon used by hunters on their safaris. With telescopic sight, realistically moving gun cock, clicking trigger. Wooden screwdriver in stock dismantles rifle for "cleaning". All wood in eye-pleasing colorful finish. 27" long. For ages 2 to 8.
10-2127-197 1¼ lbs........................Retail **$3.00**

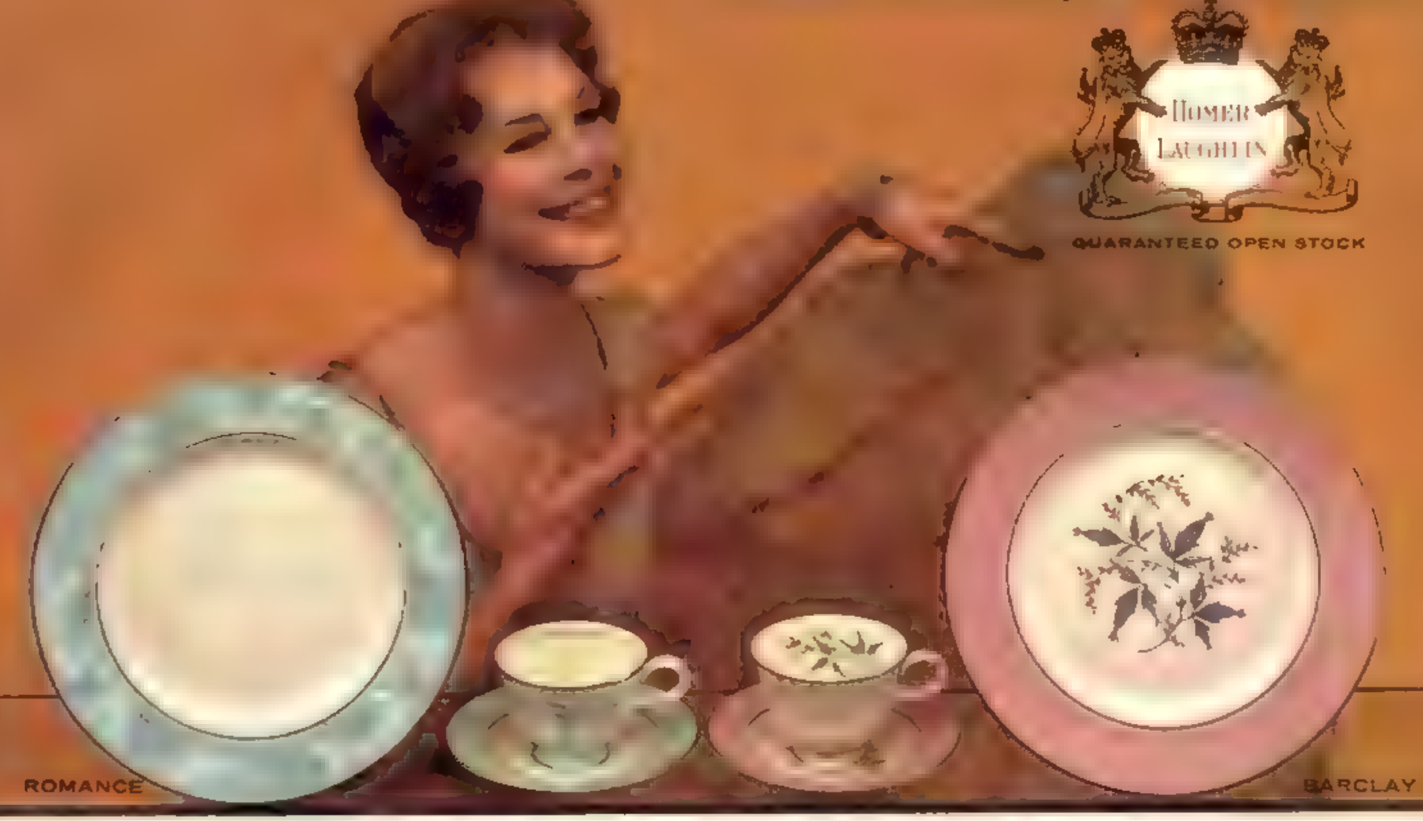
(J) CIRCUS WAGON XYLOPHONE—Big electronically-tuned xylo is mounted on a circus float and is pulled by a truck that's right out of the circus parade. 8 keys in brilliant colors so that children can learn to play easily through color association. Color-keyed music sheet and 2 striking mallets included. 20" x 4" x 3". For ages 1½ to 7.
10-2010-197 2 lbs...........................Retail **$3.00**

cavalier egg-shell **DINNERWARE** edged in priceless PLATINUM

master-crafted by world renowned

HOMER LAUGHLIN

GUARANTEED OPEN STOCK



ROMANCE

BARCLAY

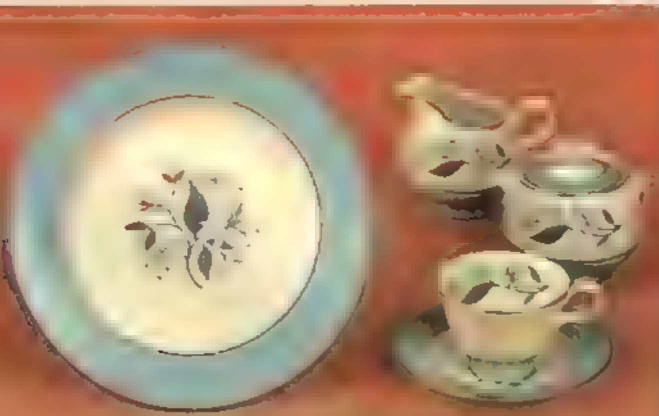
We proudly present 8 nationally acclaimed patterns by Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against checking or crazing. Each piece is completely oven-proof . . . bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

37A 293 P1662	32 Pc	Set, serves 6	Retail $24 95
37A 294 F2015	35 Pc	Complete service for 6	Retail $30.25
37A-295 P3162	53 Pc	Complete service for 8	Retail $47.50
37A-296 P5510	93 Pc	Complete service for 12	Retail $82 75

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

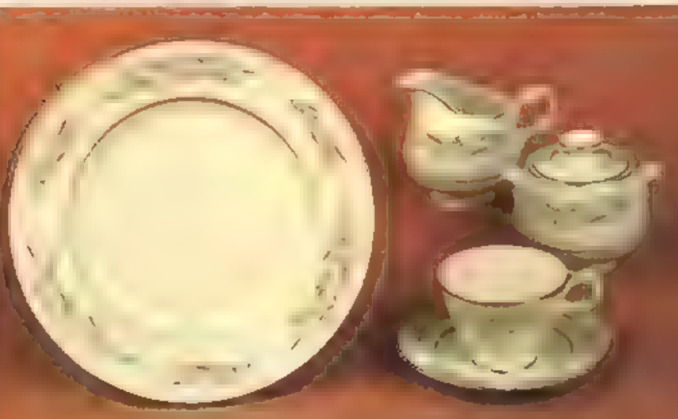
37A-301 P1662	32 Pc	Set, serves 6	Retail $24 95
37A-302 F2015	35 Pc.	Complete service for 6	Retail $30 25
37A 303 P3162	53 Pc.	Complete service for 8	Retail $47 50
37A 304 P5510	93 Pc.	Complete service for 12	Retail $82 75



SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM rim, of course. Cavalier shape.

37A 305 P1662	32 Pc	Set, serves 6	Retail $24 95
37A 306 F2015	35 Pc	Complete service for 6	Retail $30 25
37A 307 P3162	53 Pc	Complete service for 8	Retail $47 50
37A 308 P5510	93 Pc	Complete service for 12	Retail $82 75

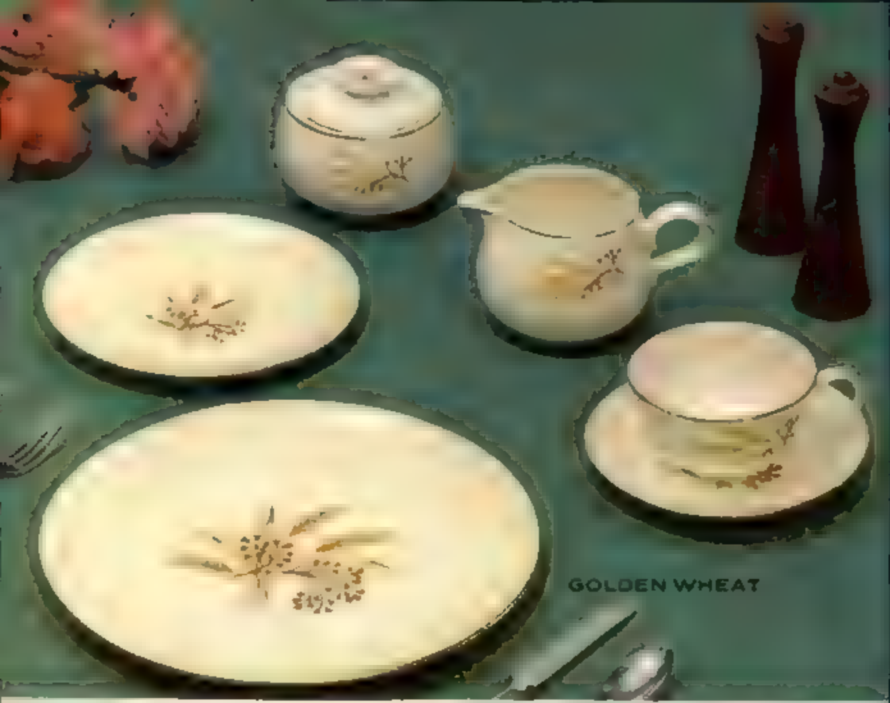


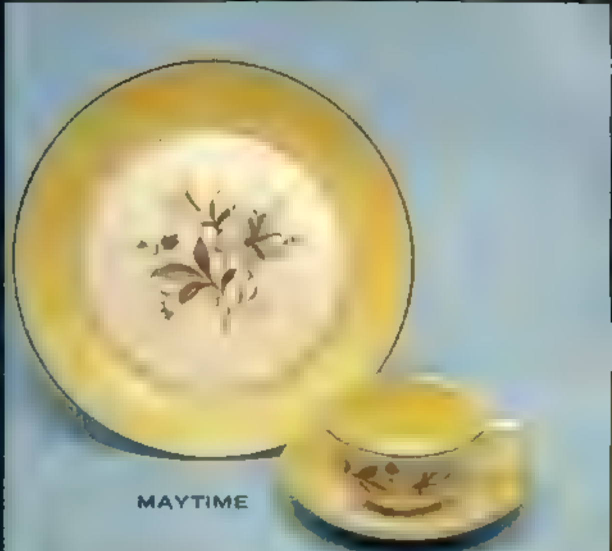
SOMERSET

SOMERSET—A most enticing decoration. Delightfully simple with its border of sun-drenched ripened wheat . . . and pale blue field flowers. Graceful Cavalier shape is trimmed with priceless PLATINUM.

37A 512 P1538	32 Pc	Set, serves 6	Retail $23 25
37A 513 F1874	35 Pc	Complete service for 6	Retail $28 25
37A 514 P2966	53 Pc	Complete service for 8	Retail $44 50
37A-515 P5141	93 Pc	Complete service for 12	Retail $77 25

See other side for set composition.


GOLDEN WHEAT


MAYTIME

MAYTIME—Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves. PLATINUM edged *Rhythm* coupe shape

37A 321 P1538	32 Pc Set, serves 6	Retail $23.25
37A-322 F1874	35 Pc Set, serves 6	Retail $28 25
37A-323 P2966	53 Pc Set, serves 8........	Retail $44.50
37A-324 P5141	93 Pc Set, serves 12... ...	Retail $77.25

HOMER LAUGHLIN

semi-porcelain dinnerware

lavishly designed in
22K GOLD
AND PLATINUM

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines *Rhythm* coupe shape is both graceful and modern

37A-313 P1397	32 Pc. Set serves 5	Retail $20 95
37A-314 F1662	35 Pc Set, serves 5	Retail $24 95
37A-315 P2651	53 Pc Set serves 8	Retail $39.79
37A-316 P4629	93 Pc Set serves 12	Retail $69 50

CAPRI—You'll adore the appealing center with feathery charcoal lines tipped with pink modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts for banquets . . . you'll always be proud of the table you set.

37A-309 P1397	32 Pc Set serves 6	Retail $20 95
37A 310 F1662	35 Pc Set serves 5	Retail $24 95
37A-311 P2651	53 Pc Set serves 8	Retail $39 79
37A-312 P4629	93 Pc Set serves 12	Retail $69 50

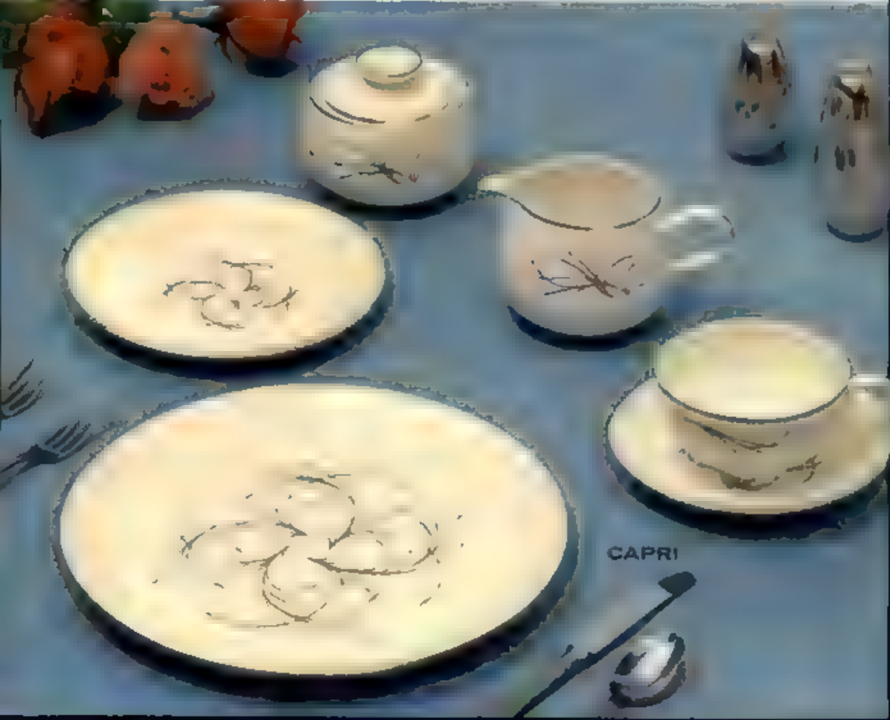
COMPOSITION OF SETS

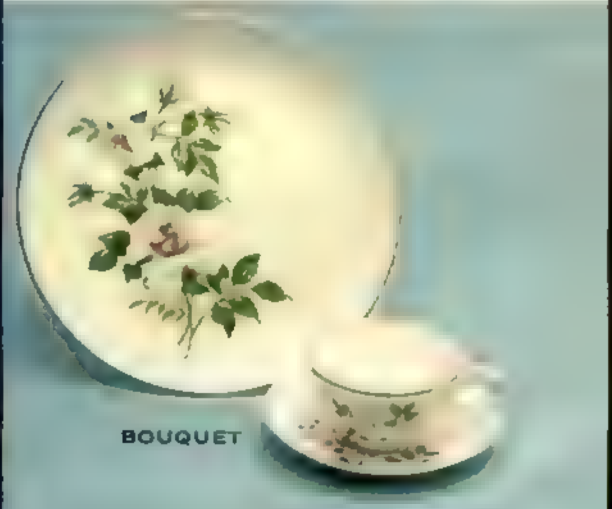
32-pc. Set Service for Six—Shpg. Wt., 21 lbs.
Six each: Tea Cups, Tea Saucers, Bread and Butter Plates 6", **Large** Dinner Plates 10", and Sauce Dishes
One each: Platter 11½", Round Open Vegetable Dish

35-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs.
Same as 32-pc. Set above **PLUS** Covered Sugar Bowl (2 pcs.), and **Creamer.**

53-pc. Set Service for Eight—Shpg. Wt. 38 lbs.
Eight each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes
One each: Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.
Twelve each: Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.
One each: Platter 11½", **Extra Large** Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.), and Creamer
Two each: Round Open Vegetable Dishes


CAPRI

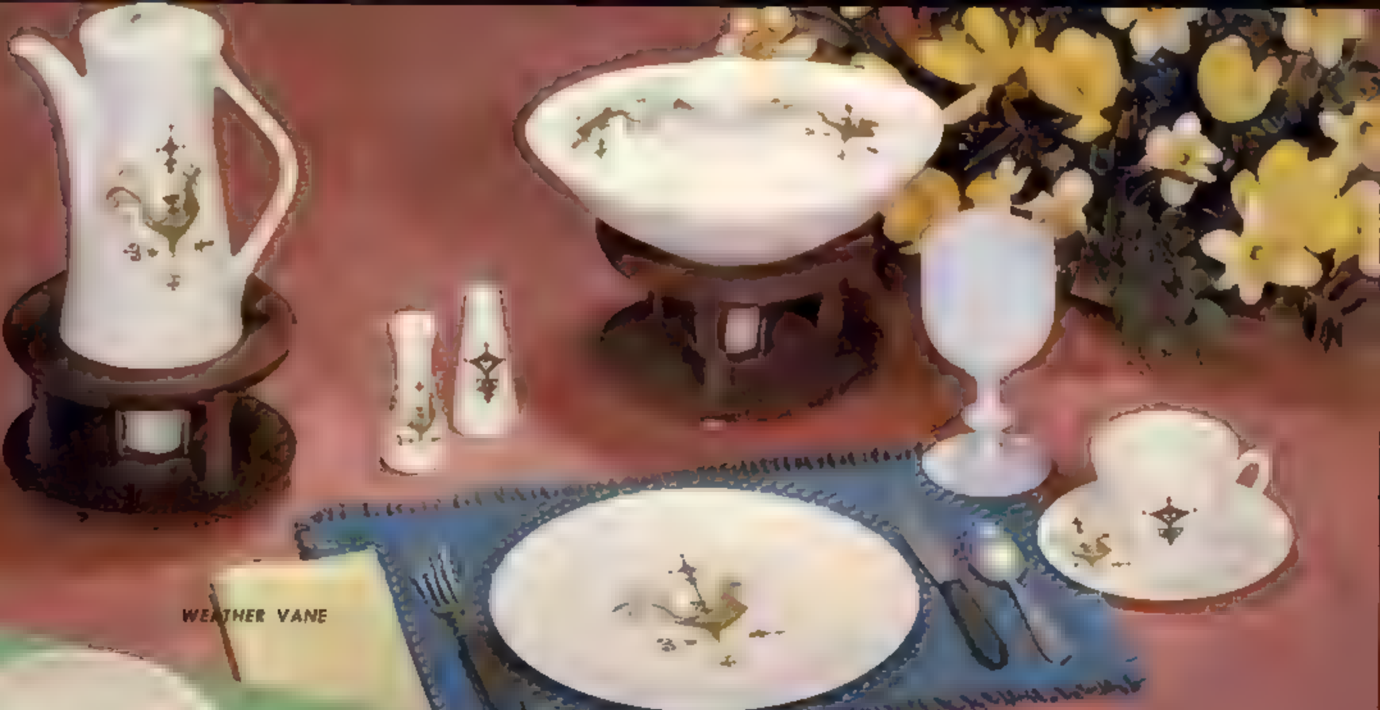

BOUQUET

BOUQUET—A best seller in fine stores throughout the country. White roses with pink centers and fresh green leaves trim both plate centers and cup sides. Lavishly trimmed with PLATINUM edge lines

37A-516 P1397	32 Pc. Set, serves 6........	Retail $20.95
37A 517 F1662	35 Pc. Set, serves 6........	Retail $24.95
37A 518 P2651	53 Pc. Set, serves 8	Retail $39.79
37A-519 P4629	93 Pc. Set, serves 12.......	Retail $69.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

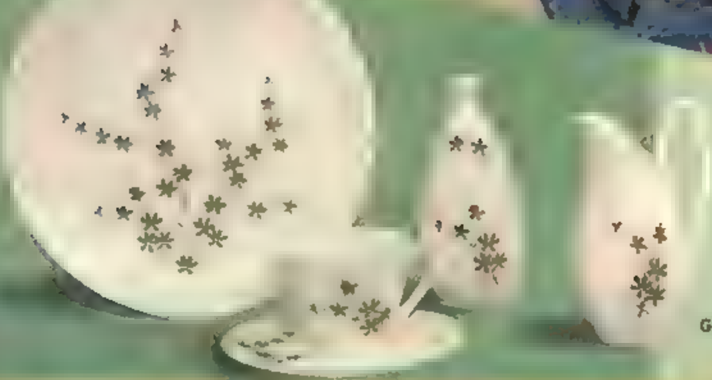
"F" ITEMS ABOVE SHIPPED — F.O.B., W. VIRGINIA



WEATHER VANE

WEATHER VANE . A gay prediction of a merry mealtime climate. The crisp black of hand forged iron mingled with earth tones from bronze to sand creates a charming silhouette against the glowing white of this Forecast group. Special Buffet Service in WEATHER VANE includes Beverage Server with Walnut Warmer, Covered Server with Walnut Warmer and Salt and Pepper as illustrated.

37A-365 P1384	32 Pc Set		Retail 20.75
37A-366 P2300	53 Pc Set		Retail 34.50
37A-495 P3900	61 Pc Set		Retail 58.50
37A-367 P4100	93 Pc Set		Retail 61.50



GREENBRIAR

COLOR SAFE OVEN PROOF
Knowles
SEMI- U.S.A. VITREOUS

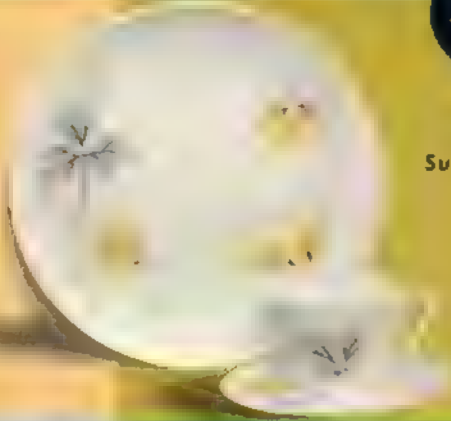
Superb Craftsmanship for over 59 years.
Styled by KALLA

GREENBRIAR . Nothing has more sparkle than nature's own green and white Spring scheme. This splashy branch of emerald sprigs, touched here and there with garnet and gilt, can have great elegance or a fresh informal look, against different backgrounds.

37A-499 P1417	32 Pc Set	____	Retail 21.25
37A-500 P2467	53 Pc Set	____	Retail 37.00
37A-501 P4233	93 Pc Set		Retail 63.50

SOUTHWIND . . . SOUTHWIND captures a precious late summer mood in a drift of topaz gold and pewter grey leaves on white earthenware by Knowles. Part of a new fashion for outdoor themes.

37A-496 P1531	32 Pc Set		Retail 22.95
37A-497 P2584	53 Pc Set		Retail 38.75
37A-498 P4597	93 Pc Set		Retail 63.95



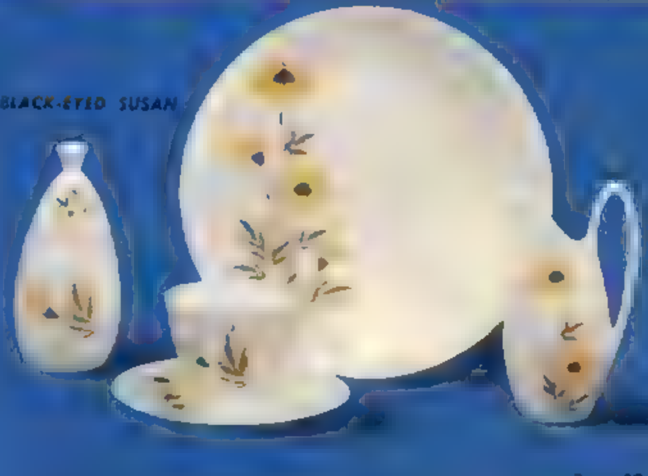
SOUTHWIND

BLACK-EYED SUSAN . Charming as a country field of flowers BLACK-EYED SUSAN draws a splashy bouquet of bright golds and browns on luminous white earthenware by Knowles, will be fun for the kitchen, gay on the dinner table.

37A-505 P1417	32 Pc Set		Retail 21.25
37A-506 P2467	53 Pc Set		Retail 37.00
37A-507 P4233	93 Pc Set		. .Retail 63.50

America's Finest Dinnerware

SEE OTHER SIDE FOR SET COMPOSITIONS



BLACK-EYED SUSAN

FJORD YELLOW

COLOR SAFE OVEN PROOF
Knowles
U.S.A.

SEMI-VITREOUS

America's Finest Dinnerware

Superb Craftsmanship for over 59 years.

Styled by KALLA.

FJORD YELLOW . . . FJORD rings classic plates with a brilliant sunburst of mustard. This handsome new earthenware from Knowles has solid color cups and accessories for accent

Special Buffet Service in FJORD YELLOW includes Beverage Server with Walnut Warmer Covered Server with Walnut Warmer and Salt and Pepper as illustrated

37A-508 P1384	32-Pc. Set	Retail	20 75
37A-509 P2300	53-Pc. Set	Retail	34 50
37A-510 P3900	61-Pc. Set	Retail	58 50
37A-511 P4100	93-Pc. Set	Retail	61 50

SUN GLOW . . . Bedazzling orange and yellow daisies underscored with subtle greys, cheered with gay yellow linings for cups and creamer. Knowles sets this sunny table with classic coupe plates and graceful soaring shapes.

37A-359 P1531	32 Pc. Set	Retail	22.95
37A-360 P2584	53 Pc. Set	Retail	38.75
37A-361 P4597	93 Pc. Set	Retail	68 95

SEPTEMBER SONG . . . Warm and welcoming as an autumn scene SEPTEMBER SONG'S crisp cattails and grasses in mellow earth tones sparked with bright olive, promises friendly mealtimes.

37A-502 P1417	32-Pc. Set	Retail	21 25
37A-503 P2467	53-Pc. Set	Retail	37 00
37A-504 P4233	93-Pc. Set	Retail	63 50

DAWN ROSE . . . Part of the gracious tradition of bygone days, can create pleasant new pace for dinner hours now. Sprays of pink roses, framed in shaded grey foliage, are gracefully placed against this newest rimmed shape.

37A-347 P1531	32-Pc. Set	Retail	22 95
37A-348 P2584	53 Pc. Set	Retail	38 75
37A-349 P4597	93-Pc. Set	Retail	68 95

SEPTEMBER SONG

IMPORTANT NOTICE: All Compositions include Full Size Dinner Plates. Shipped direct from Factory in Newell, West Virginia. Allow 2 Weeks for Delivery.

SET COMPOSITIONS

32 PC. SET — Service for 6 (Shipping Weight: 22 Lbs.)
6 Dinner Plates
6 Cups
6 Saucers
6 Bread & Butter Plates
6 Fruit Dishes
1 Medium Size Platter
1 Vegetable Dish (Open)

53 PC. SET — Service for 8 (Shipping Weight: 35 Lbs.)
8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soups
8 Bread & Butter Plates
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Medium Size Platter
1 Vegetable Dish (Open)

61 PC. SET — Service for 8 — Buffet Service (Shipping Weight: 43 Lbs.)
8 Dinner Plates
8 Salad Plates
8 Bread & Butter Plates
8 Cups
8 Saucers
8 Fruits
1 Medium Platter
1 Open Vegetable Medium
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Salt
1 Pepper
1 K 101 Cvd. Server with Walnut Warmer
1 K-102 Cvd. Beverage Server with Walnut Warmer

93 PC. SET — Service for 12 (Shipping Weight: 65 Lbs.)
12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soups
12 Bread & Butter Plates
12 Salad-Dessert Plates
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Medium Platter
1 Large Platter
2 Vegetable Dishes (Open)
1 Pickle Dish (Use as Stand for Sauce Boat)
1 Sauce Boat (Use Pickle Dish as Stand)

Printed in U.S.A.

FIREPLACE. Realistic flames dance and flicker. Case of beautiful walnut plastic. Gold-finish dial, easy to read. 10½" high, 7½" wide, 4¾" deep, 3 lbs

10A-538 B1017.......Retail $16.95

BELL STRIKES
ON HOUR
AND HALF HOUR

COUNTRY CHURCH. Figure at bottom pulls cord that moves bell at top. Clock strikes on hour and half hour. Pin switch controls light on bottom scene which illuminates stained windows. Gold cross is removable during shipment. Self starting electric movement. 4" dial. 12½" high, 7½" wide, 2¾" deep. Individually packed, weight 4 lbs. White or Gold. Specify

10A-1135	B1077	Gold	Retail	$17.95
10A-526	B1077	White	Retail	$17.95

PERCOLATING ACTION

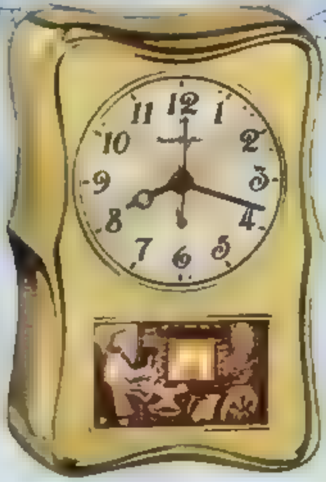
PERKY. Realistic Action! Looks like coffee perking! Hang on wall or stand on shelf. A real friendly clock for kitchen or den. Specify color. 1¼ lbs., 7½" high, 7½" wide

10A-532	B627	Chrome	Retail	$9.95
10A-533	B627	Copper	Retail	$9.95
10A-535	B564	White	Retail	$8.95

VIVID. Metal wall clock in copper or chrome finish. Beautiful, easy to read, 5½" dial of sun rayed metal. Self starting. Clock has 8" diameter sweep second hand. Makes ideal gift in own individual carton. Weight 1 lb. Specify Color

10A-528	B440	Copper	Retail	$6.95
10A-527	B440	Chrome	Retail	$6.95

Mastercrafters
"ACTION LINE"
ACCURATE SELF STARTING ELECTRIC CLOCKS

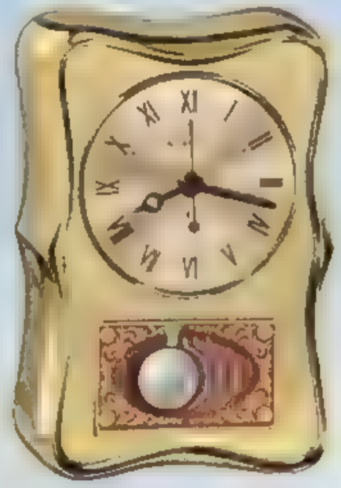


BLACKSMITH. Watch Smitty hammer on anvil all day without tiring! Flame in hearth dances continuously producing soft glow. Gleaming case 8" high, 5½" wide 2½" deep. Hangs on wall or stands.

10A-1136 B717.......................Retail $11.95

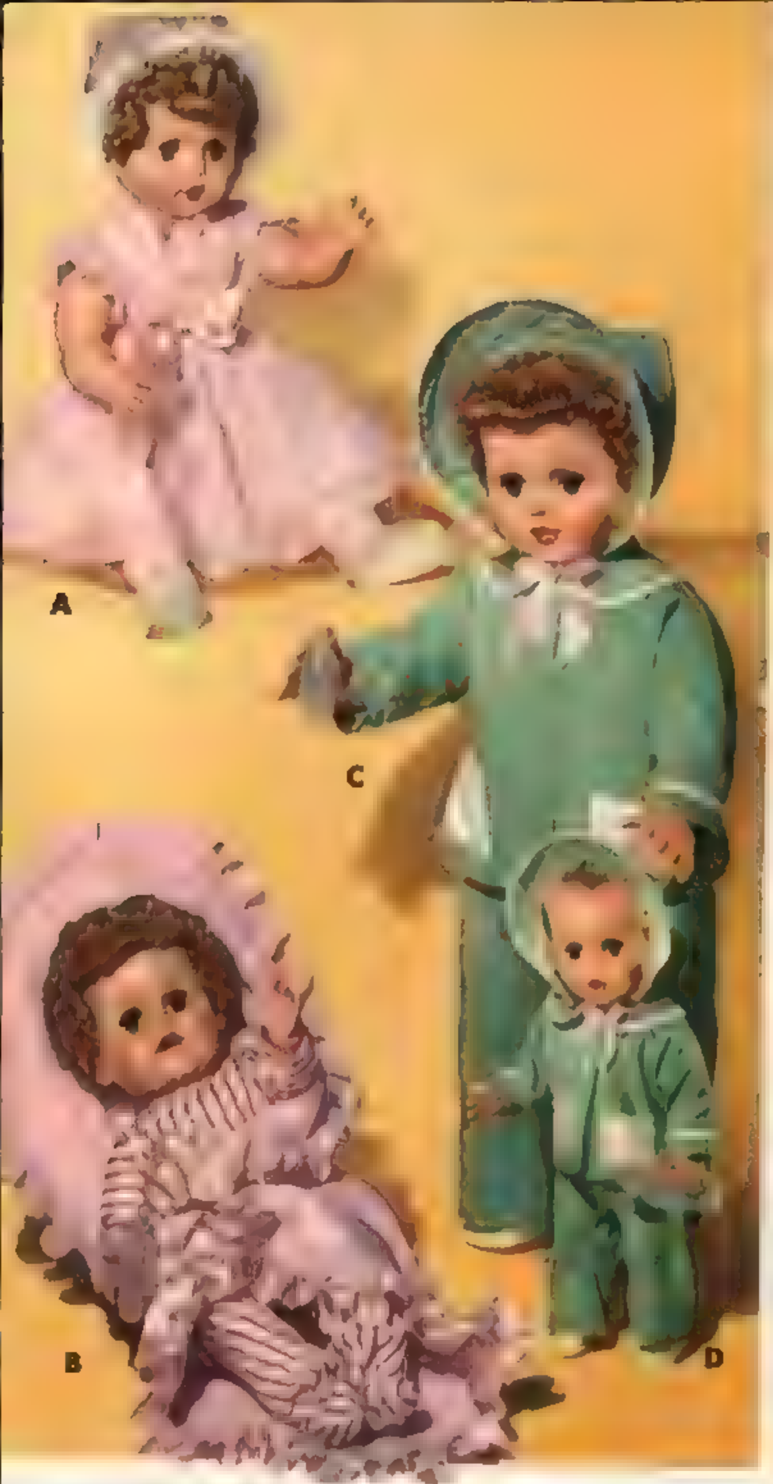
EMBERS. Here's that hearth scene we all love, and in full color, with action as flame glows and flickers! Perfect clock for kitchen or mantel. Bright case 8" high, 5½" wide, 2½" deep

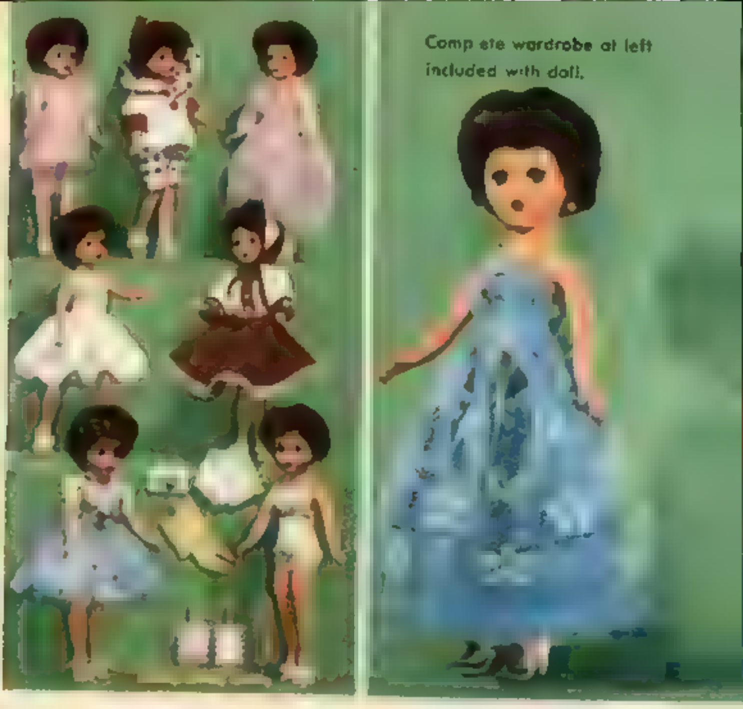
10A-1137 B627........................ Retail $9.95

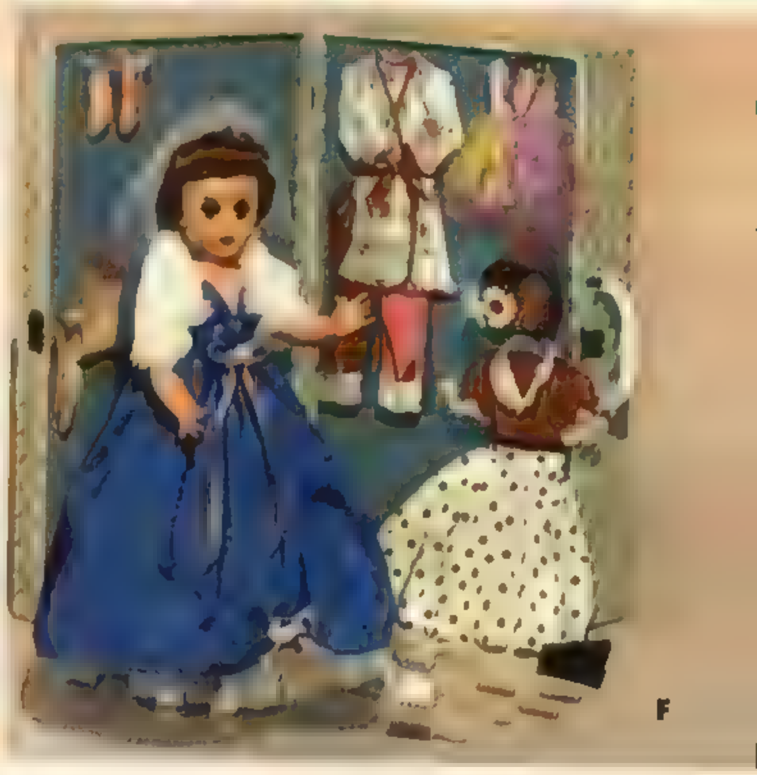


PENDULUM. Old fashioned pendulum clock in a modern miniature setting. Pendulum swings to and fro while telling perfect time always. Shiny case 8" high, 5½" wide 2½" deep. Hangs or stands

10A-1138 B627........................Retail $9.95




Complete wardrobe at left included with doll.



(A) BABY SUSAN IN HER PARTY DRESS—Baby Susan is a lovable all vinyl doll that drinks and wets. She is a big life sized baby, 25 inches tall. She has moving eyes, and also jointed arms and legs. Her rooted hair can be combed and set. She loves to be bathed too. Wash her from head to toe as often as you want. Vinyl won't crack or peel. She comes dressed in a beautiful pink flocked nylon dress and hat, net and lace panties, nylon slip, shoes and socks. Sh. wt. 5 lbs.

90L1187A795—25-inch doll .... Retail **$11.95**

(B) PAJAMA BABY—Our pajama baby is ready for bed, wearing her striped lannel pajamas, and wrapped in a pink receiving blanket, trimmed with ribbon. She is 20 inches tall, actually life sized. She drinks and wets her diaper. Also has moving arms and legs. Swivel head, with rooted hair that can be washed, combed, and set. Soft, all vinyl body, so huggable. Has big blue sleeping eyes. Wears actual baby clothes. Sh. wt. 3 lbs.

90L1188A535—20-inch doll........................Retail **$7.95**

(C) BIG SISTER—She is America's biggest all vinyl doll that drinks and wets. he is beautiful, over 30 inches tall. Has moving eyes, arms, and legs. Also ooted hair that can be washed, set, and brushed. Big Sister is dressed in a hirt with green corduroy jacket, corduroy hat and pants, and wears actual baby hoes and socks. Size 2 baby clothes will actually fit Big Sister. What a playmate he will make. Sh. wt. 6½ lbs

90L1185A1195—30-inch doll.................... .Retail **$17.95**

(D) BABY SISTER—She is dressed in an identical outfit to her big sister's. She is 16 inches tall, and has moving eyes, arms, and legs. Her body is constructed of lifelike vinyl material, and she has molded hair. Dressed in shirt, with green corduroy jacket and hat, pants, shoes and socks. Drinks and wets. Sh. wt. 2¼ lbs

90L1186A465—16-inch doll........... . ...Retail **$6.95**

(E) MISS PATTIE AND HER EXCLUSIVE WARDROBE—She's a real glamour girl. You will love every bit of her 10½ inches—from her lustrous, rooted hair, down to her high heeled shoes. She has long lashed eyes that open and close. Her hair can be washed, combed, and styled, any way that you please. She has a beautiful vinyl body, with jointed arms, legs, and bending knees She is wearing a blue formal gown, panties, pearl earrings, and high heeled shoes. Her wardrobe consists of bra and panty girdle, taffeta petticoat, 2 pc. beach-wear outfit, 3 pc. vacationtime outfit, party dress, 2 pc. pajama set, negligee, hose, and curlers. Sh. wt 1 lb

90L1189A665— 0 ½-inch doll .... Retail **$9.95**

(F) MISS GLAMOUR GIRL—AND HER WARDROBE—She's a real beauty.—An all vinyl 20-inch high heeled doll, with a trim figure. She has jointed arms and legs, moving eyes, and rooted hair. She is dressed in a long taffeta formal dress with a fur stole, earrings, and net veil. Her wardrobe consists of ballerina outfit and slippers, polka dot dress and straw hat, 2 pc. pajama set, pocketbook, brush, comb, mirror, nylon hose, 3 curlers, necklace, and bracelet. Packed in a suitcase with plastic handle. Sh. wt. 5 lbs.

90L1190A1065—20-inch doll.................. ....Retail **$15.95**

Colorful Porcelainized Cast Iron Cookware...

...HAND DECORATED IN HOLLAND

EVANS
DRU
OVEN-TO-TABLEWARE

Royal Dru-ware, *the distinctive continental cookware crafted by old-world artisans in Ulft, Holland. You'll discover new flavor in all foods with this porcelainized cast-iron oven-to-table ware. It's durable beauty expressed in Dutch motifs on lovely pastel colors enhances any table setting.* DRU-ware *is burn-, stain-, and chip-resistant.*

Specify color when ordering!

Ⓐ **6 PIECE STARTER SET.** Consists of the most-wanted items: 1½-qt. covered sauce pan, 9½" open skillet with metal handle, 10" open oval dish, and 2¼-qt covered oval casserole.
4444..30BV6011A2297...Retail $32.95

Ⓑ **FRYING PAN.** With wooden handle Ideal heat-saving fryer for meats and chicken.
4047-26.... ....10 1/4 inches..
30BV6012A663..........Retail $9.95
4047-30.............11 1/2 inches...
30BV6013A730...... ...Retail $10.95

Covers
5810-26............. 10 1/4 inches
30BV6014A363.........Retail $5.45
5810-30 ....11 1/2 inches
30BV6015A430.........Retail $6.45

Ⓒ **SAUCE PAN WITH COVER.** Hollow handle. Matching cover.
4031-18...............1 1/2 quart
30BV6016A663.........Retail $9.95
4031-22................... 3 quart
30BV6017A797..... ...Retail $11.95

Ⓓ **COVERED ROUND CASSEROLE.** Ideal covered dish retains heat. Use on stove, in oven, or over open fire.
4126-20................1 3/4 quart
30BV6018A797......... Retail $11.95
4126-26...................3 quart
30BV6019A863.........Retail $12.95
4126-32..................... 6 quart
30BV6020A1330........Retail $19.95

Ⓔ **COVERED OVAL BAKER.** Self-basting, perfect for slow cook meats or roasting.
4176-24...............2 1/4 quart
30BV6021A797...... . Retail $11.95
4176-28........... ...3 1/4 quart
30BV6022A930........ Retail $13.95

Ⓕ **OPEN OVAL DISH.** For cooking, carving and serving.
4155-26.............. 10 inches
30BV6023A463........Retail $6.95
4155-36.............. 14 inches
30BV6024A663........Retail $9.95

YOUR CHOICE

of 3 gay colors

y Large Green

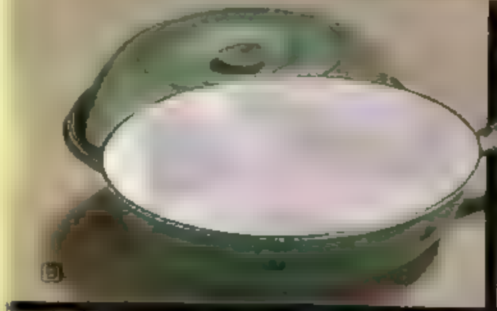
Tulip Yellow

Delft Blue

IMPORTED BY

EVANS INTERNATIONAL

Ⓐ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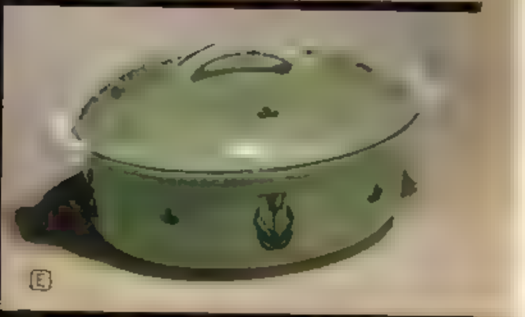
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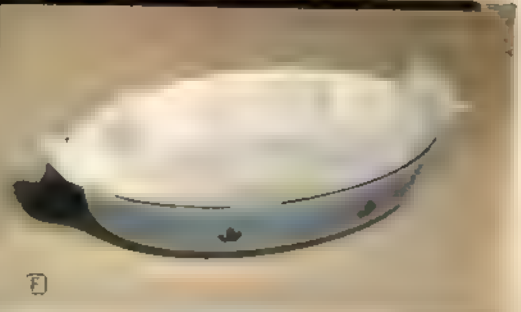
COOK TASTY GOURMET MEALS

EASY TO CLEAN

Requires only thrifty, low heat to produce savory dishes with all the natural flavors sealed in. Washes like fine china—no special cleansers needed.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Hearthspun

blankets by Faribo

the Imperial

100% PURE WOOL—Nothing measures up to the luxury and fine quality of pure wool. Lovely, clear colors . . . lofty brush finish, deep nap, and 7½" Lifetime Nylon binding make this blanket the perfect gift for anyone . . . a pleasure to possess. Lifetime guarantee against moth damage** . . . shipped in closet-type gift box for easy storage

Specify colors: Pink, Green, Blue, Yellow

70BV7091A1250—Size 66 x90"	Retail **$17.95**
70BV7092A1340—Size 72 x90"	Retail **$18.95**
70BV7093A1430—Size 80 x90"	Retail **$19.95**

Constellation

100% VIRGIN ACRILAN* — Only Faribo's expert craftsmanship and Chem-Strand's miracle ACRILAN make the Constellation so-o-o soft and desirable. Luxurious, soft suede finish . . . extremely washable . . . non-allergenic . . . stain resistant . . rich 7½" Lifetime Nylon binding . . . guaranteed moth-proof. Vibrant colors harmonize or blend with any decor. Closet-type gift box

Specify colors: Pink, Green, Beige, White

70BV7094A1090—Size 72"x90". Fits twin or double bed	Retail **$14.95**

the Bayport

50% PURE ORLON*—50% PURE WOOL—Created for modern living . . . "Fluff-loomed" construction combines 50% pure wool for warmth and durability with 50% miracle Orlon for lasting beauty, softness and easy care . . . *toss it in your washing machine* . . . retains its soft finish, vibrant color and proper size. 7½" Lifetime Nylon binding needs no ironing. Permanently moth-proofed** . . . closet-type gift box.

Specify colors: Pink, Green, Blue, Yellow

**DuPont's Acrylic Fibre*

70BV7095A1240—Size 72"x90". Fits twin or double bed	Retail **$16.95**

the Forty-niner

100% PURE WOOL—Hudson Bay Type. Rugged, close-weave construction with ends whipped in wool yarn provides warmth on coldest nights. Ideal for college dorm, home den, hunting lodge or city bedroom . . . strong, durable and permanently moth-proofed** . . . closet-type gift box for easy storage

Specify colors: White with Black, Yellow & Red Stripes, Red with Black Stripe

Fits twin or double bed

70BV7096A1490—Size 72"x90"	Retail **$22.50**

**DREWCLAD . . . Faribo's exclusive process guarantees against moth damage for the life of your blanket.

Americas' Outstanding Blanket Buy

Northern SPECIAL FULLY AUTOMATIC ELECTRIC BLANKETS

LIST PRICE
$21.95
Twin Bed Model
Guaranteed by Good Housekeeping
UL
LIFE
Guaranteed 2 Years

GOOD NEWS! Now Nylon blended blankets at popular prices! Equivalent in materials and electrical equipment to brands selling at higher prices. Fully automatic controls adjust blanket warmth to room temperature. Rich texture—lovely colors—mothproof—non-allergic—washable. EXCLUSIVE **Sanifresh** Rayon Satin bindings resist germs, odors, bacteria. Gift packaged.

TWIN BED—SINGLE CONTROL—62" x 84" size ideal for twin beds. 115V, AC only, 135 watts. Ship. wt., 6½ lbs. Rose or Blue only.
40BV7095A1620
40BV7095A1555 (3 or more)........................ Retail **$21.95**

DOUBLE BED—SINGLE CONTROL—Full 72" x 84" size. 115V, AC only, 180 watts. Ship. wt., 7 lbs. Rose, Blue, Green or Red.
40BV7096A1695
40BV7096A1620 (3 or more)........................ Retail **$22.95**

DOUBLE BED—DUAL CONTROLS—Permit each sleeper to select a different degree of warmth. Full 72" x 84" size. 115V, AC only, 180 watts, Ship. wt., 8 lbs. Rose, Blue, Green or Red.
40BV7097A2180
40BV7097A2095 (3 or more)........................ Retail **$29.95**

KING SIZE BED—DUAL CONTROLS—Each sleeper selects own temperature. Deluxe size: 104" x 92". 115V, AC only, 135 watts. Shipping weight, 11½ lbs. Rose or Blue only.
40BV7098A3920
40BV7098A3735 (3 or more) Retail **$54.95**

NOTE: For the ultimate in a truly luxurious electric blanket, see (Northern Deluxe) other side

Northern
BED COVERINGS
Guaranteed 2 Years

PORTABLE—FOR HOME OR TRAVEL

Operates exactly like an electric blanket. Made of washable, snow white broadcloth. Lightweight, easy to carry in smart travel bag. Fully automatic bedside control. Perfect for travel. Popular at schools and resorts.

SINGLE CONTROL—For double or single beds. Size 70" x 84"—115V, AC only, 90 watts. Ship. wt., 5 lbs.
40BV7103A1118
40BV7103A1068 (3 or more) Ret. **$16.95**

DUAL CONTROLS—Permit each sleeper to select a different degree of warmth. Size 70" x 84"—115V, AC only, 90 watts. Ship. wt., 6 lbs.
40BV7104A1436
40BV7104A1386 (3 or more) Ret. **$21.95**

Northern AUTOMATIC ELECTRIC HEATING PADS

The finest selection of quality heating pads in Northern's 47 year history. Each pad 100% WETPROOF. Exclusive **sanifresh** covers resist germs, odors, and harmful bacteria. Features Positive Thermostatic Control—"Comfort Cushioned" Inner Construction—Full 12" x 15" Size—115 V AC-DC. Choose the Northern pad to suit your purpose and purse.

UL
A
HEATING PAD
Guaranteed 5 Years

B
heating pad
C
Northern
D
heating pad

A SUPER DELUXE, 100% WETPROOF—Attractive push button switch with Nite Lite. 3 **sanifresh** covers: Broadcloth with ties, Terry Cloth; Quilted Satin. Guaranteed 5 years. Shipping weight, 2 lbs.
40BV7099A597.................. Retail **$9.95**

B DELUXE GIFT, 100% WETPROOF—3 positive heats. Modern, colorful push button Nite Lite switch. Quilted Satin zippered **sanifresh** cover. Guaranteed 5 years. Shipping weight, 2 lbs.
40BV7100A537.................. Retail **$8.95**

C DELUXE, 100% WETPROOF—3 positive heats. Smart flannel **sanifresh** cover. Modern push button switch. Cushioned inner construction. Guaranteed 4 years. Shipping weight, 2 lbs
40BV7101A477 Retail **$7.95**

D ECONOMY, 100% WETPROOF—3 heating speeds. 4-position Braille-type switch. Washable, removable flannel cover. Cushioned inner construction. Guaranteed 2 years. Shipping weight, 2 lbs.
40BV7102A357 . . . . . . Retail **$5.95**

Hamilton Wheels

for YOUNGSTERS

BALL BEARING
BALL BEARING

COUNTRY SQUIRE. Great for chores or hauling. Red baked-on enamel; stake sides are 5/16" hardwood with natural finish. Double ball bearings. 10" wheels with 1¾" tractor-type tires 35" x 16½" body is 9½" deep with stakes. Wt 39 lbs.
90L1226A1195..............Retail $17.95

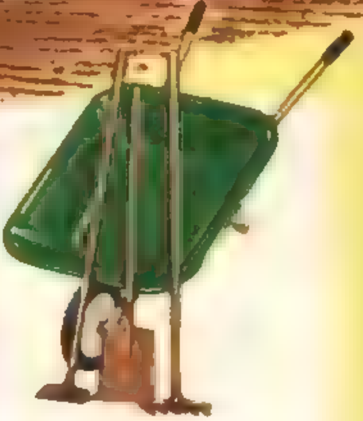
GREYHOUND WAGONS. Deluxe tutone styling, sturdy construction. Bright red and white baked-on enamel. Smooth riding on ball bearings 1¾" tractor type tires. 10" wheels. 35" x 15½" x 4½" body. Wt. 33 lbs.
90L1227A995..............Retail 14.95

30" wagon with "Lifetime Bearings." 7" wheels. Wt. 18 lbs. Not shown.
90L1228A530.............. Retail 7.95

CHAIN DRIVE

NEW KIDDYBIRD. A youngsters dream. Unbreakable plastic body on rugged all steel frame. Chain drive, easy steering. 8" wheels, 1¼" auto-type tires. 50" x 21". Wt. 43 lbs
90L1229A2530 Retail 37 95

CHAIN DRIVE



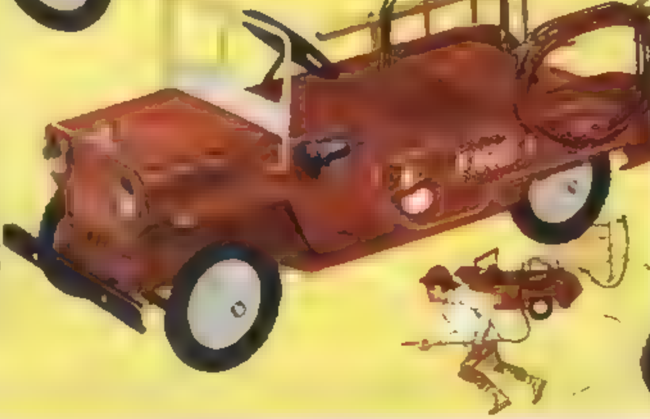
CHAIN DRIVE

NEW TRACTOR, with step plate for passenger and adjustable, ball bearing chain drive, sturdy steel construction, rubber spark plugs, strong hitch for pulling other toys Many other features. 38" long, 24½" high, 22" wide. 28 lbs
90L1230A1465........Retail $21.95

TRAILER. Perfect companion for tractor (above) All steel, extremely useful. Loads of fun!
90L1231A400.........Retail 5.95

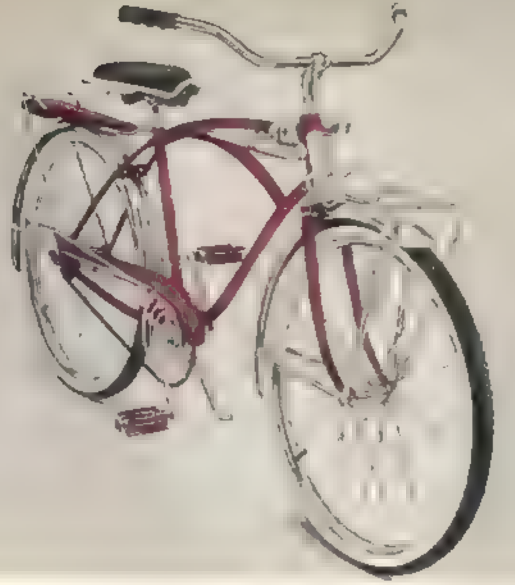
WHEELBARROW. Combination helps little gardeners care for lawn and garden Barrow has steel body and handles, with hand grips. 7" wheel with 1¼" tires. Rake, hoe, shovel 26" long. Wt. 10 lbs.
90L1234A265 Retail $3.95

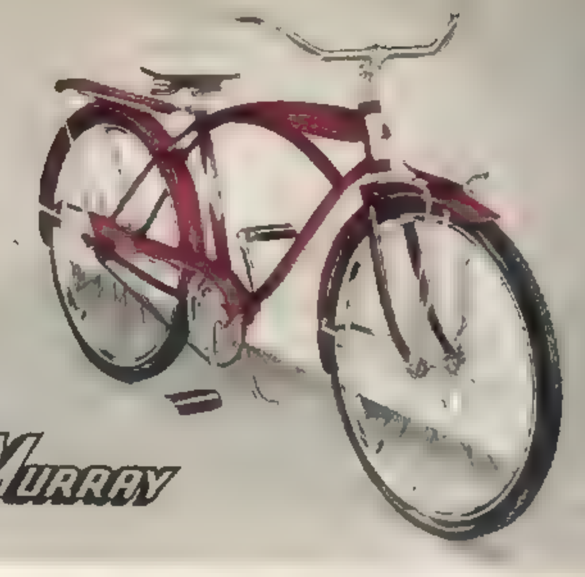
AIR FORCE JEEP, with adjustable chain drive, plus 2 level seat, room in back for a buddy. Official Air Force Insignia 8" wheels with 1¼" tires 43" x 20" x 16½". Wt 37 lbs.
90L1232A1730 Retail $25 95



DELUXE SCOOTER. For rugged use, with brake, stand and bell. 10" ball bearing wheels, 1¾" tires, 41 x 32". Wt. 18 lbs
90L1235A635
Retail $9.50

FIRE PATROL. Complete with 6' plastic hose, hardwood ladder, siren. Fire Red and White baked-on enamel, steel construction. Adjustable Pedal, ball bearing drive, 8" wheels with 1¼" tires. Folding windshield. 43" x 20½" x 16½". Wt. 40 lbs
90L1233A1765......... Retail 26 95





SUPERB BICYCLES from World-Famous MURRAY

MURRAY 26" STRATO-FLIGHT LUXURY BICYCLE. Here is elegance, speed and custom beauty! The Strato Flight is carefully made, and includes some marvelous features! 18½" hydrogen-brazed "speed weight" frame triple truss crown fork chrome plated custom fenders, exclusive front carrier and twin light mountings, plus new modern tail light! Has built in side kick up parking stand, chrome plated tank with Delta horn, white sidewall tires with chrome rims size 26"x1 75, with inner tube. Excellent "Komet" chrome coaster brake, ball bearing pedals, waterproof vinyl saddle with chrome springs, chrome crash rail silver trim Stimsonite reflector mounted in chrome plated housing Boy's bike is Black Cherry Flamboyant, white and gold trim Girl's is Magenta Flamboyant with white and gold trim. This is a custom-quality bike

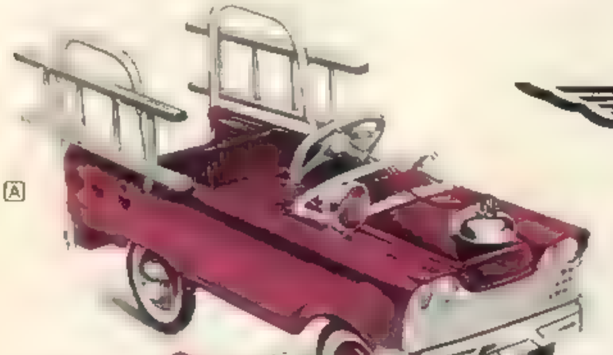
90L1344A5565 Boy's 26" model Ship wt 58 lbs Retail **$83.50**

90L1345A5565 Girl's 26" model. Ship. wt 58 lbs. Retail **$83.50**

MURRAY "METEOR-FLITE" BOY'S 26" BICYCLE The popular model at a popular price with a host of most-wanted features Finished in bright Flamboyant Red with white and gold trim exciting to see in action and exciting to own! Strong 18½" hydrogen-brazed frame in new "Speed Weight" design, fitted with Murray triple truss crown fork, custom crescent design fenders, and Komet-type chrome coaster brake Has 1 pc drop forge crank with 7" throw, red plastic pedals, vinyl waterproof saddle with white top and red trim, black coil springs SB type handle bars are chrome plated, have white plastic grips Fitted with a powerful headlight, Stimsonite reflector, tank kick up side parking stand; and all steel chrome rims Tires are black size 26"x1 75", with inner tube Bike has chrome plated stem, new speed weight chain guard, and speed weight chrome truss rods. Chrome luggage stand Solid, smart, fast

90L1343A4395 Boy's 26" model. Ship. wt. 56 lbs.. ....Retail **$65.95**

A



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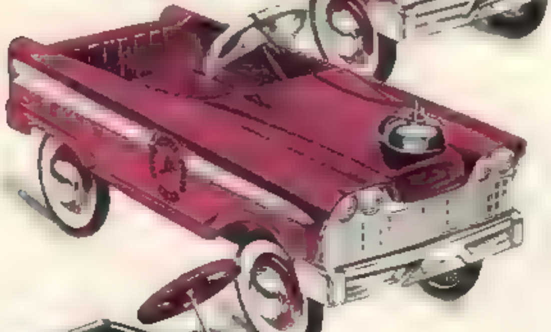

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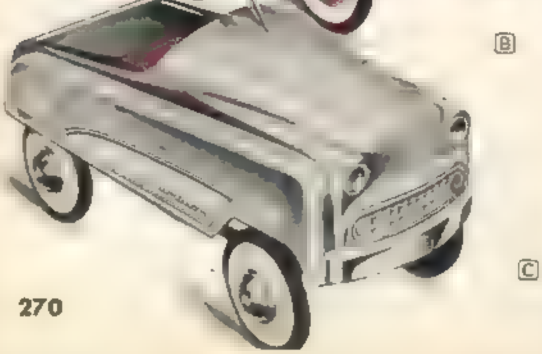


JUNIOR VEHICLES . . .

They will make your child beam in delight . . . last through more than one child in high style!

(A) MURRAY SUPER DELUXE FIRE TRUCK. Has everything, even including a gong bell and a flickering red spotlight! Pedals adjust to 5 positions, for children 2 to 6 years old Beautiful, tough automotive fire-red finish will last through all kinds of rough treatment. Truck is 45" long, 17" wide; has 8" double disc ball bearing wheels, red with white stripes, and ⅞" moulded tires. Deluxe drive mechanism for easy pedalling ball bearing pull straps and ball bearing rear axle hangers. Spotlight is real fire engine flicker type, powered by two self-contained "C" type batteries (batteries not included). Two wooden varnished ladders are removable for extra play fun. New type tubular hand rails finished in baked white enamel just right for a rider to hold on to while the "Chief" is taking the company to the fire Exclusive "no dead center" drive white enamel steering wheel Gong and spotlight simple to operate It's a honey

90L1331A1710 Shipping weight 37 lbs. Retail **$25.65**

(B) MURRAY DELUXE "FIRE CHIEF" AUTO. The ideal size car for children 2 to 6 years old—has 5 position adjustable pedals that may be repositioned as child grows—fits every size youngster. The "Fire Chief" is 36" long and 17" wide, finished in bright vermilion red baked enamel with white trim and aluminum enamel grille It has 8" double-disc wheels finished in red with white trim, ⅞" solid rubber tires. Ball bearing drive mechanism, ball bearing rear axle hangers Brightly plated fire engine bell can be pulled from steering wheel - clears the path ahead! Fabric covered seat pad, baked white enamel steering wheel Brightly decorated and beautifully finished real value!

90L1332A1210 Shipping weight 27 lbs Retail **$18.15**

(C) MURRAY "CHAMPION" SPORTS ROADSTER. A sports car for the little fellows that will be warmly appreciated! It is a full 36" long and 17" wide—fits children aged 2 to 6. Ball bearing drive mechanism is easy to work, achieves interesting speeds with its ball bearing pull straps and ball bearing axle hangers The body is finished in Sapphire Blue baked automotive enamel, with white trim and aluminum enamel grille. Wheels are double disc type, 8" in diameter, finished in baked-on vermilion red, with white trim. Fabric type seat pad in red and white design. Big red steering wheel; fine steering action.

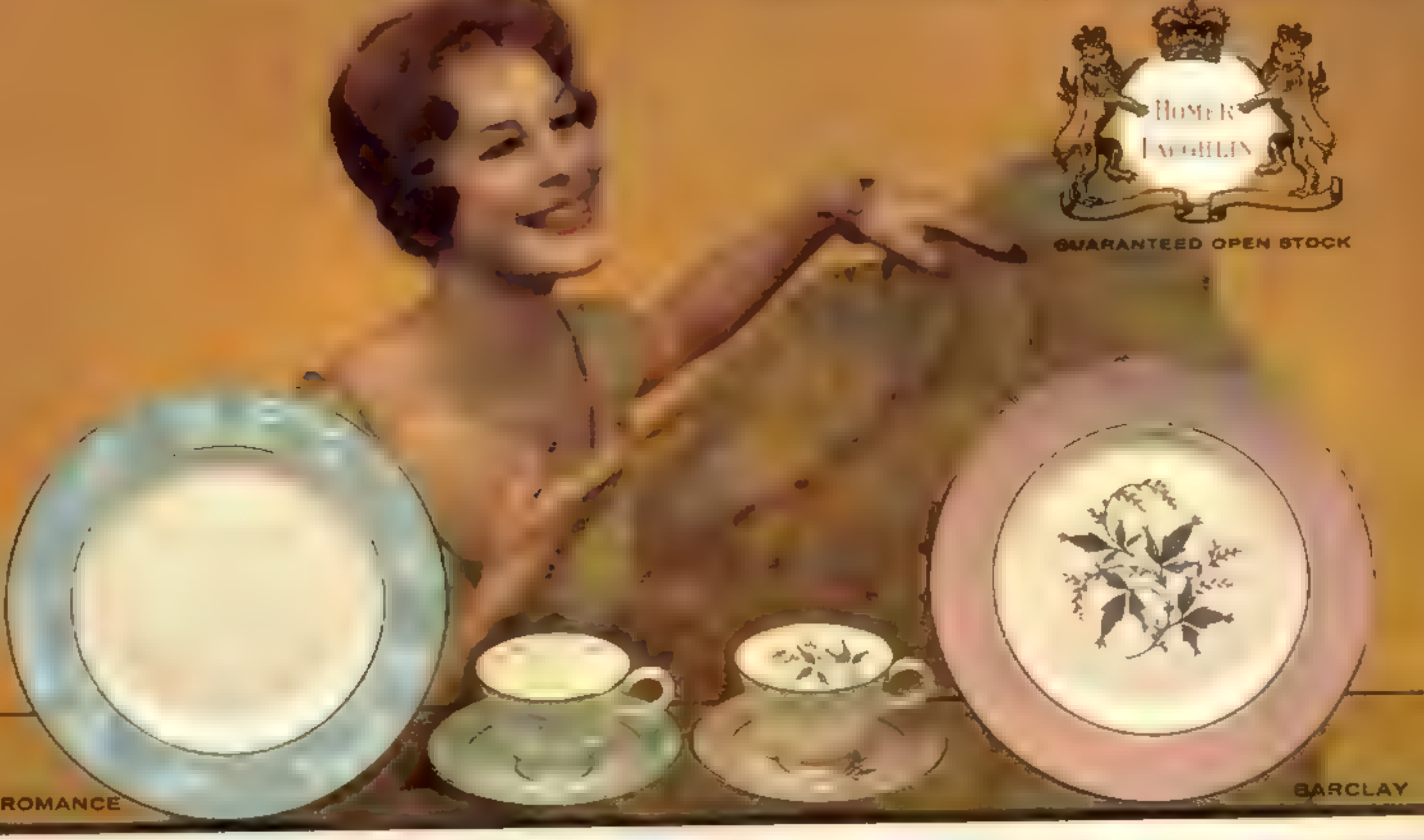
90L1333A1097 Shipping weight 27 lbs......... .....Retail **$16.45**

cavalier egg-shell DINNERWARE edged in priceless PLATINUM

master-crafted by world renowned

HOMER LAUGHLIN

GUARANTEED OPEN STOCK



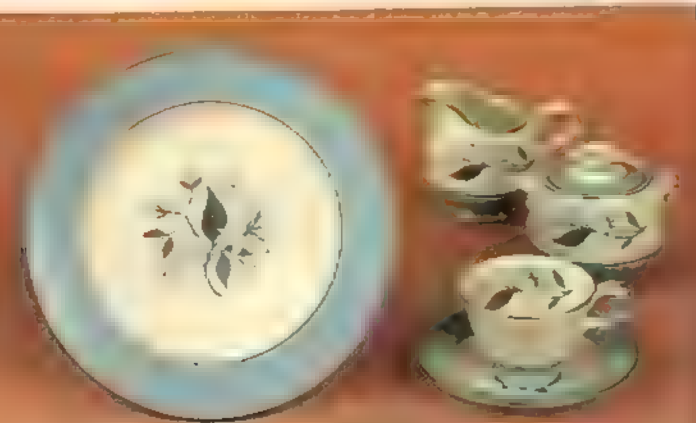
We proudly present 8 nationally acclaimed patterns by Homer Laughlin . . . world's largest manufacturer of fine semi-porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against checking or crazing. Each piece is completely oven-proof . . . bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

30FD4991A1662	32 Pc.	Set, serves 6	Retail $24 95
30FD4992A2015	35 Pc.	Complete service for 6	Retail $30 25
30FD4993A3162	53 Pc.	Complete service for 8	Retail $47 50
30FD4994A5510	93 Pc.	Complete service for 12	Retail $82 75

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

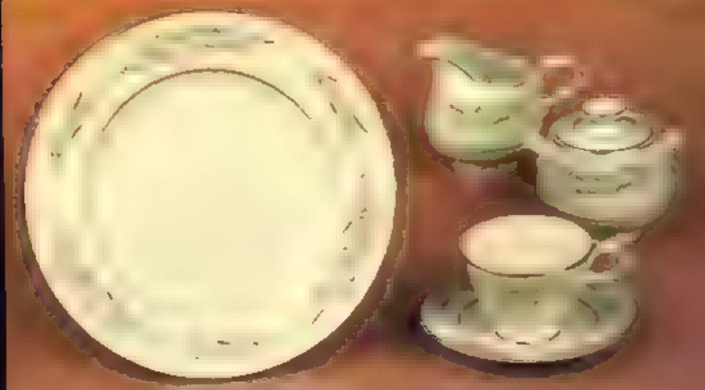
30FD5003A1662	32 Pc.	Set, serves 6	Retail $24.95
30FD5004A2015	35 Pc.	Complete service for 6	Retail $30.25
30FD5005A3162	53 Pc.	Complete service for 8	Retail $47 50
30FD5006A5510	93 Pc.	Complete service for 12	Retail $82 75



SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM rim, of course. Cavalier shape.

30FD4995A1662	32 Pc.	Set, serves 6	Retail $24 95
30FD4996A2015	35 Pc.	Complete service for 6	Retail $30 25
30FD4997A3162	53 Pc.	Complete service for 8	Retail $47 50
30FD4998A5510	93 Pc.	Complete service for 12	Retail $82 75

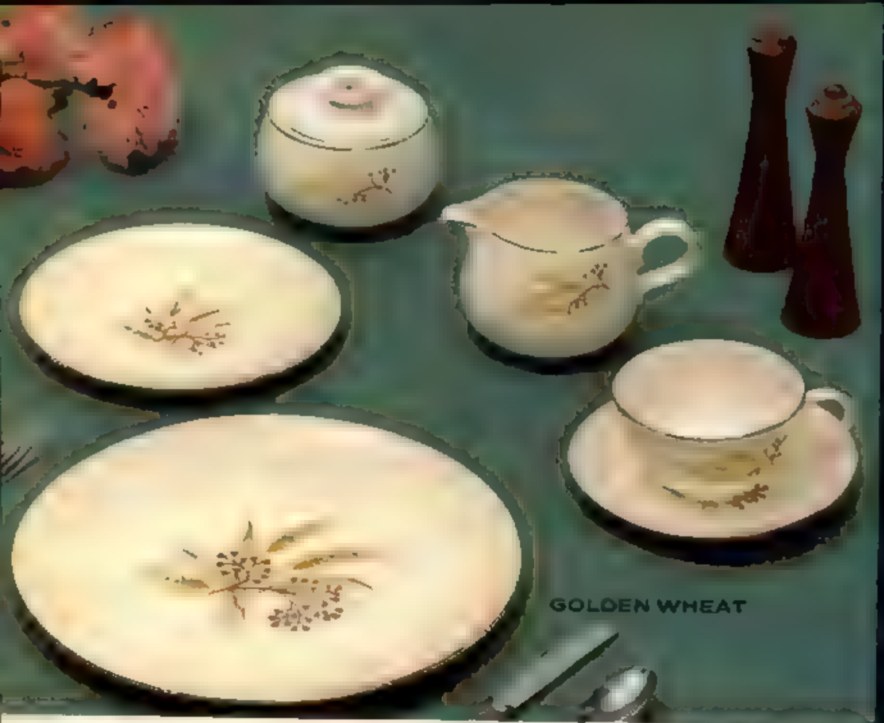


SOMERSET

SOMERSET—A most enticing decoration. Delightfully simple with its border of sun-drenched, ripened wheat . . . and pale blue field flowers. Graceful Cavalier shape is trimmed with priceless PLATINUM.

30FD4999A1538	32 Pc.	Set, serves 6	Retail $23.25
30FD5000A1874	35 Pc.	Complete service for 6	Retail $28.25
30FD5001A2966	53 Pc.	Complete service for 8	Retail $44 50
30FD5002A5141	93 Pc.	Complete service for 12	Retail $77 25

See other side for set composition.



GOLDEN WHEAT

HOMER LAUGHLIN
semi-porcelain dinnerware

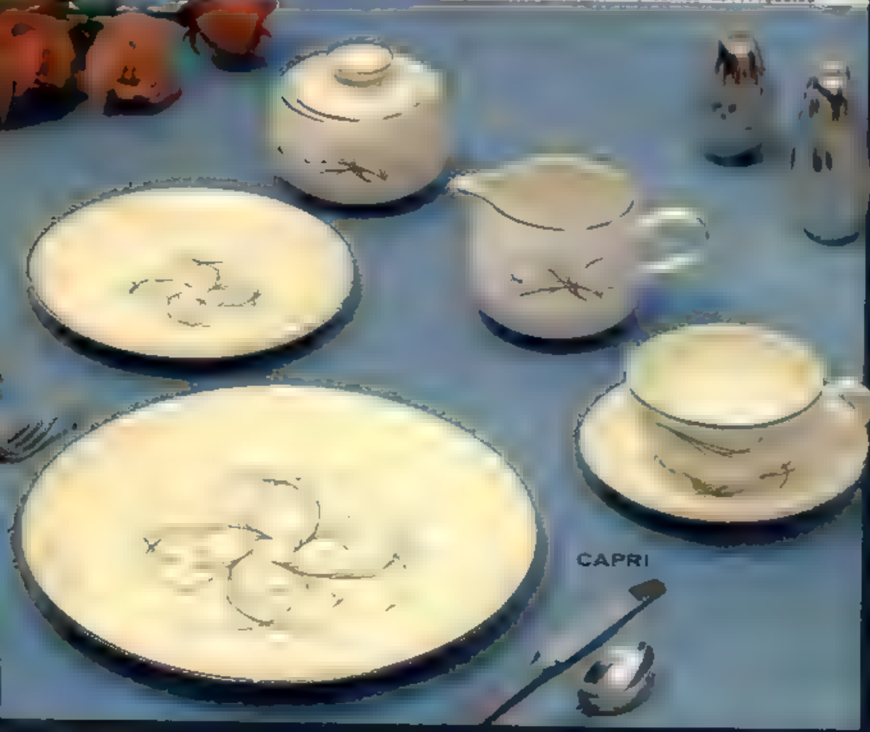
lavishly designed in
22K GOLD
AND PLATINUM

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow, tan and sepia embellished with rich 22K GOLD edge lines *Rhythm* coupe shape is both graceful and modern

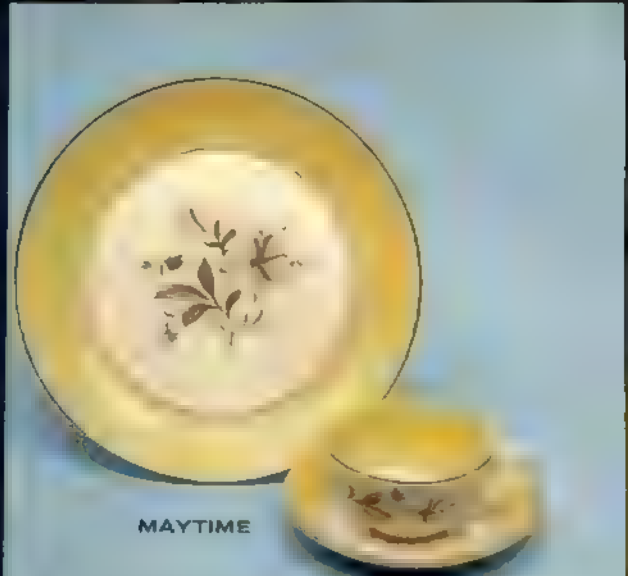
		Retail
30FD5011A1397	32 Pc Set, serves 6 ...	$20.95
30FD5012A1662	35 Pc Set, serves 6 ...	$24 95
30FD5013A2651	53 Pc. Set, serves 8 ...	$39.79
30FD5014A4629	93 Pc. Set, serves 12...	$69.50

CAPRI—You'll adore the appealing center with feathery charcoal lines tipped with pink . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts .. for banquets ... you'll always be proud of the table you set.

		Retail
30FD5007A1397	32 Pc. Set, serves 6 ...	$20.95
30FD5008A1662	35 Pc. Set, serve 6	$24.95
30FD5009A2651	53 Pc. Set, serves 8	$39.79
30FD5010A4629	93 Pc. Set, serves 12 ...	$69.50



CAPRI



MAYTIME

MAYTIME—Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves PLATINUM edged *Rhythm* coupe shape

30FD5019A1538	32 Pc. Set, serves 6	Retail	$23.25
30FD5020A1074	35 Pc. Set, serves 6	Retail	$28.25
30FD5021A2966	53 Pc. Set, serves 8	Retail	$44.50
30FD5022A5141	93 Pc. Set, serves 12	Retail	$77.25

COMPOSITION OF SETS

32-pc. Set: Service for Six—Shpg. Wt., 21 lbs.

Six each: Tea Cups, Tea Saucers, Bread and Butter plates 6", **Large** Dinner Plates 10", and Sauce Dishes.

One each:—Platter 11½", Round Open Vegetable Dish

35-pc. Set COMPLETE Service for Six—Shpg. Wt. 25 lbs

Same as 32-pc. Set above **PLUS** Covered Sugar Bowl (2 pcs.) and Creamer.

53-pc. Set Service for Eight—Shpg. Wt. 38 lbs

Eight each:—Tea Cups, Tea Saucers, Bread and Butter Plates 6", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.

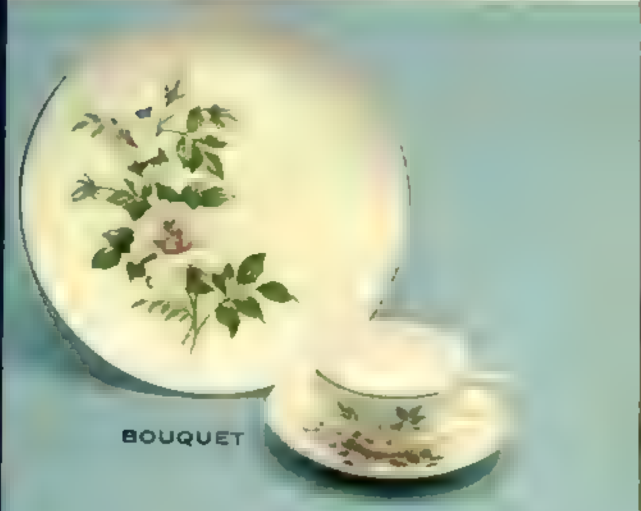
One each: Large Platter 13½", Round Open Vegetable Dish, Covered Sugar Bowl (2 pcs.), and Creamer.

93-pc. Set Service for Twelve—Shpg. Wt., 73 lbs.

Twelve each—Tea Cups, Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.

One each Platter 11½", **Extra Large** Platter 15½", Gravy Boat, Gravy Boat Stand, Covered Sugar Bowl (2 pcs.) and Creamer.

Two each:—Round Open Vegetable Dishes.



BOUQUET

BOUQUET—A best seller in fine stores throughout the country. White roses with pink centers and fresh green leaves trim both plate centers and cup sides. Lavishly trimmed with PLATINUM edge lines

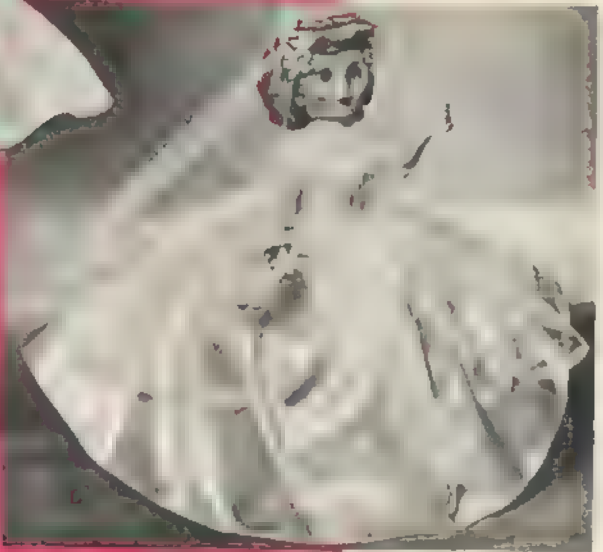
30FD5015A1397	32 Pc. Set, serves 6	Retail	$20 95
30FD5016A1662	35 Pc. Set, serves 6	Retail	$24 95
30FD5017A2651	53 Pc. Set, serves 8	Retail	$39.79
30FD5018A4629	93 Pc. Set, serves 12......	Retail	$69 50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

(A) IDEAL'S "BONNIE PLAY PAL" DOLL. Just as big as a 3-month old girl and proportioned exactly like her! Made of extremely lightweight, indestructible plastic—sculptured according to specifications never before produced in a doll! She has sleeping eyes, rooted Saran hair. Dressed in her own lovely outfit; but she will wear 3-month old girl's clothes just as well!
90L1826A1000 Wt. 6 lbs. Ret. **$15.00**

(B) IDEAL'S "SUZY PLAY PAL" DOLL. As life-like and as big as a real 1-year-old girl! Proportioned to U.S. Bureau of Standard's averages, she can wear the clothing of a real 1-yr. old girl. Lightweight, unbreakable plastic body, with sleeping eyes, curly rooted Saran hair. She has a beautiful one-year-old's outfit of her own!
90L1827A1334 Wt. 8 lbs. Ret. **$20.00**

(C) IDEAL'S "PATTI PLAY PAL" DOLL. She's the exact size and proportion of a real 3-year-old girl; sculptured to U.S. Bureau of Standard's averages! Fine natural features and beauty never before found in a doll! Made of lightweight indestructible plastic; she has sleeping eyes and rooted Saran hair. Complete with her own beautiful outfit, she also can wear the clothing of a real 3-year-old!
90L1828A1667 Wt. 12 lbs. Ret. **$25.00**

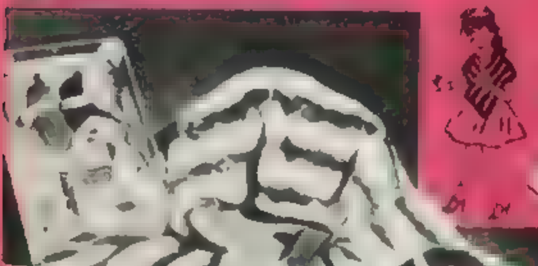


(D) 20" BRIDE DOLL. A beautiful bride in a gorgeous bridal outfit! She has moving arms and legs and moving eyes, and beautiful rooted hair. This number will bring a shine to the face of any little girl who loves weddings!
90L1206A395 Wt. 2 lbs. .Retail **$5.95**

SHE DRINKS
SHE WETS
CRIES REAL TEARS
E

(E) "BETSY WETSY" and SUITCASE. Betsy drinks, wets, and cries real tears! All vinyl, with lustrous rooted Saran hair that can be shampooed and waved. She is dressed in 2-pc. sunsuit and diaper, comes complete in suitcase with her layette, including dress, bonnet, petticoat, booties, and many other clothes and accessories.
90L1829A534 11½" high...Ret. **$8.00**
90L1830A667 13½" high..Ret. **$10.00**

(F) "SLEEPYHEAD" DOLL. Washable hand-painted vinyl face with charming features; DuPont washable rayon plush body stuffed with synthetic featherfoam. Wool yarn curls; ribbon bow on neck. A "must" for the youngster. 14" long.
90B2021A200 Wt. 1 lb... Retail **$3.00**



John Henry
George
Charly

MING STOLE & HIGH HEEL DRESS-UP KIT. They play grown-up in style with this charming outfit! Includes make-believe high heeled shoes with red velveteen insoles, Ming Stole and imitation Pearl necklace. Shoes have vinyl anti-slip on heels for her safety. Display box
90B2131A267 Ship. wt. 2 lbs. Retail **$4.00**

20-INCH "PENNY", THE SUPER-SOFT DOLL. What a cuddly charmer! Her soft stuffed body flops about as she plays, though she can sit nicely if you ask her to! Beautifully dressed in removable, washable clothes, she has yellow yarn pigtailed hair.
90B2136A199 Ship. wt. 2 lbs. Retail **$2.98**

"JOHN HENRY, THE DIARY BASSET". He invites you to autograph his ample skin which is made of fine poplin. This smoothly stuffed pooch is the perfect gift for any graduate at any age, for camp, school or college, or for any reason at all. 17" long overall
90B2122A199 Ship. wt. 1 lb. Retail **$2.98**

60 MELMAC 43 PC. DINNERWARE & CYMAC* Hostess Set

PC. ENSEMBLE

ADVERTISED IN LIFE

BREAK-RESISTANT

Debonaire **ROSE PATTERN** with Rainbow Colors

Debonaire
by KENRO
MELMAC.
dinnerware

FREE BONUS!

3 TIER SERVER
8 TUMBLERS
8 COASTERS

FLORAL DESIGN

SERVICE FOR 8

SELECTED APPROVED

ALL 60 PIECES with FREE 17 pc. HOSTESS SET

30B3000A2288

VALUE $53.00

OPEN STOCK RETAIL PRICE

8 Dinner Plates . . .	$22.00
8 Cups	7.60
8 Saucers	6.00
8 Bread and Butters .	6.00
8 Soups	8.00
1 Creamer	1.45
1 Sugar w/ Cover . .	1.95
Total if bought separately —	$53.00

$22.88 complete with hostess set

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Just what you've wanted — The serviceability of MELMAC plus the luxury of a lovely Design. Gorgeous Debonaire Rose plates and accompanying pieces of Melmac and Cymac in pastel tints of Pink, Yellow, Blue and White. 3-tiered Server in ebony Black. Everything for the one special price while this special shipment lasts.

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ARDAN SENSATIONAL BONUS OFFER!

Sans & Streiffe

POWER-VISION TELESCOPES

EQUATORIAL 3" REFRACTOR TELESCOPE . . . 45X, 90X, 150X, 300X; 76mm Finest telescope of its kind in America. A high powered beauty ... scientifically accurate, perfectly engineered! Micrometer smooth focusing with equatorial/alt azimuth mounting with precision machined worm gear, balance weight, rack-and-pinion and flexible slow motion controls. Fully color corrected, perfectly ground and polished optics, resolving power 1.5 seconds. Included coated eyepieces and Barlow lens, sun filter and sun projection screen for solar viewing, removable 6X30 achromatic finder scope, moon filter, diagonal and image erecting prisms for terrestrial viewing. Focal length 910mm. White hard enamel coated barrel. 5 foot smooth finish adjustable tripod. Wooden storage cabinet.

80F1061A18000 Shipping weight 70 lbs. Retail **$300.00**

Superb, scientifically accurate, professional type telescopes. Maximum power brings out in sharp detail, planets, stars, moons, all the fascinating wonders of the heavens. Ideal for long-distance scanning of terrain. Observatory clarity. Beautifully engineered!

STRATOSPHERE 2.4" REFRACTOR TELESCOPE . . . 35X, 70X, 117X, 234X, 60mm. Designed, priced for the amateur astronomer, for celestial and terrestrial viewing! Precision worm gear, slow motion balance weight controls, rack-and-pinion focusing feature the equatorial alt-azimuth mounting, assure perfect stability, automatic tracking, fine adjustments for elevation and traverse. Coated lens for maximum clarity, minimum light reflection. Included: 2 eyepieces and Barlow lens, 6X30 achromatic view finder, sun filter, erecting and diagonal prisms. Enamel coated barrel. 5' adjustable tripod. Wooden storage cabinet.

80F1062A11700 Shipping weight 50 lbs. Retail **$200.00**

SKYWAYS 2.4" REFRACTOR TELESCOPE All features as above except with mono-axis type equatorial and alt-azimuth mounting.

80F1063A8800 Shipping weight 35 lbs. Retail **$150.00**

UNIVERSE . . . 20X, 40X, 60X Powers; 60mm. Versatile for astronomical and spotting uses! Turn revolving turret to set power magnifications. Rack-and-pinion focusing. Achromatic, coated eyepieces. 26" white enamel barrel. 5-foot adjustable tripod. Shipping weight 15 lbs.

80C1068A3995 . . . . Retail **$80.00**

COSMIC FINDER . . . 25-to-63 Powers; 50mm. Beautifully designed, variable power telescope for steady celestial or terrestial viewing! Geared elevator tripod for smooth adjustments; rack-and-pinion drive. 2 achromatic eyepieces, sun filter; diagonal prism. Baked enamel finish.

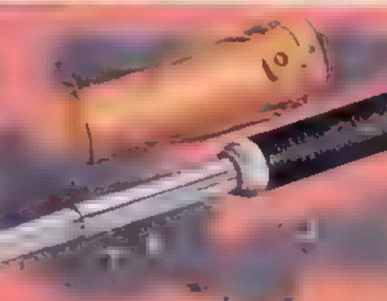
80C1065A3995 Shipping weight 14 lbs. Retail **$80.00**

STARGAZER . . . 15X, 30X, 45X Powers; 40mm. An intermediate variable telescope with three magnifications for solar system study and spot viewing. Rack-and-pinion drive for easy focusing. All-directional mount on removable 11½" tripod. Enamel finish barrel 26" long.

80C1064A1800 Shipping weight 7 lbs. Retail **$36.00**

OBSERVATORY . . . 30 Power, 40 mm. Economy priced observatory telescope, excellent for all general viewing purposes. Draw tube focusing. Coated achromatic lens. Baked enamel finish. 26½" open, 23½" closed. Collapsible 11½" metal tripod. Shipping weight 6 lbs.

80C1069A995 Retail **$20.00**

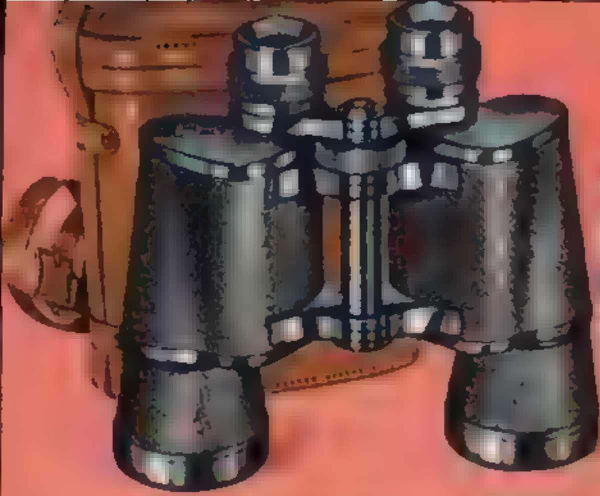


TELESCOPE . . . 10-to-30 Powers; 30 mm. Easily adjustable for both near and far viewing. A "must" for camping, hunting, touring. Lightweight compact all purpose. Coated lens. Smooth black barrel with chrome tube. Length open 16", closed 7". Leather carrying case included. Sh. wt. 3 lbs.

80C1067A1150 Retail **$23.00**

SPOTTING 'SCOPE . . . 20 Power, 40 mm. Prismatic telescope for all types of long range viewing, spotting. Achromatic coated optics. Folding, swivel base metal tripod for full 360 turns. Sunshade dust protector. Black crackle finish barrel, 8", long, weight 15 oz. Shipping weight 3 lbs.

80C1066A1495 Retail **$30.00**



MARINER *Power perfect for day or night viewing*

7 Power, 50mm By sea or land, these Zeiss type binoculars are advocated. Maximum relative brightness 51, field of view 372 feet at 1000 yards, angular field 7.1, exit pupil 7.15mm. Height inches, weight 34 ounces.
80C1004A2995 Individual focus — Retail $60.00
80C1005A3400 Center focus — Retail $68.00

16 Power, 50mm For extreme distances. Luminosity 9.9, 200 feet field at 1000 yards, angular field 3.5, exit pupil 3.15mm. Ht 6 in., wt 36 oz.
80C1007A4300 Center focus — Retail $88.00

NAVIGATOR *for land, sea or air ... best for satellite spotting!*

7 Power 50mm Superb performance for professional and navigational use—ideal day or night and under adverse light and weather conditions. Widely used for spotting and tracking satellites. Combines maximum power and large objective lens to provide great light gathering capacity. Selected for Navy and Air Corps use. Luminosity 51.1, field of view 377 feet at 1000 yards, angular field 7.1, exit pupil 7.15mm. American style prisms and lenses. Center focusing wheel. Height 6 inches, weight 40 ounces.
80C1010A3995 — Retail $80.00

SANS & STREIFFE

GUARANTEED FOR A LIFETIME
POWER-VISION AT ITS FINEST

WHICH MODEL TO BUY? While most *Sans & Streiffe* binoculars can be used for a multitude of purposes, certain models are designed for specific uses. The following chart will help in the selection of one or more models best suited to the viewing need.

6x30—Spectator Sports
Indoor Activities
Hunting
All-Purpose
Hunting
Yachting
7x35 Travel
8x40 Vacation
9x35 Racing
Indoor, Outdoor Sports
Nature Study
Field Trials

7x50—Navigation
General Night Use
8x30—Hunting
Sports, Open Areas
Nature Study
10x50—Long Range
Mountains, Prairies
16x50—Terrestrial
Great Distances
Astronomical

TRIPOD INCLUDED
Fits all Binoculars and Cameras

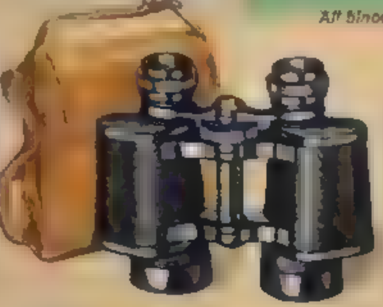
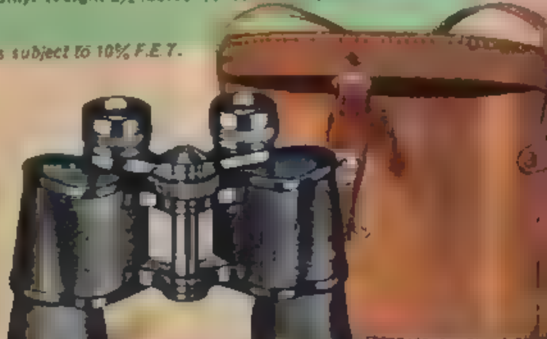
PATHFINDER *for the long range steady look*

10 Power, 50mm For distant viewing. 315 feet at 1000 yards, angular 6; luminosity 25, exit pupil 5mm. Ht 6 in., wt 31 oz.
80C1012A5295 Binocular with tripod; center focus — Retail $100.00

16 Power, 50mm For extreme distances. 201 feet at 1000 yards, angular 3.5, luminosity 9.8, exit pupil 3.15mm. Ht 6½ in.; wt 31 oz.
80C1013A5500 Binocular with tripod; center focus — Retail $110.00

Binocular Panhead Tripod. Panhead has full 360 arc and tilts 135. Adjusts from 34" to 60.
80C1014A850 Tripod only. Weight 2½ lbs. . . . . . . Retail $15.00

All binocular prices subject to 10% F.E.T.

OPERA-SPORT GLASSES *slim and trim!*

2½ Power. Folds for purse or pocket. In thin leather covered metal case, only 6 ounces in weight. Perfect for theater, sporting events or sightseeing or vacation trips. Color corrected lens. Field of view 450 feet at 1000 yards. Center focus. 4½x2½ inches.
80C1019A295 — Retail $6.95

FIELD GLASSES *family favorite!*

7 Power 35mm. Handy for all spectator sports, outdoor uses. Compact, lightweight. Color corrected coated lens. Center focusing with interpupillary adjustment. Field of view 210 feet at 1000 yards. In leather carrying case. Height 5 inches, weight 13 ounces.
80C1018A1195 — Retail $24.00

GAMESTER *best for nature study*

8 Power, 30mm Zeiss type lens prisms. View at 1000 yards 396 feet, angular 7.5, exit pupil 3.75mm, luminosity 14.1. Height 4 inches, weight 19½ ounces.
80C1002A2150 Center focus — Retail $43.00

6 Power, 30mm 43 feet at 1000 yards, angular 8, exit pupil 5mm, luminosity 25. Ht 4 in., wt 13 oz.
80C1001A1995 Center focus — Retail $40.00

underwood for '60

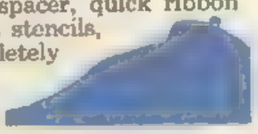
New Golden-Touch® Portables

ADD-MATE Adding Machine

NEW "GOLDEN TOUCH" QUIET TAB DELUXE PORTABLE . . .

More Big-Typewriter Features Than Any Other Portable

- **Tabs like an office typewriter!** Only portable with separate SET and CLEAR keys controlled from keyboard.
- **Exclusive "See-Set" Margins.** Set balanced writing line by scale—no need to move carriage.
- **Line gauge** eliminates guess work from end of page typing.
- **Touch "Jam-Release"** key instantly frees typing jams—no finger smudging.
- Retractable **Deluxe paper supports**—keeps paper in readable position.
- **Complete all-feature portable** including full-size standard keyboard, touch control, variable line spacer, quick ribbon change, two-color ribbon selector—cuts stencils, three position bail with scale, etc. Completely insulated for quiet operation. "Multiple use" Carrying Case and free Instruction Book. Shipping wt. 23 lbs.



Banff Blue

	Retail
60B6021A10596 Driftwood, Pica Type	$139.96*
60B6022A10596 Driftwood, Elite Type	$139.96*
60B6023A10596 Banff Blue, Pica Type	$139.96*
60B6024A10596 Banff Blue, Elite Type	$139.96*

NEW "GOLDEN TOUCH" DIPLOMAT PORTABLE TYPEWRITER

- **Including Carrying Case, weighs only 10 lbs.**
- **Flat (approx. 3" high), compact, fits almost anywhere.**
- **Full-size standard keyboard, 42 finger-form keys.**
- **Takes full-size stationery**

UNDERWOOD'S Newest, Low-priced Portable. Perfect for travelers, students, etc. Attractive, practical with outstanding features for fast accurate typing Features include left and right hand touch set margins, two-color ribbon—cuts sharp stencils automatic ribbon reverse, jam-release key, backspacer, line space lever for single and double spacing left hand shift lock, paper bail, paper support—holds long sheets of paper in place, paper table scale, etc. Attractive zipper Carrying Case and free Instruction Book included. Dawn Gray finish Shipping weight 13 pounds.

60B6025A6370	Gray finish, Pico Type	Retail $78.70*

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4 5 6
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ONLY 7½ LBS.–ALL ELECTRIC!

NEW PHONE-SIZE UNDERWOOD ADD-MATE

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LOWEST PRICED ALL ELECTRIC ADDING, DIRECT SUBTRACTING MACHINE

Ideal figuring machine for stores—homes—offices, etc. So simple anyone can use it. U/L APPROVED. Simplified 10 key keyboard, two-position angle operation, electric correction key, digit indicator, repeat key, visible tape record, transparent tear off bar. A.C. only. Size 7"x9"x 5". Totals to $99,999.99. Lists 6 and totals 7 columns Plastic cover included. Ship. wt. 12 lbs

	Retail
60B6026A13250 Driftwood.	$158.15*
60B6027A13250 Gulfstream	$158.15*
60B6028A1182 Carrying Case	$ 13.50

*Federal excise tax included

REMINGTON

QUIET-RITER® ELEVEN

PORTABLE

...the portable you'll never outgrow!

MIST GREEN

60BV6001A11726 Pica
60BV6002A11726 Elite
Retail $145.16

POPULAR WITH STUDENTS... MOM AND DAD TOO!

Tests by leading educators prove that students who type get better grades—and the REMINGTON QUIET-RITER ELEVEN Portable is a favorite choice for homework! This famous portable helps students think more quickly . . . *all-important* in getting homework done faster, neater and error-free! For letters, reports, business chores ... in so *many* ways, a REMINGTON QUIET-RITER ELEVEN is a *necessity.*

WHITE SAND

FRENCH GRAY

DESERT SAGE

Check these

Standard width, 11-inch carriage with 10.3 inch writing line; standard 88-character keyboard; super-strength frame . . . really *solid;* MIRACLE TAB—clears and sets tab stops from the *keyboard:* visible margin buttons; 1, 2 or 3 line space lever; large-size, sure-grip cylinder; carriage centering lever; automatic ribbon reverse; back space key; line locating lever; variable line spacer; synchronized scales; 2 color ribbon and stencil control; personal touch regulator; margin release key; shift keys and locks. Specify Pica or Elite Type and color. See type samples below. Shipping weight 23 lbs. 15 ozs.

learn to type by

FREE OF EXTRA COST! Handsome luggage-type carrying case plus the REMINGTON COLOR-KEY Touch Typing Course. COLOR-KEY is remarkably easy because it's based on the same standard approved methods used by teachers in schools everywhere. You can actually complete the easy 10-lesson Remington course within one week!

REMINGTON®

Letter-riter deluxe

TRADEMARK

PORTABLE

A medium-priced model with convenient handset tabulator. Has these "most-needed" features. large-size, paper cylinder - gives clear printwork and positive feeding of carbon packs, cards or envelopes; margin buttons, 42-key, 84-character keyboard, shift keys and locks – the same as on office typewriters, super-strength frame - keeps parts in perfect alignment French Gray color -satin smooth finish Specify Pica or Elite Type Ship. Wt 23 lbs 3 ozs

60BV6003A8906 Pica **Retail $121.38**
60BV6004A8906 Elite **Retail $121.38**

REMINGTON

Letter-riter

TRADEMARK

PORTABLE

A low-cost portable that's ideal for home and school use. Has many big-machine features. simplified ribbon changer. visible margin buttons -gives fast easy settings personal touch regulator -permits fine adjustment of key action; synchronized scales for setting margins and automatic ribbon reverse. All controls located as on standard typewriters. French Gray color—satin-smooth finish Specify either Pica or Elite Type. Shipping Wt. 23 lbs. 3 oz.

60BV6005A8396 Pica .... **Retail $114.44**
60BV6006A8396 Elite **Retail $114.44**

REMINGTON

Travel-riter

TRADEMARK

PORTABLE

Here's the *only* economy-priced, lightweight portable with so many "big-machine" features! Check these against similarly priced portables and see why it's the *best* value: carriage return and line space lever; left and right carriage release levers; line finder for typing out of regular spacing; one, one and a half and two line space lever; margin buttons; paper arm supports; automatic and manual ribbon reverse; margin release key; full 42-key keyboard and back space key Two-tone Pearl and Charcoal Gray color with matching Carrying Case. Specify Pica or Elite Type. Shipping Wt. 18 lbs., 15 oz.

60BV6007A6791 Pica .... **Retail $89.75**
60BV6008A6791 Elite .... **Retail $89.75**

`ELITE type` | `PICA type`

FREE of extra cost! With all REMINGTON Portables —the COLOR-KEY Touch Typing Course plus a handsome luggage-type Carrying Case

Remington Portable Typewriters are sold to dealers for resale to ultimate users only. Minimum Fair Trade Price on the **Quiet-riter Eleven** Portable in states having Fair Trade laws must be maintained.

SKATER'S WALTZ

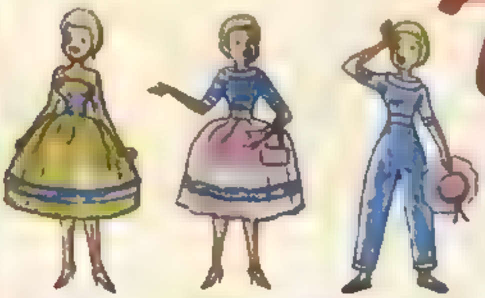
Our lovely versatile Valentina Ballerina adds ice-skating to her repertoire This 20" completely jointed doll that bends her knees and her ankle—moves her arms and legs and twists her torso or turns her head, now as she skates like a champion, with her same walking mechanism which permits her to walk and dance when held

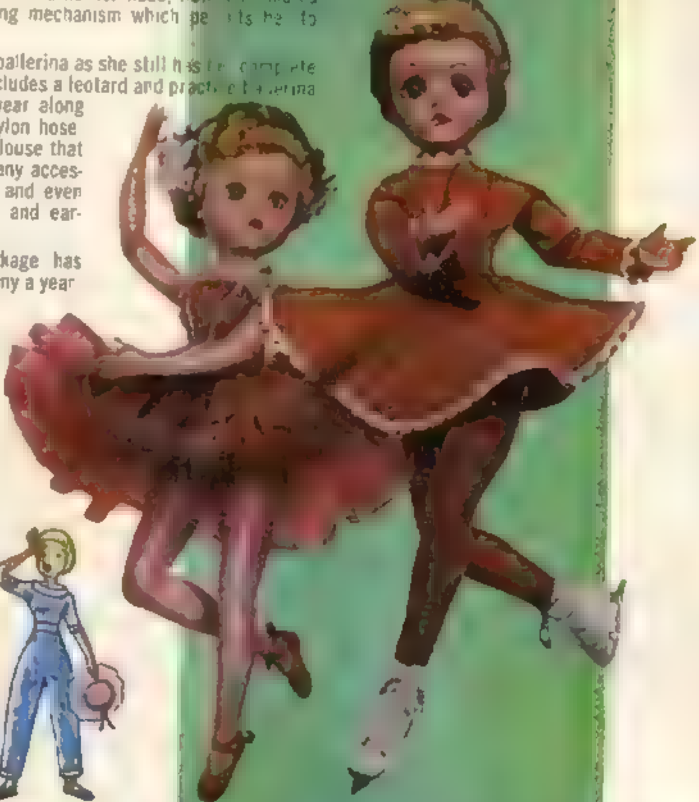
Of course, she could not forget to be a ballerina as she still has the complete ballerina outfit, plus a wardrobe that includes a leotard and practice ballerina slippers, a formal dress for evening wear along with high heel shoes and full length nylon hose A lovely two-piece street dress with a blouse that doubles for her lounging slacks, and many accessories which include a hat and purse, and even personal jewelry—as a pearl necklace and earrings

This completely coordinated gift package has more play value than we have seen in many a year

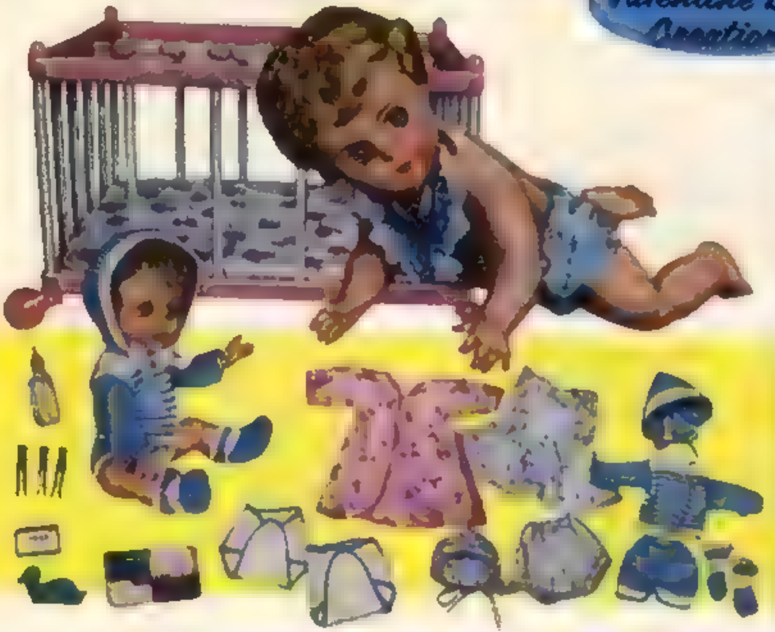
90L1301A—Skater's Waltz with complete wardrobe ..... Ret. $14 95

90L1302A—Valentina in her complete ice-skating costume plus leotard and practice shoes only Ret. $9.95





Valentine Doll Creations



PATTI

This is our special adjustable crawling doll

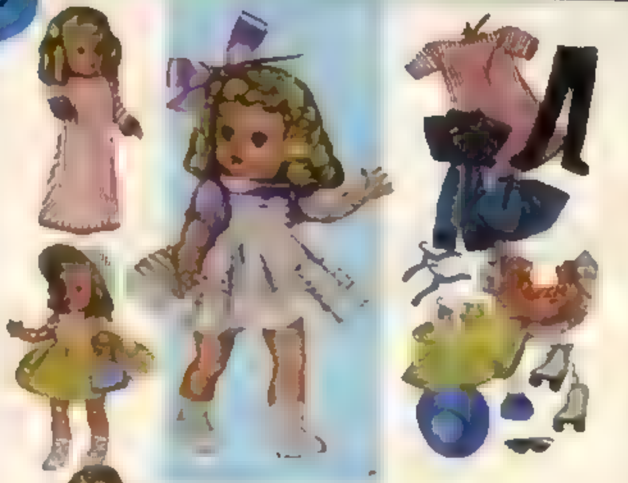
Doll is 14" fully jointed, all vinyl, with moving arms and legs and head. Rooted hair Head adjusts on special neck to normal or crawling position Drinks and wets and has her own nursing bottle

She comes dressed in a lovely playsuit and in addition has a layette consisting of a party dress with matching hat and panty, two diapers, flannel robe, gorgeous five piece knitted outfit consisting of panties, sweater, hat and booties, a foam sponge Kleenex and three clothes pins.

Also included is a beautiful 13" real playpen made of unbreakable plastic and wood with real rolling casters that also swivel, and has beads for Patti to play with

90L1303A—Doll, Layette and playpen complete ....Ret. $10.95

90L1304A—Patti and her playsuit with Kleenex, sponge, diaper, party dress and bottle only without playpen ....Ret. $5.95



CURLY LOCKS

AND HER TWENTY PIECE ENSEMBLE.

She's everybody's sweetheart. All vinyl and a full 12" tall She has jointed arms and legs

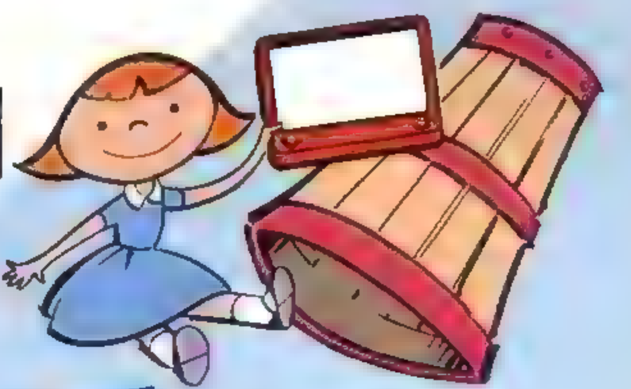
This little Toddler has a head full of long lustrous curls of rooted Saran, which can be washed, waved and combed again and again

Her outstanding wardrobe consists of the following

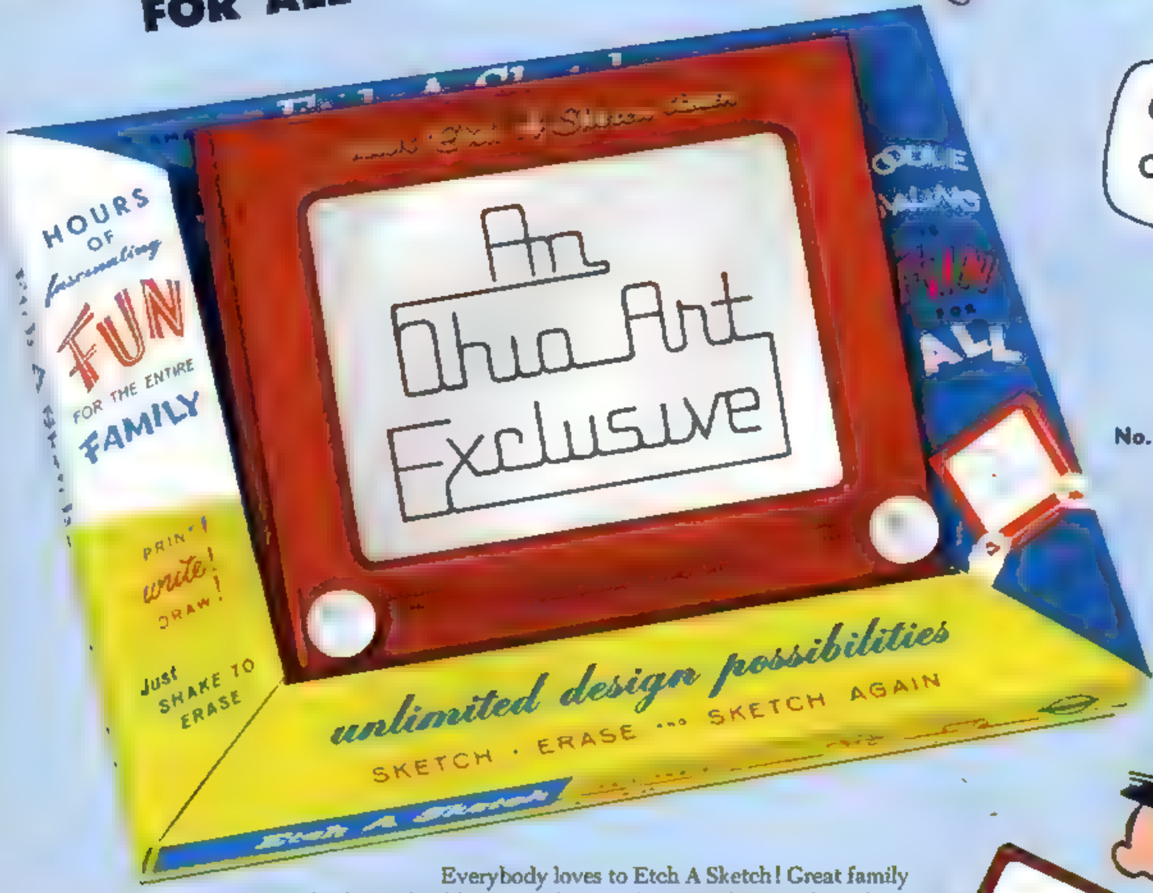
A cute little Toddler's pinafore and blouse type dress, made of piqué A sheer party dress for her first social. A matching plastic hat and bag. Peppermint striped flannel nightgown. Bouffant half slip. Full length tights. Three piece outfit, consisting of blouse, skirt and pants Pair of roller skates. Pair of sunglasses. Two hangers. One pair of shoes. One pair of stockings. A pair of panties

90L1305A—Doll and wardrobe complete .... Ret. $9.95

ETCH A SKETCH



FASCINATING FUN FOR ALL AGES!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HOURS OF fascinating FUN FOR THE ENTIRE FAMILY
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Just SHAKE TO ERASE
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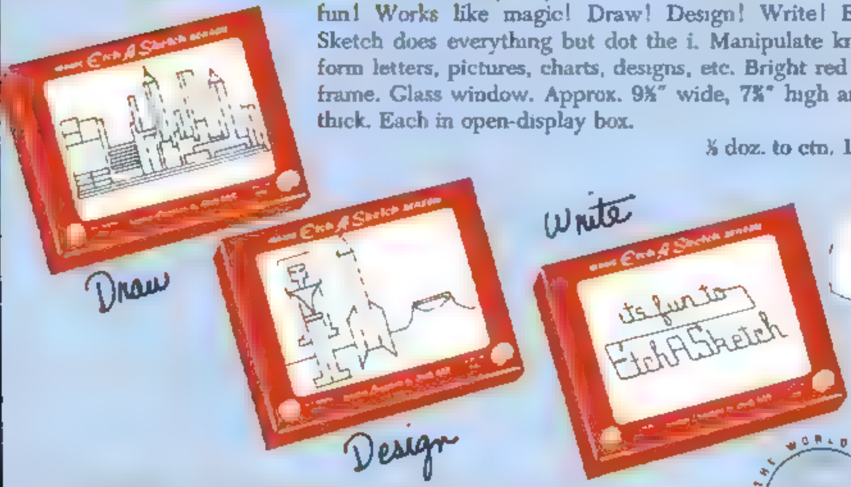
No. 505 ETCH A SKETCH

Everybody loves to Etch A Sketch! Great family fun! Works like magic! Draw! Design! Write! Etch A Sketch does everything but dot the i. Manipulate knobs to form letters, pictures, charts, designs, etc. Bright red plastic frame. Glass window. Approx. 9⅜" wide, 7¾" high and 1⅜" thick. Each in open-display box.

½ doz. to ctn. 11½ lbs.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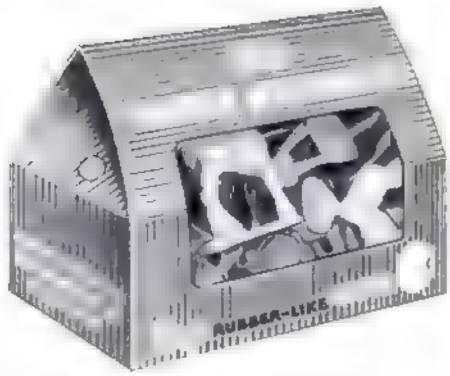


No. 187 20-Pc.
VINYL FARM ANIMAL SET

This favorite of the little folks means big profits for you. Twenty assorted rubber-like vinyl lambs, piglets, hens, rooster, duck, sheep, calves, colts, pigs and turkey. Comes in simulated barn box with "see-thru" window, 5" x 3 3/16" x 4½"

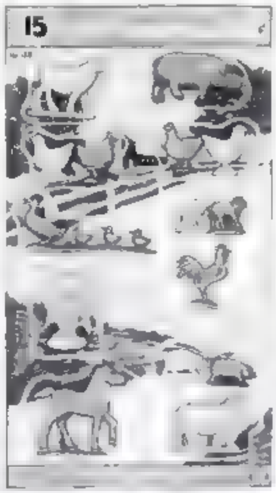
2 doz. ctn. 13 lbs.

UNBREAKABLE
FLEXIBLE-HARMLESS

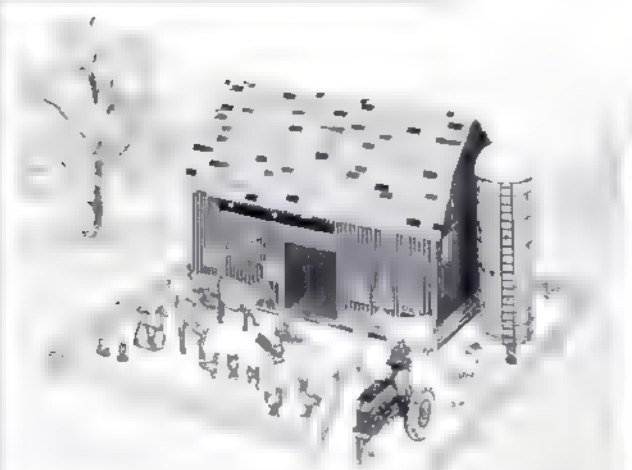
No. 191 19-Pc.
VINYL FARMYARD SET

Includes 6 pieces of plastic fence, vinyl farmer, wife and child. Also 10 assorted rubber-like animals: sheep, calf, colt, pig, turkey, hen, rooster, duck, piglet and lamb. Comes in blister "see-thru" package. Complete on card.

2 doz. ctn. 13 lbs.



No. 188 FARM ANIMAL SET



No. 197 BARN & ANIMALS

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BLUE RIBBON America's Favorite **30-HOUR DESK/TRAVEL ALARM** Gilt Trim Texol case, full luminous dial, 3-¼×3-½". Specify color tan, brown alligator, red

10A-096 V430.......Retail $6.95
10A-098 V765 8-day Brown lizard, tan, red pig Retail 11.95

KING PIN Exceptional **30-HOUR 7 JEWEL DESK TRAVEL ALARM.** Gilt trim leather case raised gilt indicators. Luminous figures, hands, dots 3×2-¾" Specify color: Pig, red, tan alligator, or brown

10A-544 V610.......Retail $9.95
10A-545 V960 8-day Brown alligator, red pig....Retail 14.95

DAZZLER Fabulous **30-HOUR DESK, TRAVEL ALARM** Gilt trim leather case brilliant white rhinestone hour indicators luminous hands, dots. 3×2-⅞". Specify dial, also case color: red, pig, green

10A-1130 V500.......Retail $7.95

[illegible] Bright-Morning" start **30-HOUR DESK/BOUDOIR ALARM** Intermittent, then steady rings awaken you Gilt trim texol case, raised gilt figures, indicators, luminous hands, dots 3×2-⅞" Specify color tan, brown alligator, red

10A-547 V610... . .Retail $9.95

Phinney-Walker

HEART-THROB For true sentiment. **30-HOUR BOUDOIR ALARM** Brilliant rhinestones, gilt case raised gilt figures, indicators Luminous hands, dots. 3×2-3 . Specify color: ice-blue, rose crystal

10A-552 V875......Retail $13.95

CHARMED CIRCLE Dazzling **30-HOUR BOUDOIR ALARM.** Blazing rhinestones, gilt case, white rhinestone indicators. Luminous hands, dots 2 ×2 ". Specify color: rose, ice-blue crystal

10A-1131 V815.....Retail $12.95

PARADISE Winsome **30-HOUR BOUDOIR ALARM.** Transparent plastic case, raised gilt figures, indicators Luminous hands dots 3-½×3" Specify color clear-white, rose, lt. blue

10A-546 V560.......Retail $8.95

AMOUR Just lovely. **30-HOUR DESK/BOUDOIR ALARM** Gilt case, plastic crystal, vivid colors gilt figures, indicators, luminous hands, dots 3-¼×3". Specify color: black, red, blue, ivory

10A-1133 V500..... Retail $7.95

[illegible] Really divine. **30-HOUR DESK / BOUDOIR ALARM.** Gilt and transparent plastic case, raised gilt figures, hour indicators, luminous hands, dots. 5-¼×3-½". Specify color: clear-white, rose, light blue amber.

10A-1132 V815.. Ret. $12.95

MERRY TUNE "Cheerful Early" **30-HOUR MUSICAL ALARM.** Gilt metal case enamel trim, raised gilt figures, indicators. Luminous hands, dots. 4-½×2-½. Specify color: pink, white, light blue, black

10A-1134 V935 .... Retail $14.95

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Prices subject to 10% federal excise tax

G7 NURSERY PUZZLE PLAQUES

Picture puzzles of favorite storybook and nursery rhyme characters just perfect for 2 to 6 yr olds. Playskool's 9"x11" plaques of selected plywood are sprayed with harmless non-toxic lacquers and fit into masonite tray. Pieces can be glued in place as permanent decoration for nursery walls each **$1.50**

SIMPLE PUZZLE PLAQUES each **$1.50**

INTERMEDIATE PUZZLE PLAQUES each **$1.50**

ADVANCED PUZZLE PLAQUES each **$1.50**

H7 ROCKING CRIB RAIL BOAT

Keeps baby amused for hours as he slides it along crib or play pen rail and paddle wheels spin. Fun and educational for tots 3 mos. to 18 mos., by Playskool. Non-toxic finish and nothing comes apart to lose **$1.50**

J7 TAKE-A-PART TRUCK FOR TOTS

An educational toy that really is! Youngsters 2 to 5 learn to take apart Playskool's handsome truck and put it together again easily. Screwdriver, secure on end of pull cord, makes it easy to remove giant screws. All wood with safe non-toxic finish **$5.00**

TAKE A PART TRAILER TRUCK **$10.00**

K7 CHANGEABLE PICTURE BLOCKS

Make funny animals and people with Golden Book Changeable Blocks—64 combinations! Different color backgrounds make matching easy for 2 to 6 yr olds. Beautifully decorated with Golden Book* art. 2 different sets available. By Playskool each set **$2.00**

*Trademark of Golden Press, Inc.

L7 TOOL BENCH LIKE DADDY'S

Ages 2 to 5 love to help Dad and learn to use their hands with this oversize 11"x9" work bench, with racks for hanging tools. Safe and sensible wooden hammer, screwdriver, rule, screws, bolts, vise, nails and metal wrench. By Playskool **$3.00**

M7 BIG DUFFLE BAG O'BLOCKS

Washable twill storage bag, colorful addition to any 2 to 6 yr old's playroom, is filled with 120 ⅛ unit system blocks in balanced assortment of 7 shapes for stacking, building, hauling, matching. All wood, with non-toxic lacquered finish, sanded rounded corners and edges for safety. By Playskool **$5.00**

BAG OF COLORED BLOCKS **$3.00**

BAG OF PLAIN BLOCKS **$2.00**

G7

H7

CRIB RAIL BOAT

J7

K7

PLAYSKOOL
PLAYSKOOL
PLAYSKOOL

L7

M7

Playskool
DUFFLE
BAG
O'BLOCKS

Use Our Lay-Away Plan

A8 TIC TOY CLOCK KEEPS TIME

You'll know exactly what time it is—Hubley's spring-driven plastic clock actually runs for 14 hours! Youngsters 5 to 15 learn how it works by taking it apart and putting it together easily—its gear assembly is color-keyed. **$5.98**

B8 COIN BANK RINGS AND REGISTERS

Uncle Sam's bank adds nickels, dimes and quarters; takes pennies, half-dollars and bills in special opening. Safe, tamper-proof compartment opens automatically at every $10—holds grand total of $50. Of top-grade steel by Western Stamping, for 3 yrs. and up **$3.98**

C8 "PUSH BUTTON" CASH REGISTER

Tom Thumb cash register, with completely new mechanism, works just like professional models "Storekeepers" 3 to 8 yrs. old can carry on business with the generous supply of play money By Western Stamping **$2.98**

D8 CANDY CIGARETTE BANK

Fun way to save! Drop in pennies, nickels or dimes, press the lever, and get the package of candy cigarettes you choose. Easy to reload; comes with 12 packs of candy cigarettes, lock and key By Alex Miner, for ages 3 to 7. **$2.98**

CANDY CIGARETTE REFILLS .... **49¢**

E8 SNAP-TOGETHER TAKE-APART TRAIN

2 to 10 yr. olds snap smooth, sturdy wood trains and tracks together easily—couple and uncouple cars without taking them off the track. Lots of fun and imaginative play, by Jack Built **$4.98**

JUNIOR SNAP TRAINS **$2.98**

BEGINNER SNAP TRAINS **$1.98**

F8 MINIATURE CAMPING SET

Set up camp indoors or out with Dowst's die-cast metal and poly 10 pc. Tootsietoy Camping Set 2 campers all ready to explore, station wagon tent, trailer, boat and jeep. Ages 3 to 7 **$2.98**

CAR AND BOAT TRAILER SET **98¢**

CAR AND HOUSE TRAILER SET **98¢**

G8 CATCH A BIG FIGHTIN' FISH

Exciting action for little fishermen with Gong Bell's realistic fish and tackle. Put this big 12 "Whopper" in the bathtub, wading pool, or on land, hook him and watch him spring and fight to get away. Complete with rod & reel . **$4.98**

H8 MAKE YOUR OWN WOOD PEOPLE

Imaginative 3 to 7 yr. olds can make their own funny, friendly playmates—lots of different combinations! Of non-toxic finished hardwoods, full color instruction book. By Robert Ray ... **$1.98**

ANIMAL WOOD PLAYMATES **$2.98**

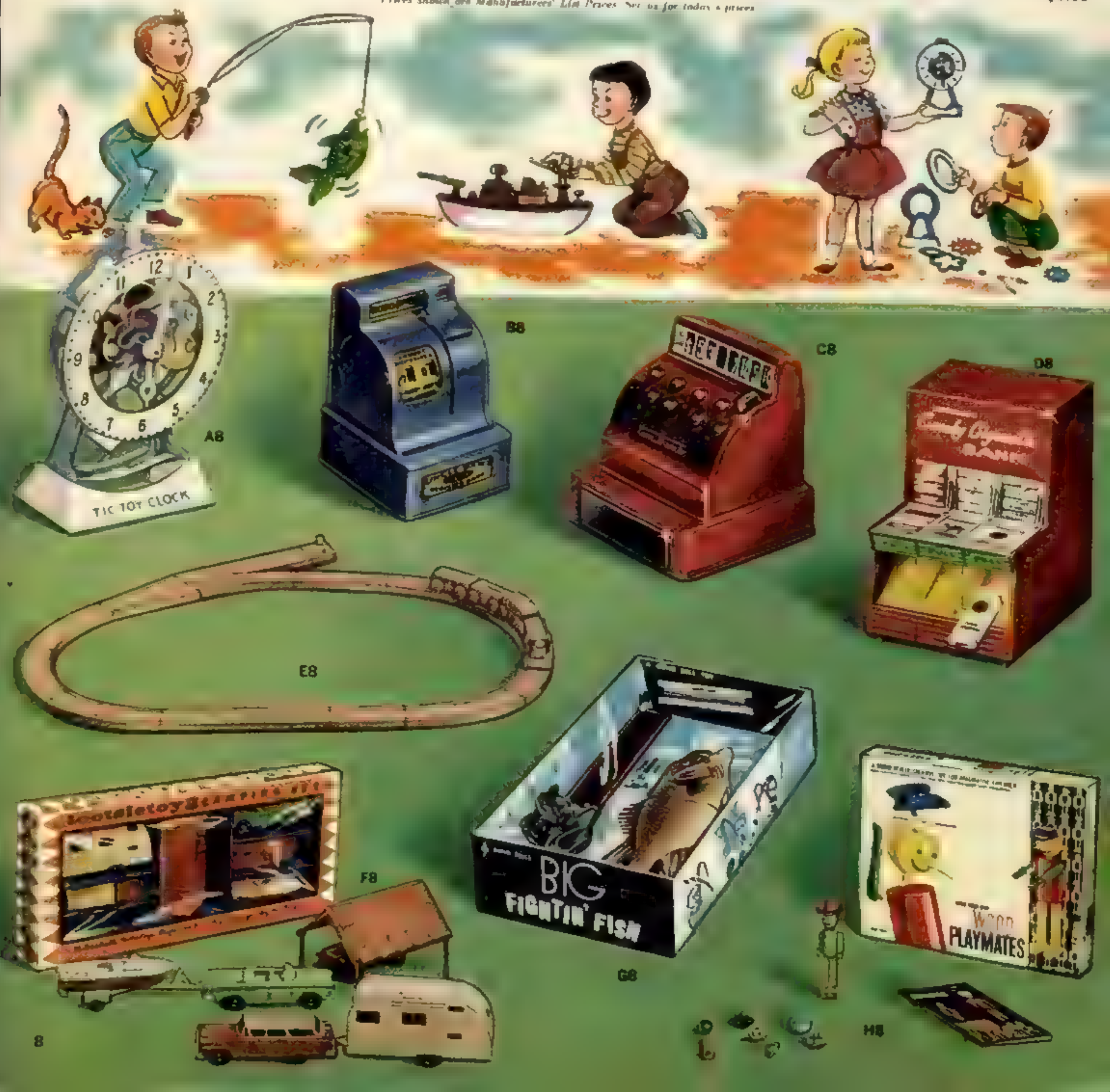
J9 HEAVY DUTY DUMP TRUCK

Boys 3 to 7 yrs. get real action with Eldon's large Fortiflex unbreakable truck. Hand lever raises the truck bed, and tail gate swings open automatically to empty the load! **$4.00**

ELDON CEMENT MIXER **$5.00**

ELDON POWER SHOVEL **$5.00**

Prices shown are Manufacturers' List Prices. See us for today's prices



Remington Rand

THE REMINGTON "TRAVEL-RITER" PORTABLE

Here's the only economy-priced, lightweight portable with so many "big-machine" features! Carriage return and line space lever; left and right carriage release levers; line finder for typing out of regular spacing; one, one and a half and two-line space lever; margin buttons; paper arm supports; automatic and manual ribbon reverse; margin release key; full 42-key keyboard and back space key. French Gray. Specify Pica or Elite type.

87A-052 P26495 Wgt 24 lbs..................Retail **$89.75**

THE REMINGTON "QUIET RITER ELEVEN" PORTABLE

A machine that is a favorite! Standard width, 11-inch carriage with 10.3 inch writing line; standard 88-character keyboard; super-strength frame; Miracle Tab clears and sets tab stops; visible margin buttons; 1, 2 or 3 line space lever; large-size cylinder; carriage centering lever; variable line spacer; synchronized scales; 2-color ribbon and stencil control; personal touch regulator; margin release key; shift keys and locks. Colors: White Sand, French Gray, Desert Sage or Mist Green. Specify Pica or Elite type and color when ordering.

87A-039 P11726 Wgt. 24 lbs. . . .Retail **$145.16**

ROYAL

ROYAL "FUTURA" PORTABLE

Has all the features of a standard office machine! Fully standard keyboard with finger-flow keys, comfortable keyboard slope; Touch control lever; exclusive Twin-Pak—the only quick-change ribbon; Magic Margin button; Line Meter; Magic Column Set key. One-piece unitized construction. Pica or Elite type. Blue or Mist Gray. Specify color and type when ordering

87A-383 P11150 Wgt 22 lbs . Retail **$147.00**

THE "ROYALITE" PORTABLE

Ideal for students, professionals, and travelers. Fully standard keyboard. Rugged one-piece frame, plus solid base plate. Massive driftwood styled keys; ball bearing carriage; left and right Margin Set; Margin Release Key; Back Space Key; Paper Support; Fold-away Line Space Lever; Full-size Speed Spacer; two-tone color styling of Mist Gray and Pearl Gray. Easy access carriage lock handle. 3" high. Pica type

87A-038 P5995 Wgt. 8 lbs....................Retail **$79.75**

world's first
fastest
finest

PRECISION-CRAFTED
PORTABLE TYPEWRITERS

SMITH-CORONA

STERLING

Big typewriter performance at moderate price. Has Office-size Keyboard, Page Gage, Quick-set Margins, Super-speed Escapement, Piano-key Action, Touch Selector, 3-way Ribbon-color Control, Hand-set Tabulator, rugged service-free construction plus many more time- and work-saving features. Complete with handsome Holiday carrying case, and instruction booklet. Specify pica or elite type.
87A-015 P8995 Grey ....Ret. **$125.71**

SAPPHIRE GRAY

`This is PICA type.`
`This is ELITE type.`

office-size keyboard

Same height as an office typewriter keyboard . . . same width same depth. Keys are same size same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

page gage

Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing.

quickset margins

Easiest system on any portable! Set in an instant without moving the carriage.

CLIPPER

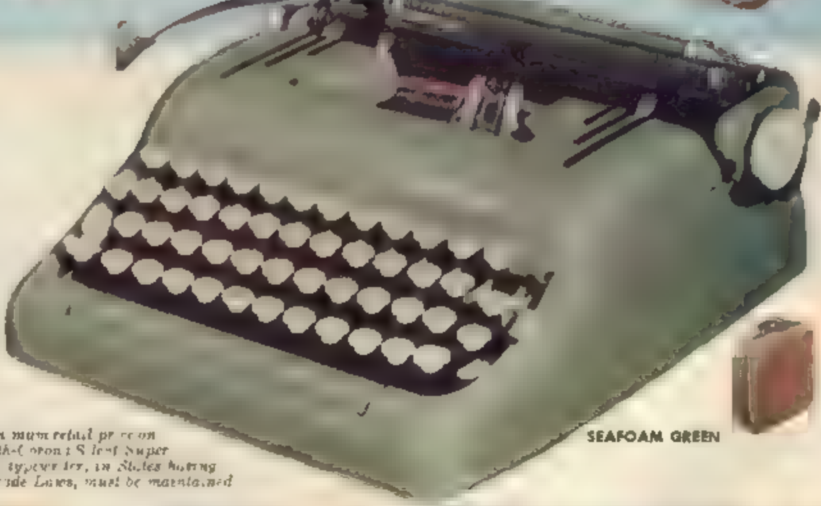
The famous Clipper has many features of more expensive models including Page Gage, Office-size Keyboard, Quick-set Margins, Convenient Carriage Return Lever. The Clipper assures a lifetime of typing ease. Holiday carrying case, chart and instruction booklet included. Specify pica or elite type. *Retail*
87A-491 P7450
Grey ... **$104.51**

Skyriter

Weighs just 9 pounds. Office-size Keyboard, Page Gage, Quick-set Margins, Full Size Carriage Return Lever, Error Control and Touch Selector. Comes complete with smart carrying case and instructions. Specify pica or elite type. *Retail*
87A-016 P5750
Grey **$78.49**

SILENT-SUPER

Superb in style, superior in performance, truly the world's most wanted portable typewriter. All the features of the office typewriter with portable convenience. Look at these features that assure typing ease and trouble-free service. . . Full size keyboard with 4 extra characters 1, !, + and = Quick-set Margins, Keyset Tabulation, Page Gage, and steel frame construction. Touch Selector adjusts keys to the most comfortable typing pressure. Full-size Carriage Return Lever with single, double or triple line spacing. Holiday carrying case and instruction booklet included. Specify pica or elite type.
87A-014 P11891 Grey, Blue, Seafoam Green, Desert Sand, Antique White Retail **$146.91**


SEAFOAM GREEN

The minimum retail price on the Smith-Corona Silent Super portable typewriter, in States having Fair Trade Laws, must be maintained

MORE PEOPLE BUY SMITH-CORONA PORTABLE TYPEWRITERS THAN ANY OTHER MAKE!

DESERT SAND

SAPPHIRE GRAY

ANTIQUE WHITE

ALPINE BLUE

Lifelike...
READY TO RIDE

PALOMINO PAL "MUSTANG"
They don't come bigger or more spirited than this galloping wonder, made of tough, lifelike vinyl plastic on chrome steel frame. Long-life steel springs for rough gallops. Frame 44" x 30". Soft, all vinyl body
22A-110 P2667 Ship. wgt 35 lbs.... Retail **$40.00**

PALOMINO PAL DELUXE
Wonderful action horse, a real jumper. Chrome steel frame 33" x 21". Height to Mexican saddle, 21". Exclusive chrome steel tubing stirrup. Ages 1 to 6. Wgt 30 lbs. *Retail*
22A-109 P1330 $19.95

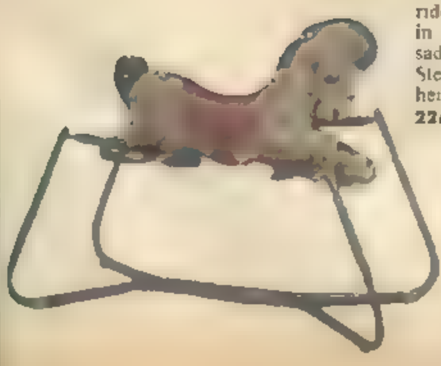
PALOMINO PAL SUPER DELUXE. Frame 40" x 29 Saddle height 29" *Retail*
22A-111 P1995 $30.00

"LIFE-LIKE" BRONCO
Ride 'em, Cowboy! This spunky little bronco gallops on steel springs in a baked-enamel steel frame. 38" x 20 Height to rubber cushioned steel saddle. 21" Polyurethane finish for long wear. Ship. wgt. 23 lbs Soft, all vinyl body. *Retail*
22A-650 P1665. $24.95

"LIFE-LIKE" BRONCO BEAUTY
Superb, extra-large bronc in full gallop Rubber-cushioned steel saddle Exclusive Polyurethane finish. Chrome plated, non-slip frame, 42" x 36". Saddle height 27". Ship wgt 27 lbs. Soft, all vinyl body.
22A-1091 P2295 ....Retail **$34.95**

RACING SULKY
This sporting little horse really travels when driver pedals. Reins control steering bar. Adjustable seat of baked enamel steel with rubber cushion. Chain drive, non-puncture tires. Length 50 inches. Soft, all vinyl body.
22A-651 P3995 Wgt. 30 lbs.....Ret **$59.95**

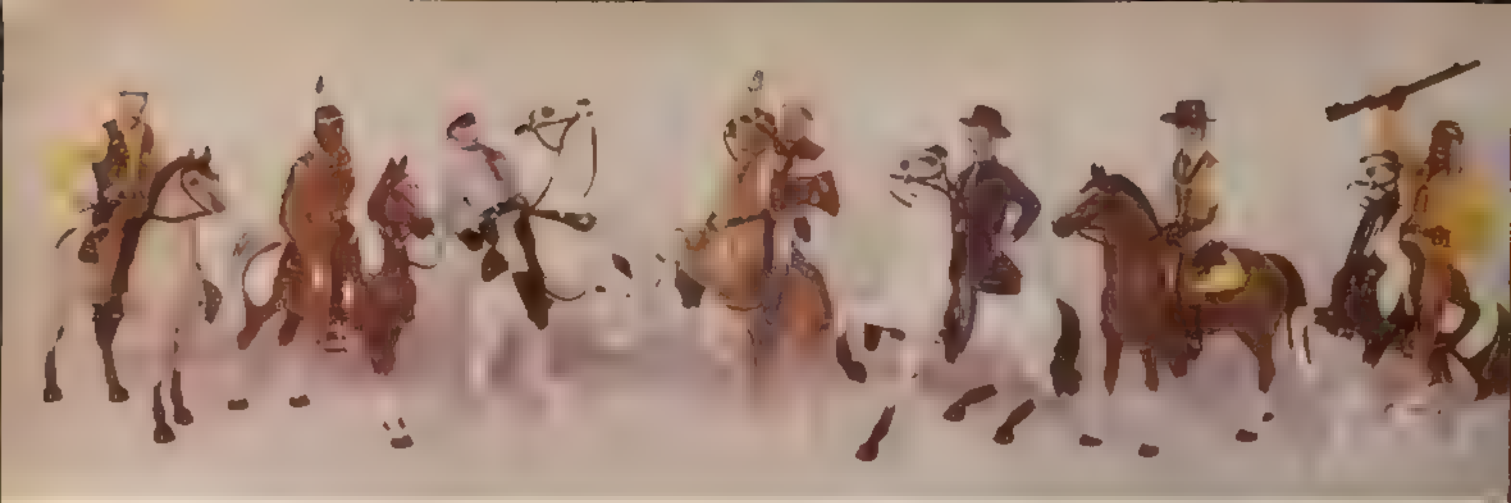
RIDERS for LITTLE *Cowpokes*



WONDER PASTEL PONY
A good little pony for good little riders, ages 1 to 3. Sturdy plastic in dappled paste blue with pink saddle. Crossbar for holding on. Steel frame 33" x 19¼" Saddle height, 17½" K.D. wgt. 11 lbs
22A-760 P795 .... Retail **$11.95**

"HARRY" ROCKING HORSE
Sturdy white horse with scarlet saddle, scarlet rockers. Length 30", height 23". Ages 1-4 Wgt. 6½ lbs
22A-614 B465 ......Retail **$7.00**

"HARRY" SCOOTER
Ideal steed for preschoolers to 3 years. Durafiber body, sturdy wood base. Red saddle height 8½". Ship wgt. 5 lbs.
22A-615 B395 ...Retail **$6.00**



EVERY PIECE A TREASURE

Beautifully molded figures that recall the heroic days of the old West. Full of action and character, they are more than toys – they're ornaments and conversation pieces of hand-painted plastic.

22A-200 B265	Lone Ranger on "Silver"	Retail **$3.98**
22A-201 B265	Tonto on "Pinto"	Retail **3.98**
22A-631 B265	Matt Dillon 'Gunsmoke"	Retail **3.98**
22A-629 B265	Roy Rogers on "Trigger"	Retail **3.98**
22A-199 B265	Wyatt Earp on "Tombstone"	Retail **3.98**
22A-630 B265	Chief Cochise of "Broken Arrow"	Retail **3.98**

(A) GUNSMOKE HOLSTER SET. Natural top-grain leather, embossed buckle. Jeweled. "Marshal Matt Dillon" on cross straps. 2⅔ lbs.
22A-074 B397 ...... Retail **$5.98**

(B) HAVE GUN WILL TRAVEL HOLSTER. Smooth black leather, decorated like Paladin's. Inlaid guns, 18 bullets. Wgt. 2½ lbs.
22A-776 B365 ...... Retail **$5.50**

(C) WELLS FARGO PONY EXPRESS HOLSTER. Top grain leather, adjustable belt. Embossed pony heads on gun pockets. Wgt. 1½ lbs.
22A-775 B265 .... Retail **$3.98**

(D) SHOOTIN' SHELL FANNER. Authentic fanner pistol, uses perforated caps, fires bullets. Ship. wgt. 1¼ lbs.
22A-851 B330 ...... Retail **$5.00**

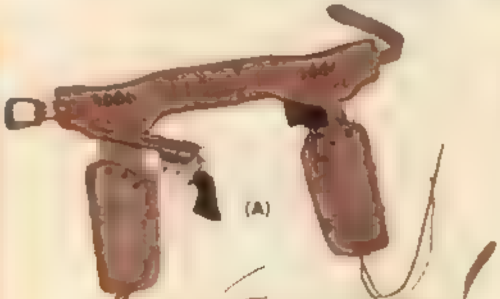
(E) BAT MASTERSON SET. Real leather single holster. Gold vest with stars, gold buttons. 2-piece twirling cane. Adjustable belt. Ship. wgt. 1½ lbs.
22A-1099 B330 ...... Retail **$5.00**

(F) "LAWMAN" DOUBLE HOLSTER. Handsomely embossed top-grain leather. Adjustable belt, hip sling. Inlaid pistols. Wgt. 2½ lbs.
22A-1096 B330 ..... Retail **$5.00**

(G) ROY ROGERS DOUBLE HOLSTER. Real brushed buckskin belt. Two 50 shot repeaters, break barrel, nickle plated. Wgt. 2½ lbs.
22A-1097 B330 ..... Retail **$5.00**

(H) RESTLESS GUN HOLSTER SET. Smooth leather holster with emblem. Pistol with an attachable rifle stock and barrel. Wgt. 1¼ lbs.
22A-1055 B395 .... Retail **$5.95**

(J) MAVERICK HOLSTER SET. Tooled leather holster. Pearl-handled pistols. Six cartridge loops with cartridges. Carved buckle. A leather thong tie-down.
22A-1050 B330 ..... Retail **$5.00**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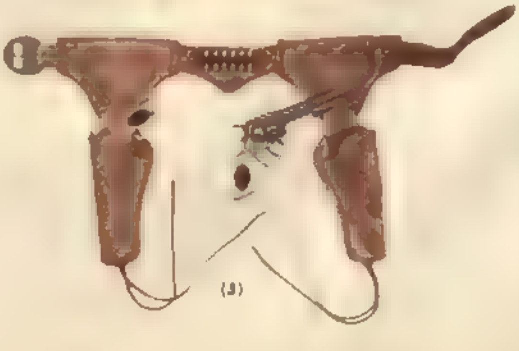
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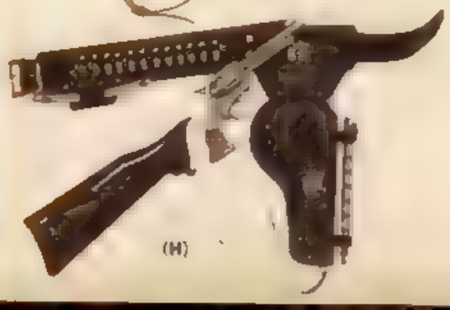
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(A) 11-PC. HIGHWAY BUILDERS SET. Hours of excitement for junior contractors. Includes sturdy, realistic power shovel, lever-operated dump truck, bulldozer, 2 road barriers and 6 vinyl construction figures. Wgt. 10 lbs.
22A-955 P730.....Retail **$10.95**

(B) PUMPER FIRE TRUCK. Fill tank with water! When pump button is pushed down, water sprays many feet out of hose. 2 ladders carried on side truck hangers. 19⅞" long. Wgt. 5 lbs.
22A-809 B530......Retail **$7.95**

(C) READY-MIX CONCRETE TRUCK. Mixer geared to axle rotates as truck moves . . . ratchet simulates mixer noise. Loads and unloads thru openings. Body raises to discharge contents. Wgt. 9 lbs
22A-953 B530......Retail **$7.95**

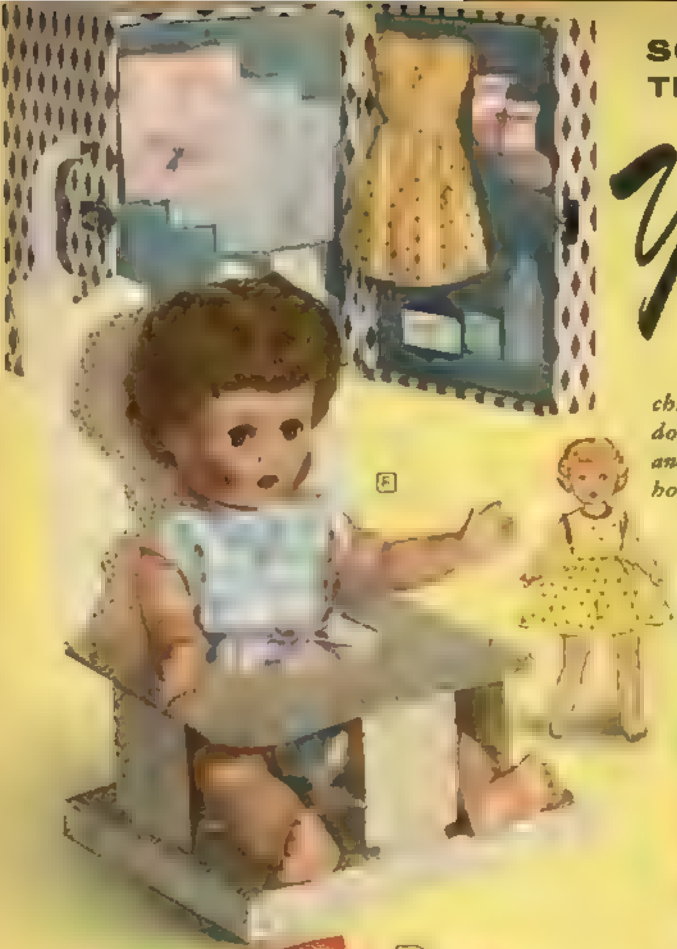
(D) DELUXE POWER WRECKER. Battery operated . . . completely automatic. Push lever back and winch winds out tow line, push forward and tow line winds in. Boom adjusts; lights flash. Wgt. 6½ lbs.
22A-954 B595 .... Retail **$8.95**

(E) TILT-TOP TRAILER TRUCK WITH BULLDOZER. Platform tilts to ground level automatically when lever is released. Bulldozer blade tilts up for hauling, has heavy spring. Wgt. 7 lbs.
22A-952 B465......Retail **$6.95**

(F) DELUXE HYDRAULIC DUMPER. Hydraulic cylinder raises and dumps truck body automatically. Dumping action is slow for even spreading of load. Non-toxic liquid in cylinder will not stain. 20⅜" long. Wgt. 6 lbs
22A-950 B395 ... Retail **$5.95**

(G) STOCK FARM SET. Fun for young farmers! Durable plastic stakes on stock truck can be removed for flat bed hauling. Portable stock loader hitches to truck. Includes 4-section adjustable plastic fence and 4 large plastic animals. Wgt. 5 lbs
22A-951 B395......Retail **$5.95**

(H) DELUXE AUTO TRANSPORT. Junior long-distance haulers can deliver a full shipment of shiny new cars with this exciting transport! Ramp extends at rear for loading and unloading. 2 die cast metal autos and a pick-up truck are built to fit. Wgt. 6 lbs
22A-949 B395......Retail **$5.95**

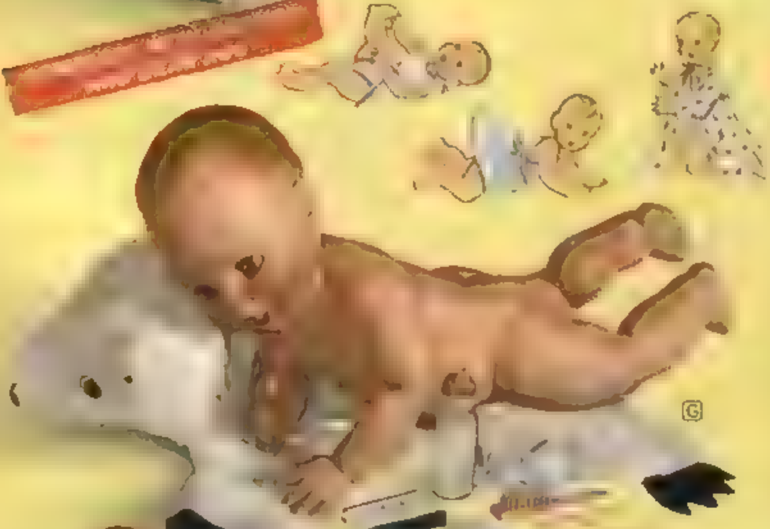


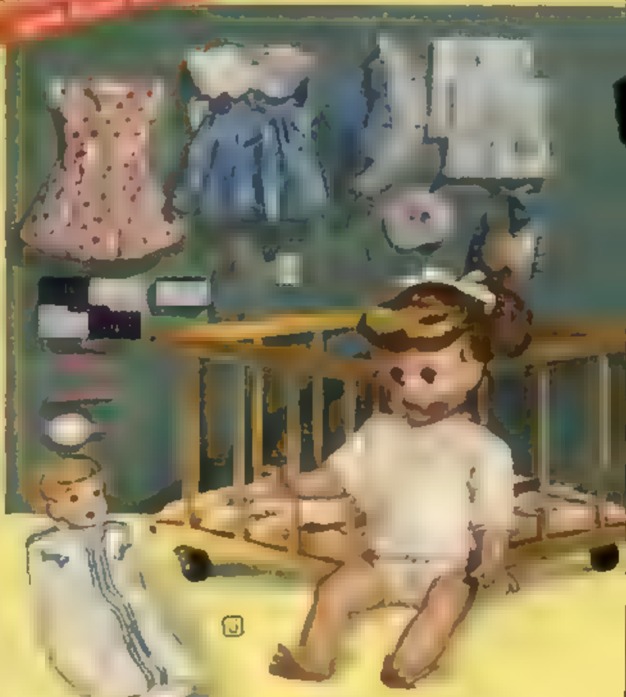
SOME DRINK AND WET AND CRY TEARS . . . AND ONE EVEN BURPS

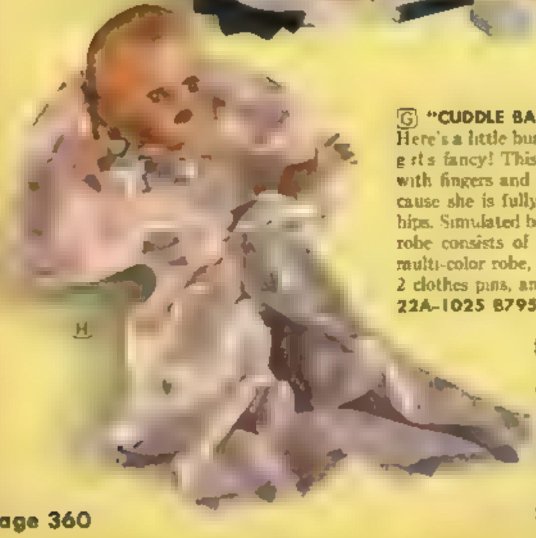
Yvonne DOLLS

Into the magical dreamy make believe world of children come these selected YVONNE DOLLS *. . . so life-like, adorable, cuddly and captivating . . . dolls for every child's blessed play moments—story-book dolls, toddlers, teenagers, walkers, baby-dolls, and "Burpee." A* YVONNE DOLL *is for childhood . . . and the dreams of tomorrow!*

Ⓕ **"BURPEE" BABY 16" DOLL—AND HER 12-PIECE WARDROBE CASE . . .** New, exclusive, patented! This love-me-up burps just like a real baby, cries real tears, wets, drinks from bottle. An adorable "little l ckens" from every bit of her soft washable vinyl body to her individually rooted hair. For hours of play, dress baby in plaid romper, sit her in high chair, feed and **burp** her! Afterwards make her party pretty in taffeta dress. Accessories include: 3 diapers, 2 booties, soap, sponge, feeding bottle, full size feeding apron. Sh. wt. 3¾ lbs.
22A-1024 B665 . . . . Retail **$9.95**







Ⓖ **"CUDDLE BABY ON BEAR RUG," 20" DOLL . . .** Here's a little bundle of softness that captivates a little girl's fancy! This little mischief in soft vinyl can play with fingers and toes, pose in many life-like ways because she is fully jointed at knees, shoulders, elbows, hips. Simulated bear rug of plush. Cuddle Baby's wardrobe consists of Pique rompers with applique shirt, multi-color robe, 3 powder puffs, sponge, shower brush, 2 clothes pins, and soap. Sh. wt. 4½ lbs.
22A-1025 B795 . . . . Retail **$12.00**

Ⓗ **"MY BABY," 16" DOLL . . .** A "new born" baby! Goes to sleep, drinks and wets. Delicate features, molded tinted hair. Soft baby vinyl. Turns head, moves jointed legs, arms. In lace-edged kimono, flannel diapers, knitted booties; fluffy pink receiving blanket, pink bow, bottle. Wt. 1½ lbs.
22A-1026 B465 . . . . Retail **$6.95**

Ⓙ **"YVETTE," 16" DOLL—HER PLAY PEN AND 22-PIECE LAYETTE . . .** Love this "real like" baby that drinks, wets, cries real tears, sleeps! Hug and cuddle the soft vinyl body; move arms, legs; turn head. Wash, comb, curl Yvette's cute pony-tail hairdo with white bow! Her attire: Striped flannel jacket, diapers, fluffy pink receiving blanket w/shirred edging. Wardrobe: printed lace-edged dress, rayon moiré coat w/lace collar and cuffs, matching bonnet, 2 flannel diapers, accessories. Play pen w/casters, pad. Sh. wt. 5 lbs.
99/54C995 . . . . Retail **$14.95**

"YVETTE," 16" DOLL AND 22-PIECE LAYETTE . . . Same as above but without play pen. Sh. wt. 3½ lbs.
99/62C735 . . . . Retail **$10.95**

H30 ADVENTURE WITH ROCKS

Learn about interesting rocks and minerals with your own rock collection. Use them to make jewelry, or study the 25 mounted specimens. Adventure Book of Rocks shows and tells about 156 rocks and minerals including Rose Quartz, Petrified Wood, Gold Ore—where and how to find them. By Golden Press for ages 6 to 12 ..... $2.95

ADVENTURE WITH SEA SHELLS	$2.95
ADVENTURE WITH INSECTS	$2.95
ADVENTURE WITH BIRDS	$2.95
ADVENTURE WITH STARS	$2.95

J31 ACTION-PACKED STOCK CAR RACE

All the thrills of real racing, with popular American stock cars—spin-outs, crashes, side-swipes and skids! Gilbert's realistic American Flyer race track sets up in minutes on floor or table; can be extended with extra sections and supports. Stores in small space. Dual control unit makes it a test of skill for the whole family. $34.98

K31 SENIOR MICROSCOPE, LAB SET

View a new, fascinating world through Gilbert's professional-type microscope. Movable slide table and new plug-in illuminator assure minute focusing, revolving turret magnifies 60 90-400 power. Chest contains all equipment a young scientist needs for safe, interesting experiments. $9.98

JUNIOR MICROSCOPE & LAB SET	$5.98
ELECTRIC MICROSCOPE & LAB SET	$17.98

L31 ELECTRIC BUILD-IT SET—FUN!

Build a horn for your bike, a flashlight, a hot rod 4-way traffic signal, an electric quiz game and a multitude of other projects from the assortment of materials in Electric Games' Senior Building Set. All models are battery operated* and illustrated in the simple instruction book. For ages 8 yrs. & up. $4.98

ELECTRIC BUILD-IT SET	$2.98
MASTER ELECTRIC BUILD-IT SET	$9.98

*Batteries not included

M31 FUN WITH CHEMISTRY

Young scientists explore the world of chemistry with safe, interesting assortment of chemicals in fully equipped Chemistry Lab by Gilbert. Build actual models of compounds with Molecular Building Kit and perform fascinating crime detection experiments! Stimulating start for a career in the chemical industry. Comes in sturdy steel cabinet. $9.98

SMALLER CHEMISTRY LAB	$7.98
LARGER CHEMISTRY LAB	$17.98

N31 EXPLORE THE UNIVERSE!

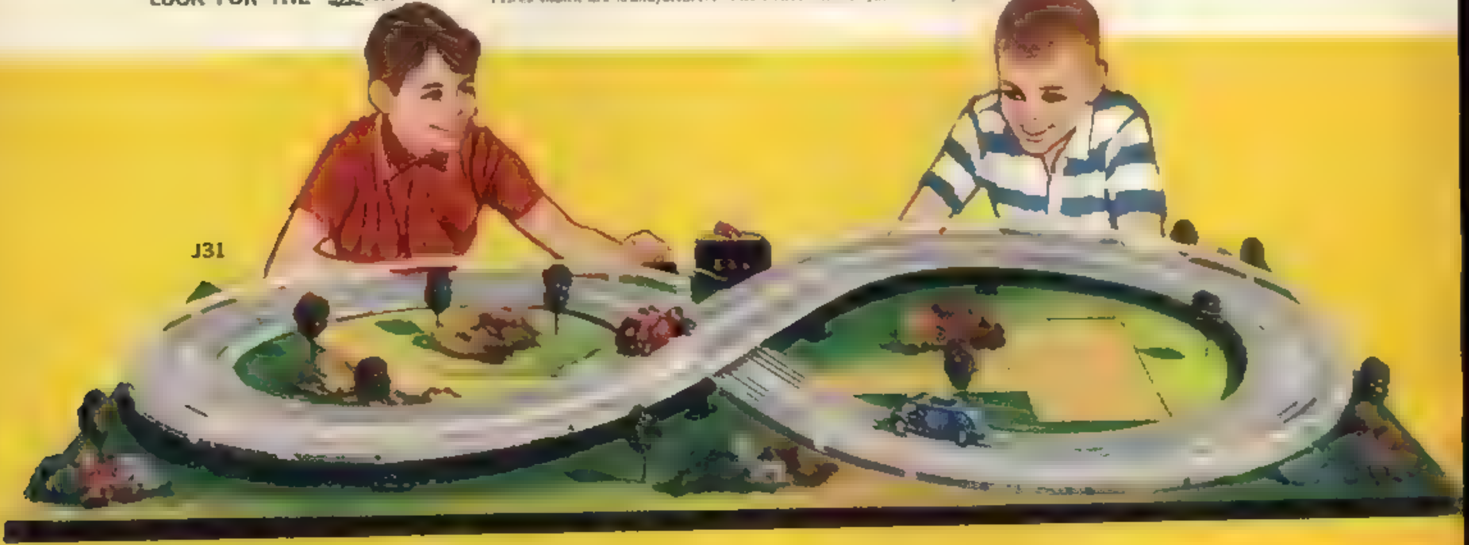
You can get close-ups of Mars, Jupiter, Saturn and the moon with Gilbert's 80-power deluxe telescope. New sun-viewer lets you observe the sun in safety. On sturdy steel tripod, telescope swivels full 360° and locks firmly in position. Handy carrying case $19.98

60 POWER TELESCOPE	$14.98
40 POWER TELESCOPE	$9.98

LOOK FOR THE STARK

Prices shown are Manufacturers' List Prices. See us for today's prices

Use Our Lay-Away Plan



J31

60-90-400 POWER
Electric Microscope AND LAB SET

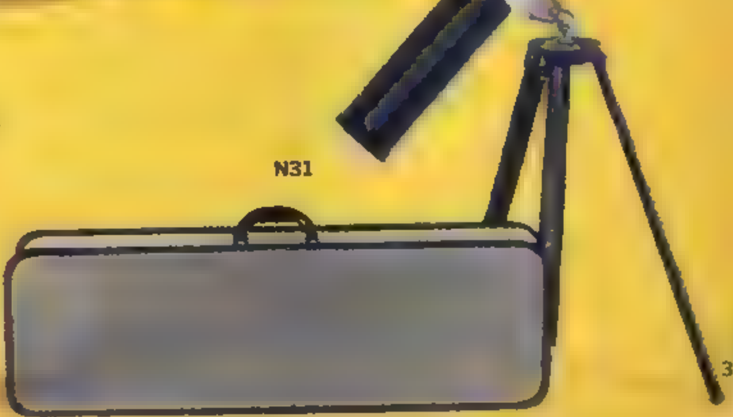
K31

ELECTRIC SET

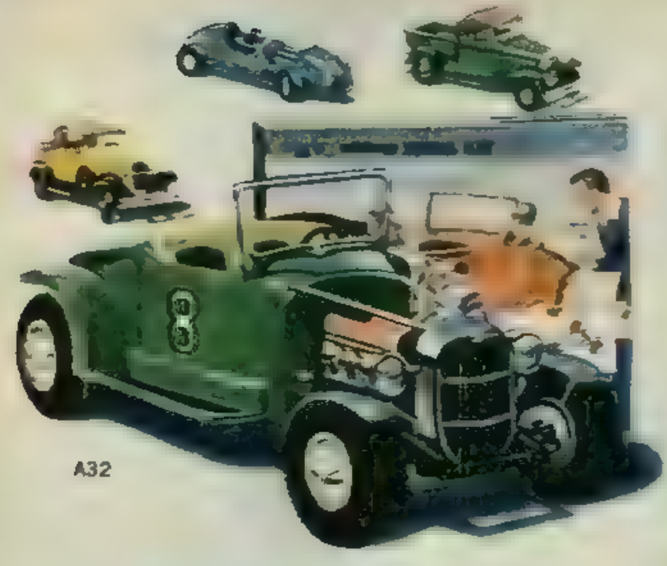
L31

CHEMISTRY EXPERIMENT LAB

M31



N31

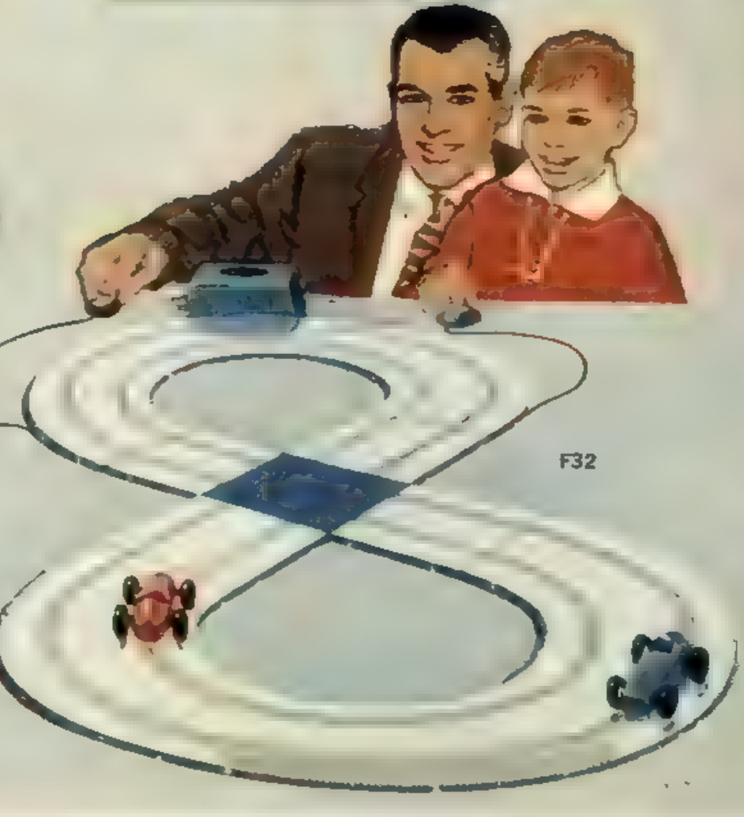


A32

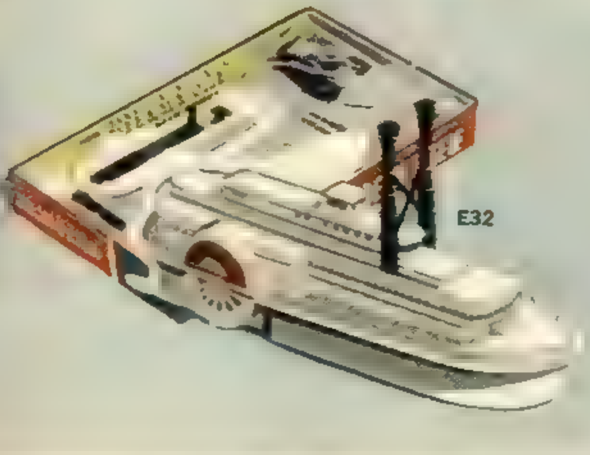
B32

C32

D32



F32



E32

A32 BUILD MODEL CAR MASTERPIECES

Models of famous cars, for hobbyists old and young. Each Hubley metal kit contains detailed motor block, die cast body, running gear, plastic seats and accessories, real rubber tires customizing decals and real steering mechanism. Finished in automotive lacquers to last and last Screw driver assembly

1932 FORD CUSTOM ROADSTER KIT	$2.98
MODEL A FORD PICK UP KIT	$2.98
INDIANAPOLIS RACER KIT	$2.98
MODEL A FORD ROADSTER KIT	$2.98

B32 HOT ROD, BOAT, TRAILER KIT

Sporty, battery-operated* Hot Rod, Speed Boat and Trailer of hi-impact styrene really work! Both have miniature electric motors, and snap together for easy assembly, without glue or tools. Hot Rod goes forward and reverses, headlights really light! By Ungar, for ages 8 yrs. & up. **$5.00**

HOT ROD KIT **$3.00** SPEED BOAT KIT **$1.50**

C32 MAKE JALOPY THAT REALLY RUNS!

Dad and son can work side by side building hi-impact styrene battery operated* model All parts snap together, wiring is easy, no tools or glue needed. Runs by 1½v DC miniature electric motor, and wheels turn in any direction. By Ungar, for ages 8 yrs. & up. **$1.50**

D32 HORSELESS CARRIAGE KIT

Put it together, and off she goes! Battery operated*, it really steers and runs. All parts snap together quickly and easily, without tools or glue. Hi-impact styrene with poly tires and springs; forward and backward switch; 1½v DC miniature electric motor, and sidelamps that light! Completely pre-wired—fascinating hobby for ages 8 yrs. and up; by Ungar **$3.00**

Use Our Lay-Away Plan

E32 MISSISSIPPI RIVER BOAT KIT

Just snap together the hi-impact styrene parts and you have a 13" long Sidewheeler that really works and floats! Battery-operated* pre-wired electric system, plus 1½v DC miniature electric motor with forward, reverse, and stop switch. Fun for father and son, by Ungar. **$3.00**

SEA PLANE KIT	$2.00
AIR BOAT KIT	$3.00

F32 YOUR OWN SPORTS CAR RACE

Two racers, controlled independently by players speed around 2x4 ft. figure "8" track—it takes real skill to keep them from skidding! Set for 8 yr. olds & up, by Ungar, Includes snap-together track and fence, 2 racers with pre-wired miniature electric motors, battery* power box. On-Off control buttons test your judgment and timing in this newest Road Race. **$10.00**

*Batteries not included

Prices shown are Manufacturers' List Prices. See us for today's prices

TIFFANY

"Distinctive beauty that never fades . . . wide gray border with dainty floral design in white enamel, provides the rich embossed effect characteristic of the finest china. So graceful . . with traditional rimmed plates, elegant footed cups . . . each piece richly trimmed in Platinum."

37A-522 F5997	57 pc.	Retail	$ 89 95
37A-523 F8900	98 pc.	Retail	133.50

"Composition of Sets"

57 pc. Service for 8: 8 each—dinner plates, bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar, platter and baker PLUS 4 extra cups. Shipping weight 45 lbs.

98 pc. Service for 12: 12 each—dinner plates, salad plates, bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar, a large and small platter, sauce boat and two vegetable servers, PLUS 6 extra cups. Shipping weight 75 lbs.

EACH SERVICE FOR 8 CONTAINS 4 EXTRA CUPS

EACH SERVICE FOR 12 CONTAINS 6 EXTRA CUPS

ROSE GARLAND

A study in simplicity. Dainty tea roses are scattered gracefully around the rim of each plate to form a lovely garland of color. This traditional rim shape is daintily trimmed with Platinum and has a snow white body. Cups have footed base.

37A-383 F2834	57 pc.	Retail	$42 50
37A-384 F4997	98 pc.	Retail	74 95

Allow Ample Time for Delivery of Imported China

SHIPMENTS VIA FREIGHT OR EXPRESS—ALLOW 2 TO 4 WEEKS FOR DELIVERY

PAY SHIPPING CHARGES FROM NEW YORK AT TIME OF DELIVERY

KYOTO
FINE CHINA

Genuine
FULLY VITRIFIED

CHINA

BEAUTIFULLY TRANSLUCENT

The fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first quality. Traditional Rim shapes to please every taste. Shipped by Freight or Express from New York—pay shipping charges on delivery.

CRESCENDO

Elegant service for any occasion! Regal grey scroll border and genuine platinum trim accent the traditional white rim-shaped body — a favorite of the discriminating hostess.

37A-524 F3997	57 pc.	Retail	$59.95
37A-525 F6663	98 pc.	Retail	99 95

SAXONY

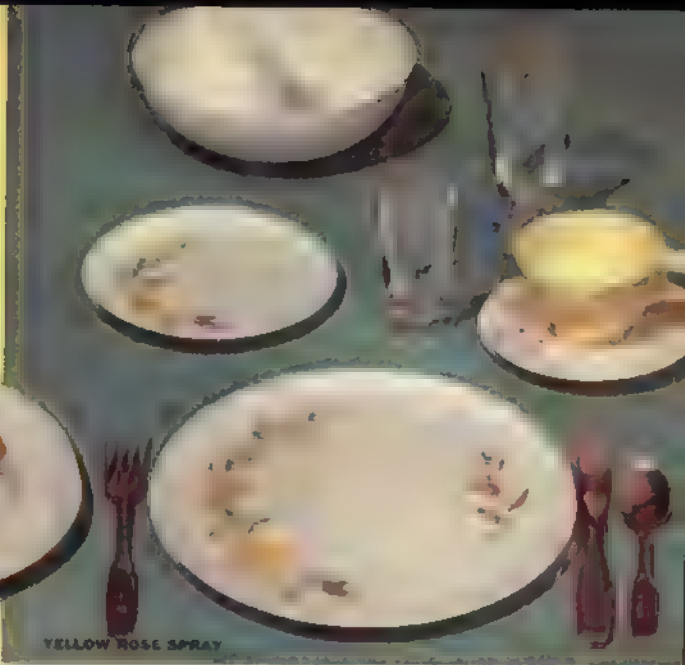
Traditional beauty that will be treasured for years to come. The lovely sky blue pattern has soft golden beige accents — a rich contrast against the pure white china background and genuine platinum border. Charming footed cups accent the formal Baroque shape.

37A-526 F2834	57 pc.	Retail	$42.50
37A-527 F5330	98 pc	Retail	79 95

Darien
by Westinghouse

GENUINE **MELMAC**' DINNERWARE

Three striking patterns combine beauty, elegance and dignity . . . designed especially for gracious living . . . by Westinghouse



NEW COLORFUL PATTERNS

New from Westinghouse . . . the new *Darien* MELMAC dinnerware line. Manufactured to the exacting standards of MELMAC, *Darien* displays all the modern, beautiful decorator features. Patterns are charming — deceptively simple, yet strikingly different. The 16-piece sets include 4 fruit dishes, 4 — 7-oz. cups, 4 decorated saucers and 4 — 10" decorated plates. The 45-piece sets include 8 fruit dishes, 8 — 7-oz. cups, 8 saucers, 8 — 7" decorated plates, 8 — 10" decorated plates, 1 vegetable dish, 1 — 14" platter and 1 cream and sugar (covered).

DAYBREAK. Patterns on white only. All accessory pieces in white. A decoratively different pattern.

37A-567 P995	16-piece set	. . . . .Retail	**$16.00**
37A-570 P2295	45-piece set	. . . . .Retail	**39.00**

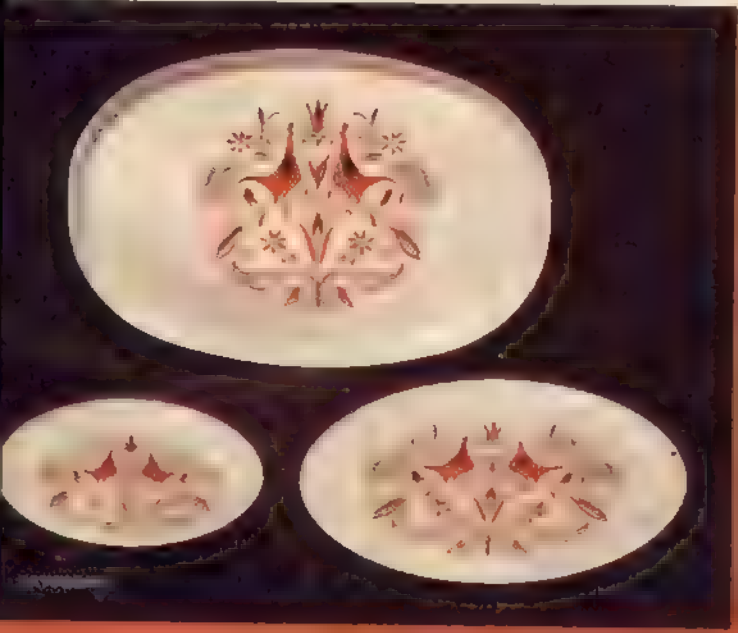
YELLOW ROSE SPRAY. Patterns on white only. Accessory pieces in white and matching yellow. Sunny and bright.

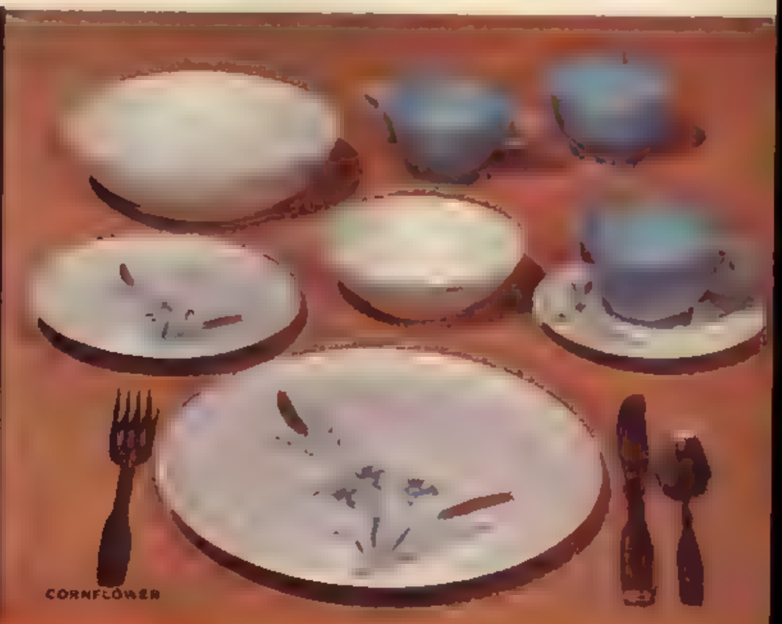
37A-568 P995	16-piece set	. . . . .Retail	**$16.00**
37A-571 P2295	45-piece set	. . . . .Retail	**39.00**

COLORFUL PATTERNS
IN DARIEN MELMAC

CORNFLOWER. Patterns on white only. Accessory pieces in white and turquoise. Distinctive and attractive.

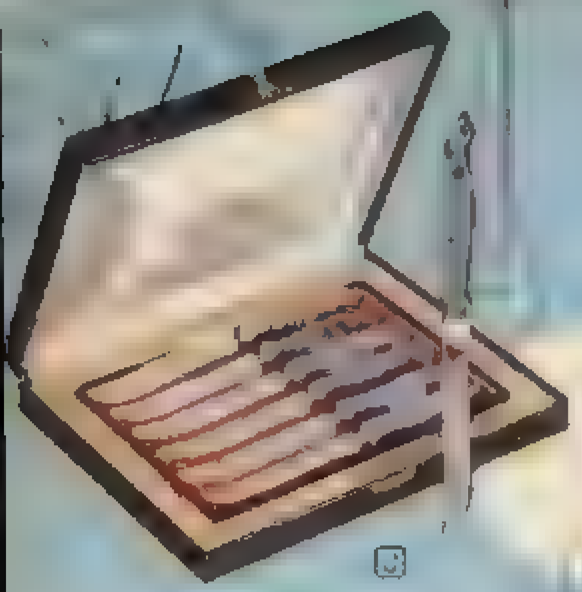
37A-569 P995	16-piece set	. . . . .Retail	**$16.00**
37A-572 P2295	45-piece set	. . . . .Retail	**39.00**





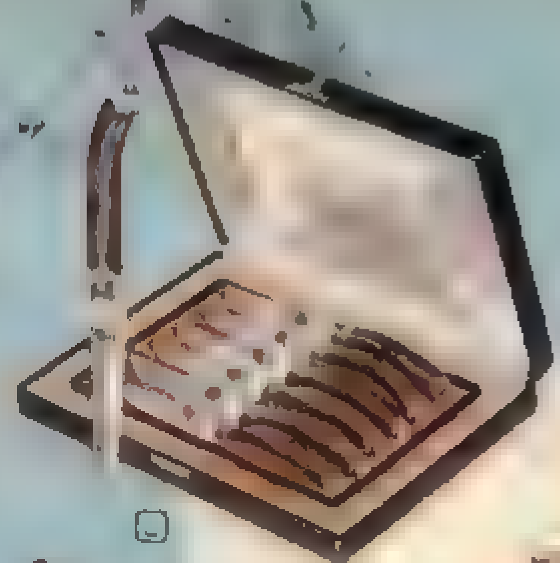
YOU CAN BE SURE . . . IF IT'S Westinghouse

LITHO IN U.S.A.


J

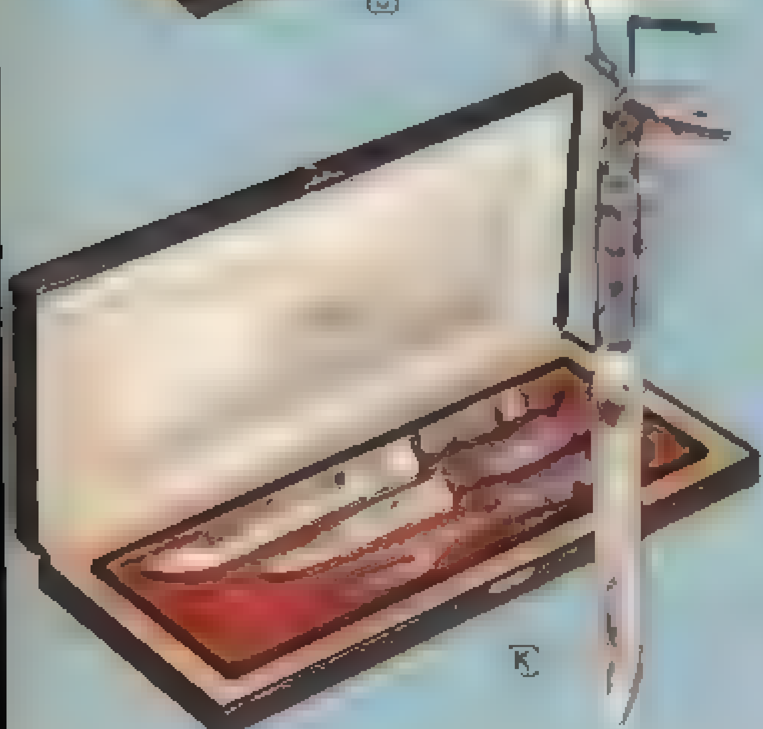
Peeredge

an heirloom forever


L

Peeredge, unequalled in design and performance.

- Special hi-carbon English stainless steel.
- Hand forged and precision ground
- GUARANTEED FOREVER SHARP EDGES
- Each blade delicately etched—mirror finished.
- Luxurious velvet fitted chests.


K

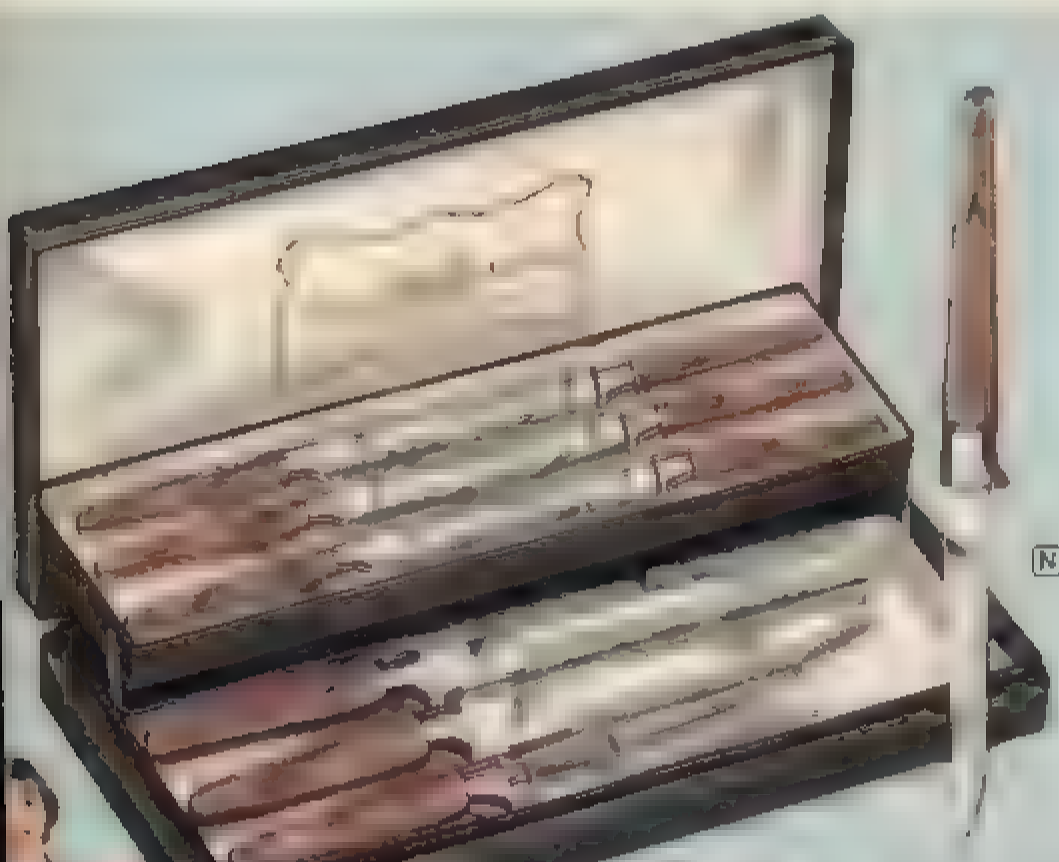
M

J **Peeredge STARFIRE STEAKSTER.** An exquisite presentation – six custom Peeredge steak knives – multi-facetted pearlex contoured handles. wt. 2½ lbs
19A-313 B900 .... Retail $14.95

K **Peeredge STARFIRE CARVMASTER.** Brilliant in its perfect proportions, unexcelled in cutting ease—8" roast carver, game knife, fork – Pearlex contoured handles. wt. 2½ lbs.
19A-314 B900 .... Retail $14.95

L **Peeredge TRIUMPH STEAKSTER** Traditional choice of millions – selected genuine India Stag handles – Set of six Peeredge steak knives. wt. 3 lbs.
19A-315 B1080 .... Retail $17.95

M **Peeredge TRIUMPH CARVMASTER.** A favorite pattern for over 600 years but in a new setting – 8" hand forged carver, forged fork with guard, forged honing steel—India Stag handles. wt. 2¼ lbs.
19A-316 B1080 .... Retail $17.95


N

Finest Sheffield English STAINLESS

NEW SUPER SHARP WAVECREST EDGES

BLADES MADE IN SHEFFIELD, ENGLAND Master cutlery craftsmen for over 600 years

True Concave HOLLOW GROUND

Micro-Ground Serrated Edges GUARANTEED FOREVER SHARP

Sheffield knives are famous throughout the world. They were first brought to America by the Pilgrim fathers over three and a half centuries ago. This cutlery is an example of an age-old craftsmanship that has made Sheffield "The most desirable name in cutlery." And for the very finest—not just Sheffield, but

Regent Sheffield

THE GREATEST NAME IN CUTLERY

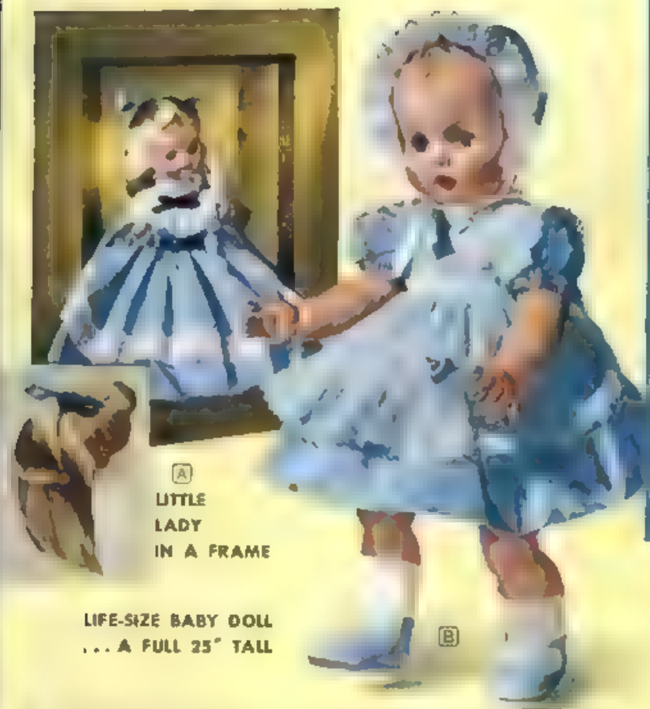
Q

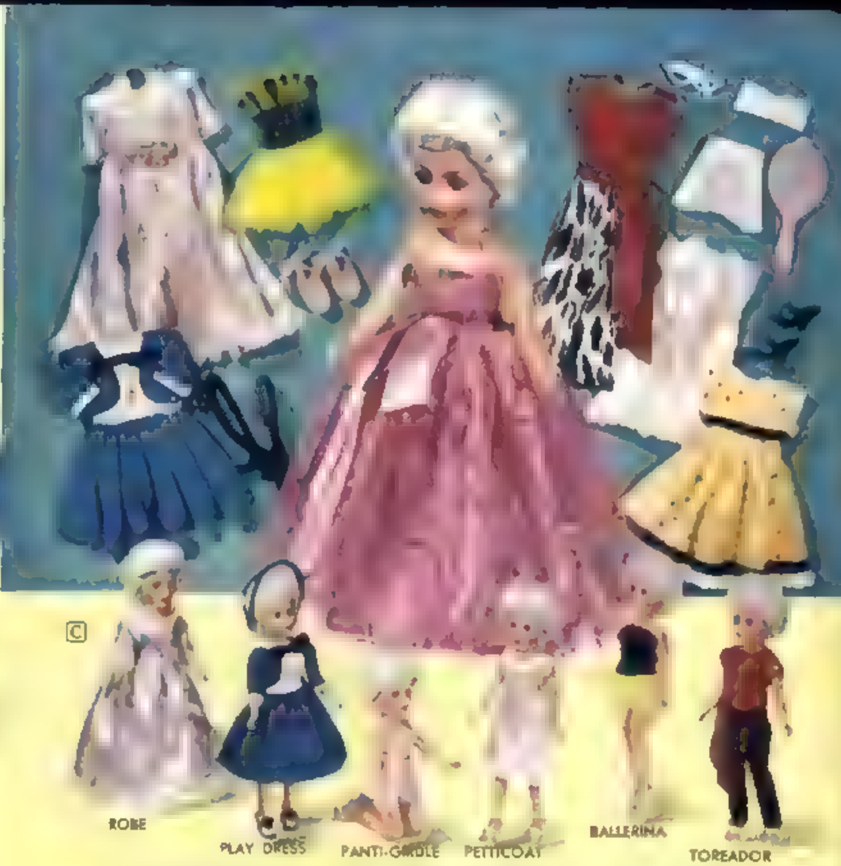
N **REGENT *Stratawood* CUTLERY SET.** A Contemporary beauty to satisfy the most discriminating taste – slicer, carver, fork, six extra heavy gauge steak knives – full hollow ground – micro-serrated edges —chromed bolsters—Stratawood handles—satin lined chest. wt. 3 lbs.
19A-217 B1080 .... Retail $17.95

P

P **REGENT Royal Stag CUTLERY SET.** Styled in royal tradition – 8" hand forged carver, forged fork, sharpener, plus six Regent-Sheffield razor sharp Wavecrest steak knives – heavy duty chromed bolsters – royal Stag handles—satin lined chest. wt 3½ lbs.
19A-218 B1080 .... Retail $17.95

Q **REGENT *Stratawood* CHEF'S SET.** Complete cutlery unit adds beauty and efficiency to any kitchen – 9" slicer, carver, fork, utility knife, parer—Regent-Sheffield blades – heavy duty chromed bolsters – indestructible Stratawood handles—fitted storage chest. wt. 2 lbs.
19A-317 B600.................. Retail $9.95



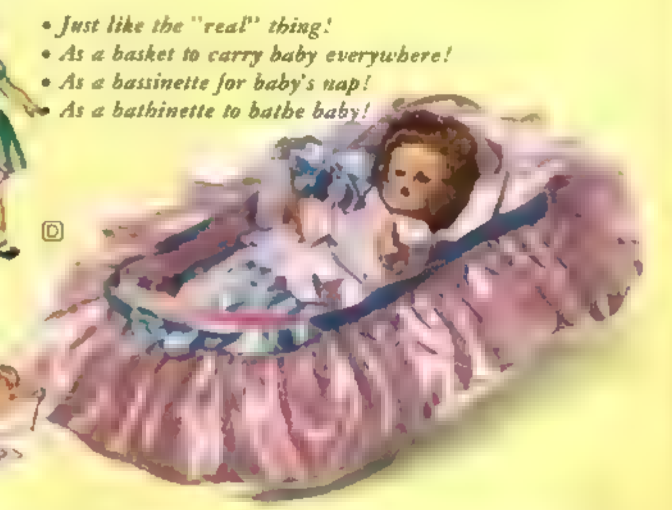


Ⓐ "YOUNG LADY IN FRAME," 13" DOLL . . . Pretty as a picture! Leaves her shadow box home for a child's make believe world. Long flowing to the back hairdo is dreamy —rooted, can be combed, washed. She wears a darling [illegible]-story book dress trimmed with lace, net crinoline, lace-edged panties, black hose, plastic wedgy shoes. All vinyl body, fully jointed for any position. Eyes move. Sh. wt. 2¼ lbs.
10-2065-465 . . . Retail **$6.95**

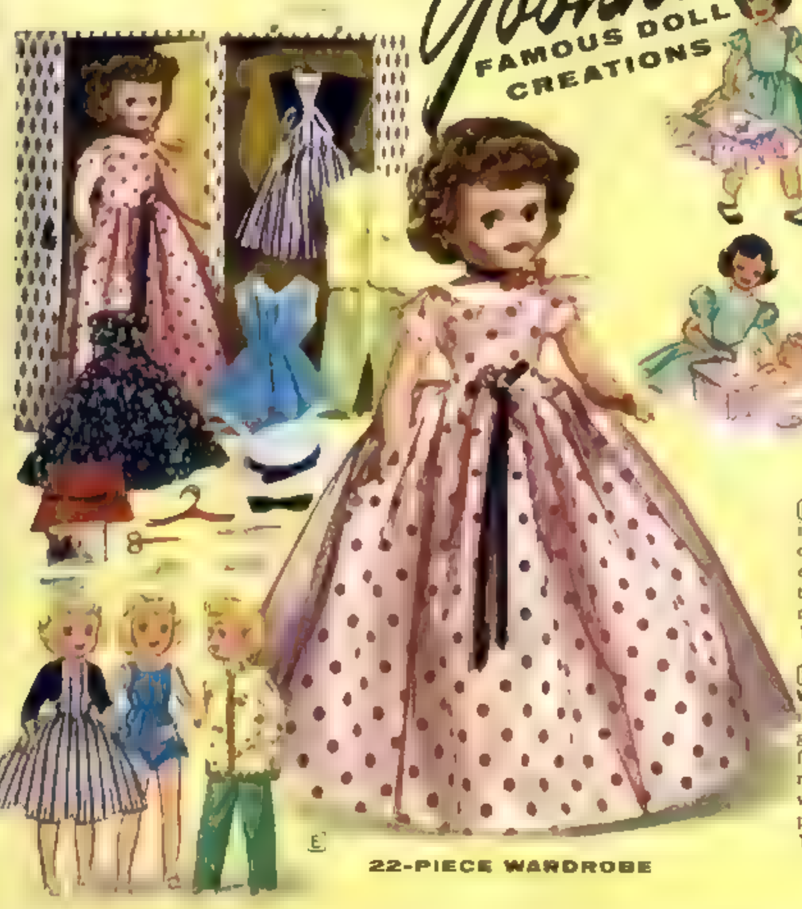
Ⓑ "LIFE-SIZE" BABY 25" DOLL . . . Little doll mommy will just love to hug this sweet soft "armful" to close those big eyes. Baby drinks from a vinyl nursing bottle and wets. Lace trimmed blue taffeta dress, bonnet, satin ribbon, white dotted nylon pinafore. Mohair hair. Cotton panties, shoes. Sh. wt. 3 lbs.
10-2066-795 . . . Retail **$11.95**

Ⓒ "MISS 1959"—WALKING TEENAGER 10½" DOLL—AND HER 25-PIECE WARDROBE . . . Petite "dream come true doll," lovely model ready for a miniature fashion show! Stands, sits, walks, kneels, turns head from side to side, swings her hips, does the split, curls up like a kitten, moves her eyes! Dressed in all-lace evening dress, taffeta petticoat, pearl earrings, panties, high heeled shoes. Wardrobe: Illustrated above plus shoes, hose, bonnet, accessories, etc. Sh. wt. 1 lb.
10-1982-665 . . . . Retail **$9.95**

Yvonne
FAMOUS DOLL CREATIONS



- *Just like the "real" thing!*
- *As a basket to carry baby everywhere!*
- *As a bassinette for baby's nap!*
- *As a bathinette to bathe baby!*



22-PIECE WARDROBE

Ⓓ "YVETTE" DARLING BABY IN BASKET, 16" DOLL . . . She's tucked in for dreaming in a big easy-carrying plastic basket; satin lined, net over-skirt. She rests her curly head, rooted hair, soft, on a satin lace edged pillow; fluffy flannel blanket trimmed with satin bow. Drinks, wets, tears. Comes dressed in striped flannel jacket, diapers. Plastic rattle, nursing bottle, basket 16x11x5". Sh. wt. 3 lbs.
10-2064-795 . . . . Retail **$11.95**

Ⓔ "MADELINE"—MISS GLAMOUR 19" DOLL—AND HER 22-PIECE WARDROBE IN STEAMER TRUNK . . . She's the eye-filling belle of the ball in her form [illegible] printed taffeta with net over-skirt, flower trimmed and golden evening purse! A tall beauty, Madeline's body is life-like vinyl, fully jointed, her eyes move beneath long eyelashes. Party hairdo is rooted. Wardrobe: Afternoon taffeta dress w/matching bolero, sun-dress w/matching stole, straw-hat, rayon pajamas, playsuit, sun glasses, 4 plastic hangers, grooming accessories. Sh. wt. 6 lbs.
10-2063-1135 . . . . Retail **$16.97**

Lovable Dolls

(C) 30" BIG SISTER—America's biggest all vinyl doll drinks, wets a
can actually wear size 2 baby clothes. Beautiful 30" Big Sister h
moving eyes, arms and legs. Her rooted hair can be washed,
and brushed. She's dressed in a shirt with green corduroy jack
corduroy hat and pants, wears real baby shoes and socks.
10-2073-1195 6½ lbs. .. .. Retail **$17.**

(D) 16" BABY SISTER—She drinks, wets and is dressed in an identic
outfit to her big sister's—shirt, green corduroy jacket, hat a
pants, shoes and socks. Her life-like vinyl body has molded ha
moving arms, legs and eyes.
10-2074-435 2¼ lbs. .... Retail **$6.**

(E) 16" TEAR DROP WITH LAYETTE & TRUNK—Real as life and
lovable in her knitted shirt and pants. She drinks, wets and cri
real tears just like a baby. Her rooted bobbed hair can be combe
and brushed. Her all vinyl body has moving arms and legs. 1
dolly's deluxe layette of nylon dress and hat, slip, printed flann
robe, blanket, tissues, soap, clothespins, sponge, rattle, bootr
shoes, socks and diaper—all packed in a suitcase.
10-1694-735 5 lbs. . ... Retail **$10.**

(A) 25" BABY SUSAN IN HER PARTY DRESS—Big life-size Baby Susan is a lovable all vinyl 25" doll that drinks and wets. She has moving eyes, jointed arms and legs. Her rooted hair can be combed and set. She loves to be bathed too—wash her from head to toe as often as you want. Susan comes dressed in a beautiful pink flocked nylon dress and hat, net and lace panties, nylon slip, shoes and socks.
10-2075-795 5 lbs. ....Retail **$11 95**

(B) 20" PAJAMA BABY—She's ready for bed wearing striped flannel pajamas, and wrapped in a pink receiving blanket trimmed with ribbon. 20" baby is life-size—wears actual baby clothes. She drinks, wets her diaper, moves her arms, legs, head and big blue sleeping eyes. She has a soft, all vinyl body and rooted hair that can be washed, combed and set.
10-2076-535 3 lbs. ....Retail **$7.95**

MAJESTIC ELECTRIC SUPPLY CO., Inc.
1031 South Pulaski Road
Chicago 24, Illinois

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PAID
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Nelson's Beauty Shop
Medical Arts Bldg.
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FORM 3547 REQUESTED

ORIGINAL TINKERTOY®

NOW ON NATIONAL TELEVISION

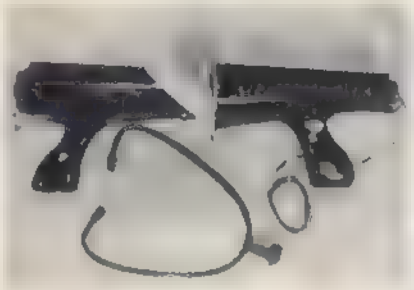
CAPTAIN
KANGAROO

OVER 130 TV STATIONS

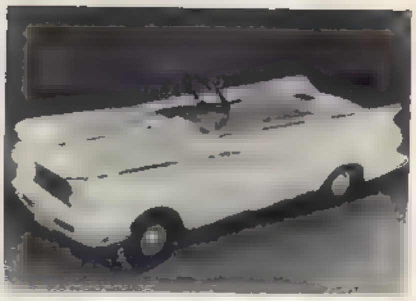
EVERY TUESDAY 'TIL CHRISTMAS

THE TOY TINKERS a division of A.G. Spalding & Bros. Inc. EVANSTON, ILLINOIS

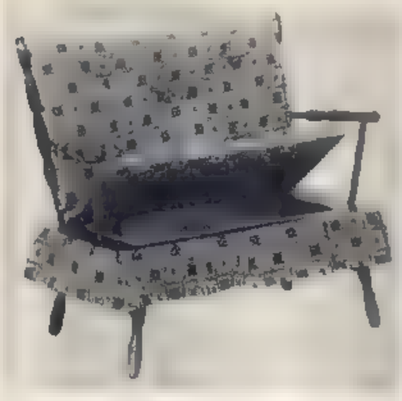
QUICK DRAW felt nib markers are available in 8 colors. Dries instantly, washes off, non-penetrating, odorless. U.S. Gov't. certified D & C colors. Retail price is $.57. Refills are $.35. Speedry, Richmond Hill 18, N. Y.



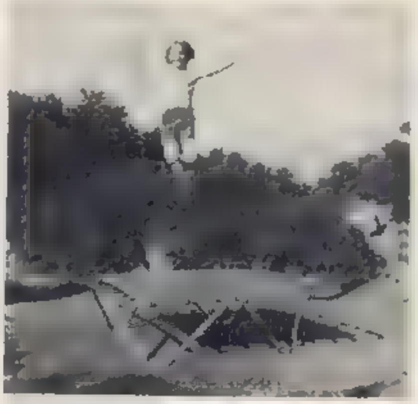
SUN-FONE is a wireless telephone toy operating on sun's rays. Speaker projects over transmitter, receiver hears voice through head set. Uses no batteries. Hear-ever, 2644 Castro Valley blvd., Castro Valley, Calif.



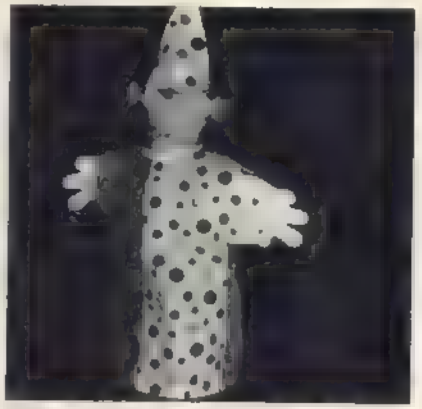
MIDGET BUICK BU-801 has 2¼ HP 4 cycle gas engine, is 20" high, 66" long, 24" wide. Fiberglass, in red, white, blue. 1-piece construction. 6 to 25 miles per hr. 250 lb. load. Master Enterprises, Eau Claire, Mich.



CRICKET SETTEE-TOY BOX is of hardwood construction, turned legs, posts, arms. Hinged seat covers toy box section. Back & seat cushions upholstered in colonial print. 12" long seat. Thayer, Gardner, Mass.



KIDD-E-BOUNCER is using new material of red plastic laminated canvas with plastic clamps. Elastomer band suspension system dispenses with springs, sharp edges. $49.95. Sampson Fabricating, 7120 Remmet ave., Canoga Park, Calif.

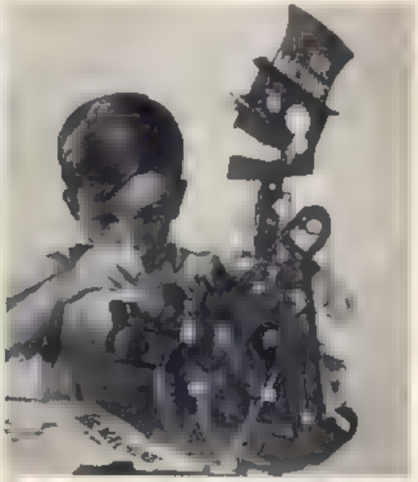


JOBO CLOWN PUPPET makes faces by squeezing the stomach. Perfect travel & party toy. Fits any age group from child to adult. 11" high. Retail value $1.00. Blake of Boston, 120 Tremont st., Boston, Mass.

ECONOMY ASSORTMENT
6

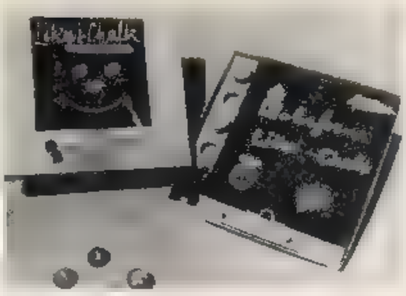
6-ROLL ECONOMY ASSORTMENT wrapping paper package contains 26" wraps and standard 20" sizes. 6 different Christmas wrap designs. Totals 597 linear inches. $1.98. Papercraft., Paper sq., Pittsburgh, Pennsylvania.

CAR-MAC TAPER TREE has branches in graduated sizes, individually coded to proper place in trunk. Stable plastic trunk base, dowel section lock. 2½" to 7', $3.57 to $49.00. Carey-McFall, Philadelphia, Pennsylvania.

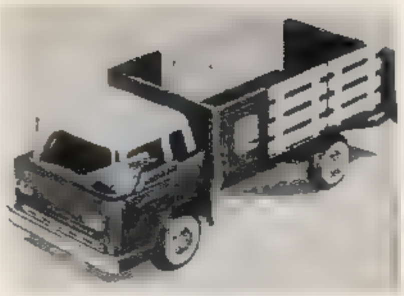


MR. MACHINE has clear plastic body revealing multi-colored gears in action as he moves. 18" tall, comes assembled but can be taken apart and rebuilt according to instructions. $12.00. Ideal Toy, 200—5 ave., New York, N. Y.

MUSICLOCK plays Hickory Dickory Dock by winding up the clock's nose. Concealed Swiss movements. 4" wide, 4¾ high, 2½" deep. In pink, blue, yellow. Retail price $3.00. Clarolyte, 34-22 35 st., Long Island City, N. Y.



LIKWI-CHALK is non-toxic liquid chalk to be used for painting on the workboard included in the toy, or on glass. Board, 4 jars paint, eraser, 2 brushes included. Retail price is $1.98. Colorforms, Norwood, N. J.



FORD RAPID DELIVERY truck is a Ford C-600 1960 model featuring removable platform stakes, hinged tailgate to raise & lower, hinged cab which lifts to expose engine. $5.98. Ny-Lint. 1800—16 ave., Rockford, Ill.

Dennis the MENACE GAME

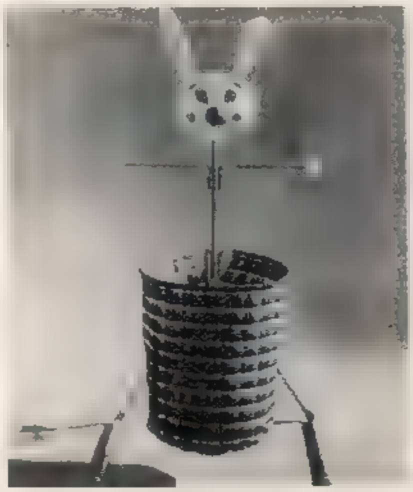
DENNIS THE MENACE board game is a family game for all ages for 2 to 5 players. Packaged in full color lithographed box illustrated with drawings. Standard Toykraft Products, 95 Lorimer St., Brooklyn, N. Y.

'OLYMPIC' DE LUXE BASKETBALL & GOAL set #275 has official size & weight all-rubber ball, inflating needle, pro-type net hooks, official size goal. $5.98. Logan Electric Specialty. 1431 W. Hubbard st., Chicago, Ill.

MY DOLLY'S FEEDING TABLE is approximately 16" square, of wood & masonite construction. Doll sits in center of silk screened table on suspended seat. $3.00. Gong Bell Manufacturing, East Hampton, Conn.

REVOLVING STAND supports aluminum trees up to 1⅝" dia., 8' height. With music box $16.95. Without, $12.95. Revolving color projector for floor and table size trees $6.00, $3.00. Aluminum Specialty, Manitowoc, Wis.

JACK & THE BEANSTALK PLANTER comes with "magic beans", illustrated trellis, growing material, fairy tale on back of insert card. Bagged in polyethylene. Nu-Dell Plastics, 2250 N. Pulaski rd., Chicago, Ill.



KIDDIE KATCH-ALL has molded plastic bunny mask, extended arms for hanging coats, "catch-all" bag. 2 sizes available. 48" high, $4.95. 35½" high, $3.95. Hampden Specialty Products, Easthampton, Mass.

20 YEAR GUARANTEE
E
F
G
H
K
L

LEDOUX Fine Quality Woodwinds

Made by the Carl Fischer Musical Instrument Co.

Made in Europe to our exacting specifications, under our own trade name, by the world-renowned Carl Fischer Musical Instrument Co. Inc. of New York, France, Switzerland and Italy. Ledoux instruments stand supreme for flawless tone quality, perfect intonation, easy-facile action . . . for maximum flexibility and responsiveness.

Clarinet bodies are fine, seasoned Grenadilla wood or Ebonite. Keys are drop forged nickel silver with a lightness, speed and flexibility hard to match. Simple automatic octave mechanism. Clarinets and flutes are fully guaranteed against defects due to faulty material or workmanship for twenty years from date of purchase. From N.Y.

E **ARTIST MODEL LEDOUX CLARINET.** The Ledoux Artist Model is among the world's finest! Made in Europe by skilled workmen whose families have been clarinet craftsmen for generations . . . the Ledoux Artist is fashioned of finest Grenadilla wood and has an exceptionally liquid tonal quality and perfect intonation. In Boehm system, 17 keys, 6 rings . . . B flat, A or E flat. Comes complete with accessories. In deluxe, leather bound Gladstone case with plush lining, zippered waterproof cover. Specify key desired . . . B flat, A or E flat.
76-1262 D10950 Clarinet with case and cover. . **$205.00**

F **LEDOUX STANDARD MODEL CLARINET** . . . a superlative instrument at a moderate price. Made of finest Grenadilla wood seasoned and dried for years, then oil-treated for durability. Keys are nickel silver, hammered by hand and hardened for maximum strength. Intonation, tonal quality, flexibility and responsiveness make playing this clarinet a pleasure. Boehm system, key of B flat, 17 keys, 6 rings. Comes with accessories in plush lined, durably covered, simulated leather case with partitions dividing clarinet in 3 parts.
76-1270 D8950 Ledoux Standard Clarinet with case . . . **$165.00**

G **LEDOUX NATIONAL CLARINET.** Although priced for the student, the quality of this instrument is so fine that it is used extensively by professionals. Made of finest, seasoned solid Grenadilla wood. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). In Boehm system . . . key of B flat, with 17 keys, 6 rings. Yields exceptionally fine tonal quality and full intonation. Instrument comes in a plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1288 D6995 Ledoux National Clarinet with case. **$125.00**

H **LEDOUX STANDARD EBONITE CLARINET** . . . the world's finest in this price range! Has the fine tonal quality and perfect intonation usually found only in highest priced instruments. Made of ebonite (hard rubber) . . . it is not affected by temperature changes; won't crack. Entire upper joint is lined with nickel silver to eliminate breakage. Boehm system, key of B flat, with 17 keys, 6 rings (keys are nickel silver). Comes with accessories; in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1296 D5995 Ledoux Standard Ebonite Clarinet with case. **$115.00**

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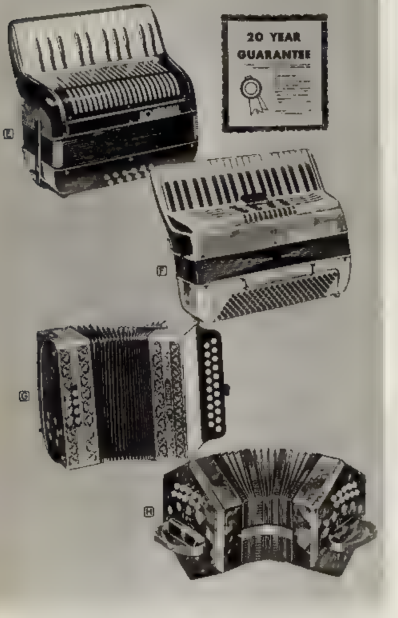
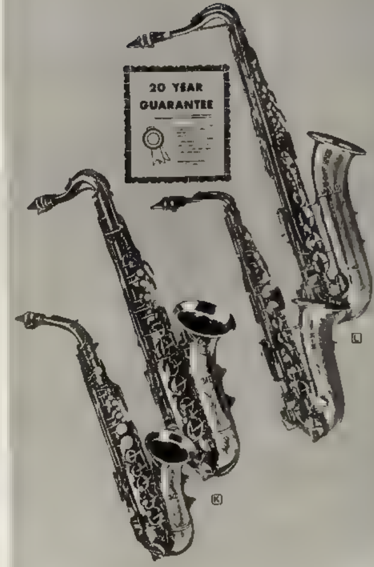
76-1304 D6750 Ledoux Flute with case . **$125.00**

L **MASTER MODEL LEDOUX FLUTE** . . . a precision instrument, built to highest professional standards! Performs with ease . . . produces tones of flawless quality, expressed in full, round response with supreme intonation. Low tones which usually require skillful professional flavoring, flow out pure, clear, beautiful! The Master Model Flute is elegantly silver plated, with keys of the popular French style, fitted to perfection. Posts are mounted on bridge work. In key of C only, with closed G sharp. Instrument comes in a deluxe carrying case, lined with silk plush; zippered, waterproof cover also included.
76-1007 D9950 Ledoux Master Flute with case and cover. . . **$182.50**





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Ⓔ **BONTEMPI BEGINNERS' ACCORDION** . . . an excellent instrument for youngsters and non-professional adults as well. Italian-made to our specifications by Carl Fischer Musical Instrument Co. Guaranteed 20 years against defects. Lightweight, plastic covered seasoned wood with brass tubing bass mechanism. Has fine tone, airtight volume 25 treble keys, 12 basses. Hand filed and fitted reeds—1 set treble, 2 sets bass *Specify:* Solid Black, Black Pearl, Red Pearl, White Pearl.

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Ⓖ **HOHNER 2-ROW ACCORDION** . . . a gay instrument for parties, picnics and family fun. Handsomely decorated in gold. 16 deep-fold bellows, metal reinforced edges. 21 treble keys, 8 bass . . . 6 sets of steel reeds. Gleaming nickel-plated top gallery, oak finished key board, leather straps. 5⅞x11″. Keys of C and G. Guaranteed 1 year against defects in workmanship or material. From Illinois.

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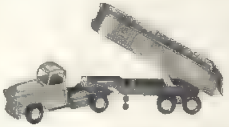

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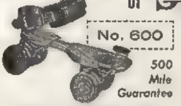

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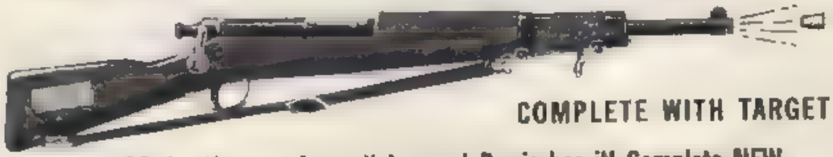

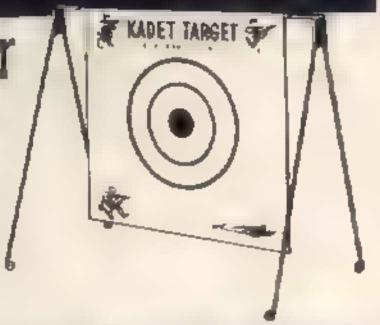

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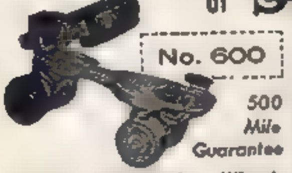

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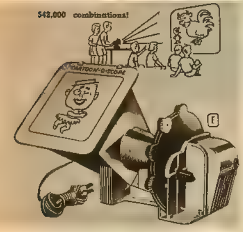

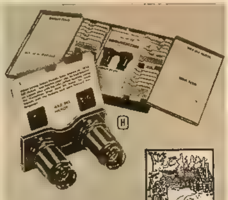

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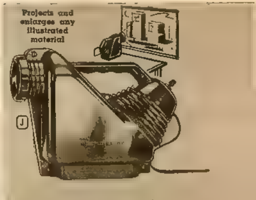

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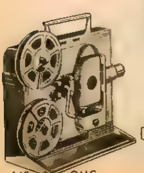

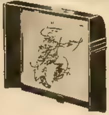

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69 F 0207 K45650 each
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[B] 14′ CAVALIER. Streamlined red and white aluminum runabout for only $39.88 down! Semi-round lap strake bottom hull aluminum .065″ thick, extruded aluminum gunwales, styrofoam flotation Two front seats upholstered. Equipped with bow eye syphon drain, complete steering chrome deck cleat motor control mount stern lifting handles, and oar locks Center line length 13′7″, gunwale length 14′, deck length 58″ max beam 63″, bow depth 30″ amid 23″ deck width 60″ Max h p 40. Shpg wt. 250 lbs FOB Ind.
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[C] 14′ MERCURY. Trim and sporty a top performer! Yours for only $22 50 down! Lightweight, durable, laminated fiberglas hull of gleaming white practical color fleck interior 3 varnished mahogany seats. Little maintenance Semi-round bottom hull, aluminum gunwales aluminum corner castings. styrofoam flotation. Center line length 13′8″ gunwale length 14, beam maximum 54″, bow depth 28″ amid 18¼″, capacity 800 lbs. Maximum h p 15 Equipped with oar locks rear lifting handles, tie ring replaceable motor mount. Actual weight 180 lbs. Shpg wt. 280 lbs. FOB Indiana
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[D] 15′ CONTINENTAL. Fiberglas from top to bottom—and you can buy it for only $57 76 down Handsome white hull, turquoise deck. transom wall, and gunwales (with rubber rail) Two seats upholstered in turquoise and white Equipped with chrome bow eye 3 chrome lifting handles, 2 bow chocks and 1 deck cleat of chrome complete steering wheel 2 step pads, siphon drain, and transom well drain. Center line length 14 4″, gunwale length 65″ beam max 65″, bow depth 30″, amid 24″. Max h p. 40. Shpg wt 520 lbs. FOB Ind.
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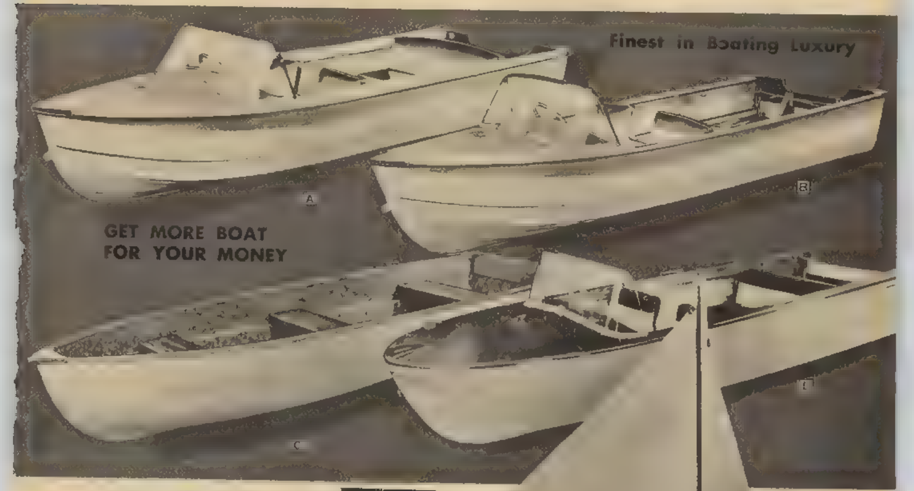

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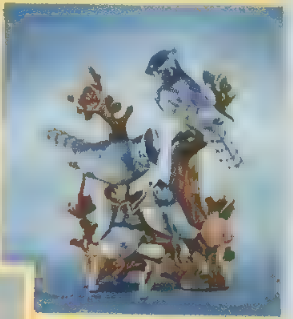

6½" HIGH DECORATIVE BIRD FAMILY ON TREE — A charming conversation piece — Lifelike birds on a forest branch in colorful Bisque China finish.
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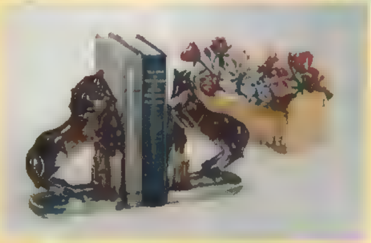

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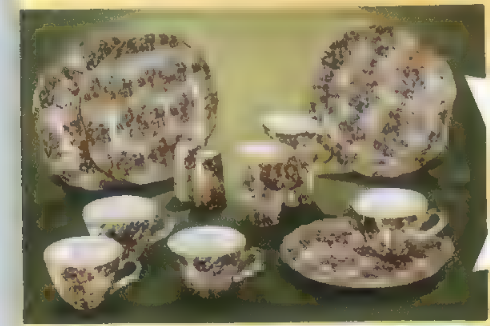

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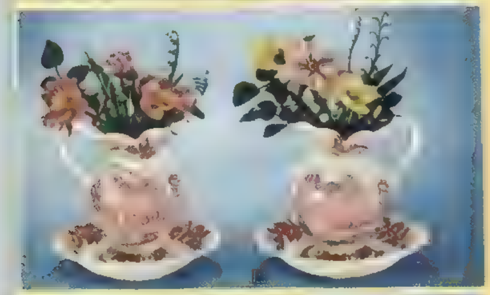
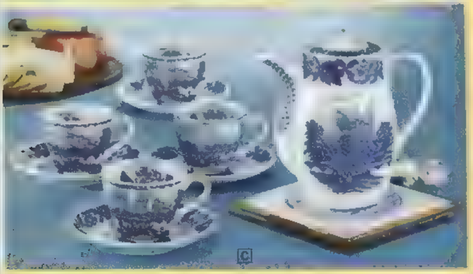
LOVELY CHINA *and* *Imported* CERAMICS

by SPHINX





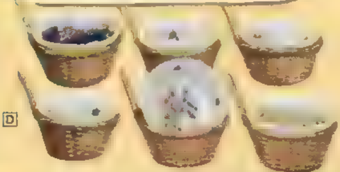
A 12 PIECE ENGLISH TYPE CHINTZ DESIGN PORCELAIN T.V. SNACK SET—Fine porcelain set with multi-color chintz design and sparkling gold trim. Large plate with recessed cup holder Service for 4 includes four 8" plates, four cups, sugar and creamer, and salt and pepper shakers
IP54X720 .... Ret. $11.98

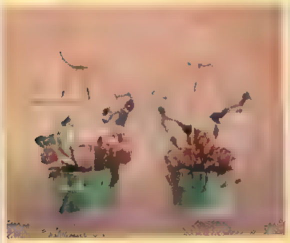
B 4 PIECE PITCHER AND BOWL SET — Ideal for flowers. Fine ceramic Old English scenic design. Can be used for milk, syrup or as a decorative "spot." Flowers not included
IP55X420 .... Ret. $6.98 pr.

C 11 PIECE ELECTRIC BREWMASTER COFFEE OR TEA SERVICE—This elegant ceramic set is decorated with an Old English scenic design Service for 4 consists of covered electric pot with electric cord, 4 cups and 4 saucers.
IP56X540 .... Ret. $8.98

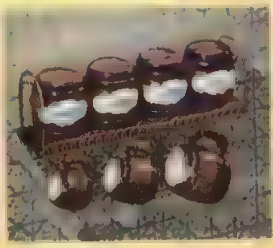
D 12 PIECE CERAMIC OVENWARE CASSEROLE SET IN WILLOW BASKETS—Decorative and practical "bake 'n serve" set. Casserole beautifully decorated Set consists of 6 casseroles and 6 willow baskets with handles. Excellent for candies and nuts
IP57X480 .... Ret. $7.98

D

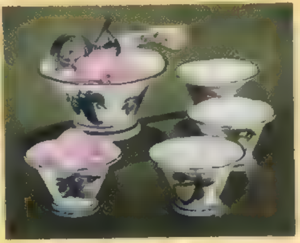




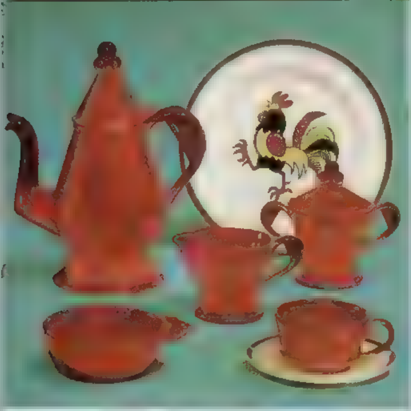
SET OF 2 BIRD CAGE PLANTERS A decorative set consisting of 2 high gloss polished brass bird cages. Two lifelike colored ceramic birds and ceramic planter in each cage.
IN105X300 .... Ret. $4.98 pr.

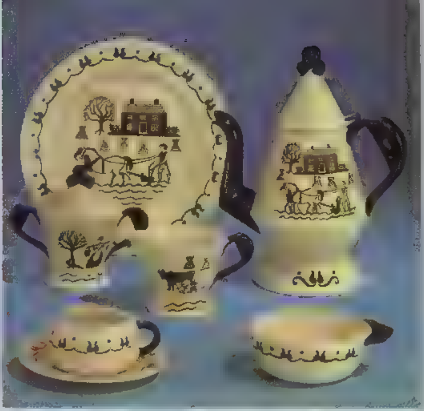


8 PIECE CERAMIC SPICE SET WITH MEASURING JUGS—Consists of 4 large barrel-shaped spices and 3 measuring jugs on 12 inch wooden rack trimmed with brass wire
IN106X360 .... Ret. $5.98



6 PIECE DESSERT SET—Large 7½" diameter serving bowl, 4 coupette dishes And, offered for the first time, an aluminum ice cream scoop with CERAMIC HANDLE Excellent for serving family desserts pudding, etc.
IP58X420 .... Ret. $6.98





RED ROOSTER. So bright—so beautiful! A colorful hand-painted rooster in rich orange, charcoal, yellow and green struts his way across a warm textured background. The unusual, exciting shapes inspired from olden Tole Ware made from tin. Holloware pieces in '[illegible],' red glazed semi-porcelain, oven and detergent proof.

70-9188	**C1150**	[illegible]-pc. Set (for 4) See pg. 533 for contents	**$16.95**
70-9196	**C4350**	45-pc. Set (for 8) See pg. 533 for contents	**59.95**
70-9204	**C980**	8-pc. Set (4 salad plates, 4 soups)	**16.60**
70-9220	**C1160**	7-pc. Table Service. See pg. 533 for contents	**17.95**
70-9238	**B589**	Coffee Server, 11¼" high	**9.95**

HOMESTEAD PROVINCIAL. Yours to have and love a long time! Delightfully quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. Shapes are so interesting . . . all done in fine glazed semi-porcelain that's both oven and detergent-proof.

70-9097	**C1150**	16-pc. Set (for 4). See pg. 533 for contents	**$16.95**
70-9089	**C4075**	45-pc. Set (for 8) See pg. 533 for contents	**59.95**
70-9113	**C980**	8-pc. Set (4 salad plates, 4 soups)	**16.60**
70-9105	**C1040**	7-pc. Table Service. See pg. 533 for contents	**17.40**
70-9139	**B530**	Coffee Server, 11¼" high	**8.95**

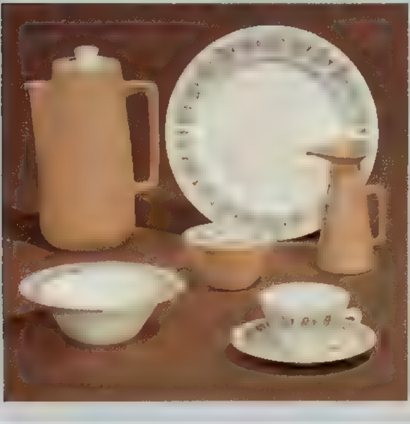
"Poppy Trail" . . . Enchanting California Dinnerware

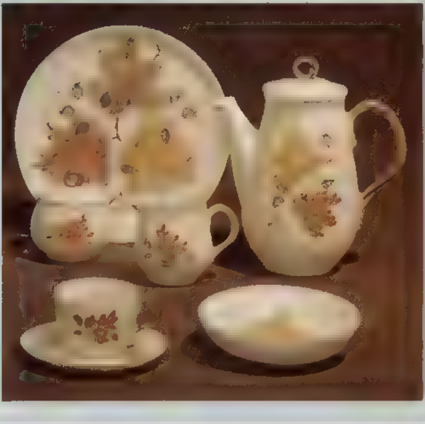
NAVAJO. Primitive art shapes are molded here into dramatic new dinnerware—the enchanting colors of turquoise and brown reflect the sun-baked sands and skies of the Southwest. Coffee server, sugar and creamer in Desert Tan with contrasting patterned covers. Hand-painted glazed semi-porcelain; oven and detergent proof.

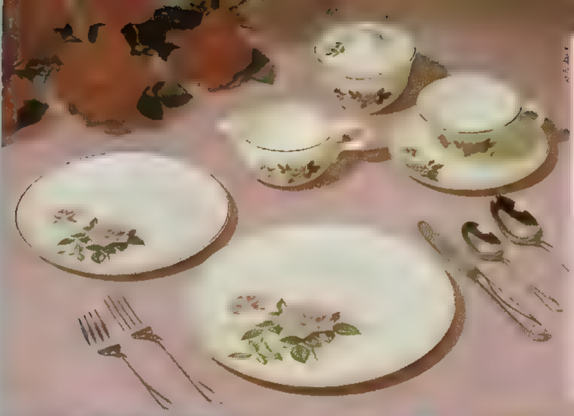
70-9246	**C1070**	16-pc. Set (for 4) See pg. 533 for contents	**$15.95**
70-9253	**C3840**	45-pc. Set (for 8) See pg. 533 for contents	**56.50**
70-9261	**C744**	8-pc. Set (4 salad plates, 4 cereals)	**12.60**
70-9279	**C987**	7-pc. Table Service. See pg. 533 for contents	**15.25**
70-9287	**B503**	Coffee Server, 11¼" high	**8.50**

WOODLAND GOLD. Lovely new pattern you'll cherish for years. Autumn leaves in delicate tones of brown, rust and green on a soft speckled yellow ground. Hand-decorated semi-porcelain with a satin-soft fleck glaze that's safe in oven or dishwasher. Detergent-proof too, and durable beyond your fondest dreams!

70-9295	**C1299**	16-pc. Set (for 4) See pg. 533 for contents	**$16.95**
70-9311	**C4600**	45-pc. Set (for 8) See pg. 533 for contents.	**59.95**
70-9329	**C874**	8-pc. Set (4 salad plates, 4 soups)	**14.80**
70-9337	**C1143**	7-pc. Table Service. See pg. 533 for contents	**17.70**
70-9345	**B589**	Coffee Server, 10½" high	**9.95**



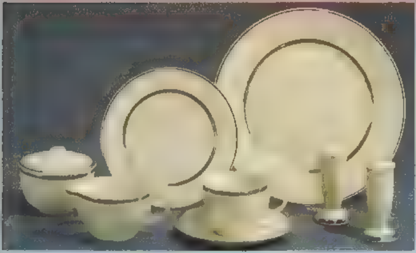


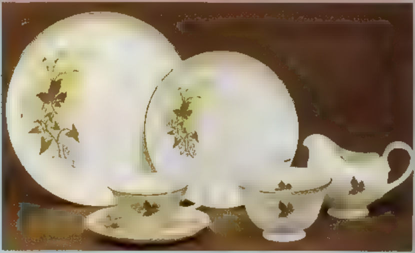


Fine American Semi-Porcelain

FERN ROSE. What lovelier setting can you imagine than the gentle light of candles falling on these full blown tea roses? Enchanting pattern with green leaves and gray fernery so beautifully etched, so subtly defined, they look almost real. Each highly glazed ivory-colored piece richly edged in 22 karat gold. Fine semi-porcelain, oven-proof and guaranteed against crazing. Contents on page 533.

70-8867 C1264 35-pc. Set (6) **$18 95**
70-8875 C1768 45-pc. Set (8) **26.50**
70-8883 C2733 77-pc. Set (12) **40.95**





HEIRLOOM . . . contemporary style with classic elegance . . . fine American semi-porcelain that's all its name implies. A pattern of chaste [illegible]. Its [illegible] white body is richly edged by shimmering [illegible] of platinum. A perfect complement to your [illegible] and crystal. Durably crafted, ovenproof, highly glazed [illegible].

70-8149 C2080 53-pc. Set (for 8). See contents on pg. 533 **$29.95**
70-8156 C3320 101-pc. Set (for 12). See contents on pg. 533 **47.95**

LEAF OF GOLD . . . the delicate grace of woodland leaves and flowers is captured on fine ivory semi-porcelain. Yellow forsythia, muted orange bittersweet, deep olive green ivy and one finely detailed maple leaf grace this lovely dinnerware. Each piece is richly outlined in 22 karat gold. See contents on page 533.

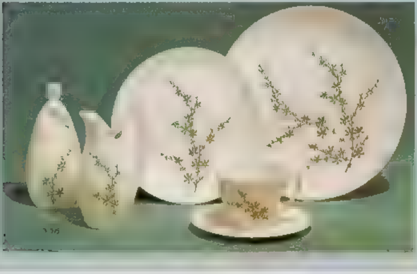
70-8891 C1264 35-pc. Set (for 6) . **$18.95**
70-8909 C1768 45-pc. Set (for 8) **26.50**
70-8917 C2733 77-pc. Set (for 12) . . **40 95**

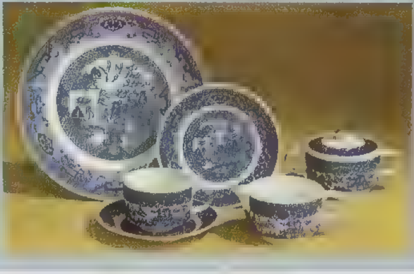
GREENBRIAR . . . the loveliness of nature's own color scheme . . . [illegible] branches of emerald green are brightened with tiny red berries, then highlighted for more than usual beauty with touches of gilt. Refreshingly new on fine white semi-porcelain . . . refreshingly nice for formal or informal entertaining. Contents on page 533.

70-9352 C1417 32-pc. Set (for 6) **$21 25**
70-9360 C2467 53-pc. Set (for 8) **37 00**
70-9378 C4233 93-pc. Set (for 12) . . **63.50**

BLUE WILLOW . . . the most beloved dinnerware pattern in all the world! Quaint, intricate all-over design in rich blue against a background of snowy white, richly glazed semi-porcelain, depicts a charming old Chinese legend of young love. Perfect for a traditional dining table . . . enchanting pieces to show off in your china cabinet. Colors stay lustrous and clear after years of dishwashing.

70-8974 C1000 32-pc. Set (for 6). See contents on pg. 533 **$14.95**
70-8941 C1920 53-pc. Set (for 8). See contents on pg. 533 **28 95**





New Designer's Triumph . . . Nationally Advertised Creations by Taylor, Smith & Taylor

"THE INVITATION SERIES"

These two charming, recently introduced patterns in an entirely new and different type of table setting, have created a sensation in fine shops from coast to coast. The "Invitation Series" (which includes only the WINDEMERE and WOODHUE patterns illustrated to the right) is available only in 54 pieces, service for 8, with the attractive Coffee Carafe and Buffet Warmer with stand and candle. Additional place settings can be obtained if desired.

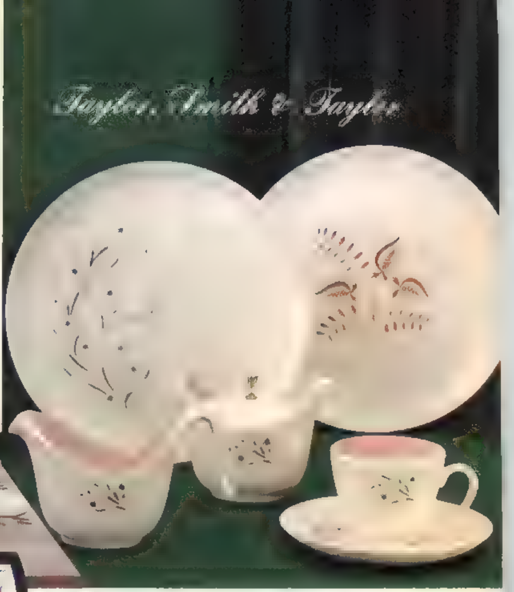
(See illustration below for special Invitation Series setting) All Taylor, Smith & Taylor creations reflect the newest mode and modern spirit in a delightful manner ALL are oven-proof and detergent-resistant. Open stock guaranteed for 5 years.

WINDEMERE A delightful, charming modern motif in harmonious blending pinks and grays as illustrated. An aristocratic table setting with two-tone Sugar, Creamer and Cups. Truly a luxurious set at a modest price. (Pattern on the left)

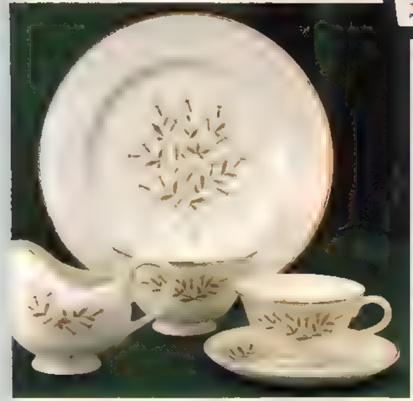
1F57X2495	54 piece service for 8	Retail $39 95

WOODHUE Featuring the new warm, modern Browns and Turquoise color combinations—with two-tone Sugar, Creamer and Cups—with Turquoise inner coloring. A smart, fashionable set that always arouses favorable comment. (Pattern on the right)

1F58X2495	54 piece service for 8	Retail $39.95

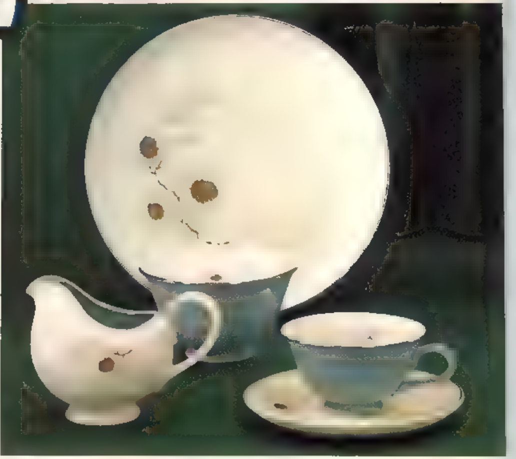


"America's finest dinnerware since 1899"



MONTICELLO In the modified modern shape, with a dainty stylized leaf and flower design. The essence of elegance and beauty of which you will always be proud. 22 K. gold edge lined, blending with color motif of the center design.

1F59X1424	37 piece set for 6	Retail $25 00
1F60X2380	53 piece set for 8	Retail 41.00
1F61X4080	93 piece set for 12	Retail 71.00



SILVER SPRUCE in the modern glamour shape. Delicate blue in an engraved effect with warm spruce cones. Beautiful two-tone combination—an achievement in creative art Platinum edge.

1F62X1628	32 piece set for 6	Retail $28.50
1F63X2686	53 piece set for 8	Retail 47.00
1F64X4971	93 piece set for 12	Retail 87.00

SERVICE FOR 12–93 PIECE SET

Shipping wt. [illegible] lbs.

12 cups
12 saucers
12—10" plates
12—6" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 nappy (open vegetable dish)
1 gravy boat
1 covered sugar
1 creamer
1 covered casserole

SERVICE FOR 8–53 PIECE SET

Shipping wt. [illegible] lbs.

8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 6–32 PIECE SET

Shipping wt. 20 lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy (open vegetable dish)

*IMPORTANT: All 32 pc. sets (as well as 53 pc. and 93 pc. sets) are furnished with 10" dinner plates. Shipped direct from pottery in East Liverpool, Ohio . Allow 2 Weeks for Delivery

GENUINE CHINA

AMERICAN MADE . . . AT POPULAR PRICES
A NEW CERAMIC DEVELOPMENT BY

Taylor, Smith & Taylor

For the first time in the history of American potteries—Taylor, Smith & Taylor has made available genuine ALL China in a popular price range! This is superb real China detergent-proof, oven-proof, chip-resistant—luxurious China dinnerware that brings beauty and distinction to any home. Available in a limited number of the country's leading stores—it has been enthusiastically received by home makers and interior decorators. Remember this is **not** semi-vitreous dinnerware—it is genuine all China at a price within the reach of all—and is available only in the Rose Sachet pattern illustrated to the right

ROSE SACHET An exquisitely beautiful pattern selected by Taylor, Smith & Taylor to introduce their genuine China under the famous "Taylorton" Trademark. A color combination of beauty and distinction. Two-tone Sugar, Creamer and Cups as illustrated. Years of satisfaction assured

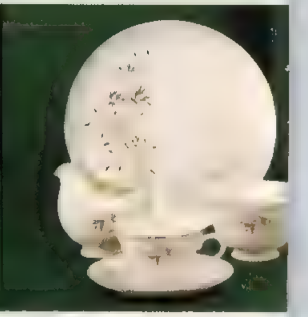
1F65X2535—32 piece set for 6	Retail $40.50
1F66X4000—53 piece set for 8	Retail 64.00
1F67X7850—93 piece set for 12	Retail 125 75

REGAL ROSE The creation of a world famous designer—features lifelike rose effect with contrasting stem and leaves. Modern glamour shape. Matching two-tone sugar, creamer and cups. Platinum band around all outer edges.

1F68X1628—32 piece set for 6	Retail $28.50
1F69X2686—53 piece set for 8	Retail 47.00
1F70X4971—93 piece set for 12	Retail 87 00

HARVEST GOLD Luxurious simplicity in one of the most attractive patterns available today. A superb modern glamour shape featuring an idealized wheat motif Warranted 22 K. gold band around all outer edges.

1F71X1315 32 piece set for 6	Retail $23 25
1F72X2257 53 piece set for 8	Retail 39.50
1F73X3897—93 piece set for 12	Retail 68.50



CANDLELIGHT An example of charming dignity with appealing simplicity A modern shape, with America's newest side spray treatment—exquisitely beautiful. Platinum band around all outer edges

1F74X1424 32 piece set for 6	Retail $25 00
1F75X2380 53 piece set for 8	Retail 41.00
1F76X4080—93 piece set for 12	Retail 71.00

"CHATEAU BUFFET" BY *Taylor, Smith & Taylor*

Combines Old World charm and beauty with a fresh, contemporary touch. Harmonizing Terre Glaise (cinnamon) and Turquoise colors complement any table setting. Chateau Buffet is practical, too. Oven-proof and detergent-proof. Rest it over the candle-warmer to keep food and beverages piping hot

"LE SALADIER" doubles as a salad bowl or Boston baker. Holds 2½ quarts. Individually gift packed with lid, buffet warmer, stand and candle. Ceramic handled wood salad fork and spoon included.
1F79X765 Retail $10.00

"LES TERRINES" holds 2½ quarts. Brass ring for hanging—adds a decorator's touch to your kitchen or dining room. Individually gift packed with buffet warmer, stand and candle.
1F80X690 Retail $9.00

"LA CARAFE" holds 10 full cups. Easy-pour, non-drip spout with insulated stopper to hold in heat and flavor. Polished brass handle. Individually gift packed with buffet warmer, stand and candle.
1F78X595 Retail $7.95

12 PIECE SET 4 plates, 4 cups & 4 saucers, in turquoise. Plates have cinnamon edge. Clean, uncluttered lines with continental charm—detergent and oven-proof.
1F77X755 Retail $10.00

"LES RAMEQUINS" Individual 10-ounce casseroles with molded handles. Gift packed, 6 to a box.
1F81X690 Retail $9.00

"LES ASSIETTES A SALADE" (Salad Bowl)—just the right size for generous individual servings. 6 in a gift pack.
1F82X345 Retail $4.95

Check reverse side for contents and mailing weights of Services for 6, 8 and 12.

Chris-Craft's 55' Constellation has living quarters for 10

CHRIS-CRAFT'S 1960 FLEET of sports boats, cruisers, sport fisherman and larger power yachts is characterized by new styling, increased power options and added comfort features, the builders report. These boats are of Philippine mahogany solid plank construction, with double-planked bottoms and batten-seam sides, as distinct from the sheet plywood and lapstrake construction of Chris-Craft's Cavalier and Sea Skiff lines.

In the Sport Boat series, Chris-Craft lists a 17-footer priced at $3,335, and 18', 19' and 24' open boats, optionally powered for speeds up to 40 m.p.h. In a 27' hull, Chris-Craft offers either a complete Constellation cruiser or a semi-enclosed boat with optional weekend accommodations.

The 32' cruisers come in Commander and Constellation models, sleeping six, and there is a new 33' Sport Fisherman with high chines and raised sheer, complete sport fisherman equipment, accommodations for four, and flying bridge controls. A sister ship but without the fishing gear is sold as a Sports Cruiser.

A 36' Constellation sleeps six in stateroom, upper and lower berths and a dinette, and is said to make 34 m.p.h. with twin Chris-Craft 275-hp. V-8s. In the 40' series, Chris-Craft lists a Constellation, a double-cabin Conqueror model and a Sport Fisherman with flying bridge controls and all equipment. Power options in these 13'1"-beam hulls run up to 550 hp. for as much as 33 m.p.h., with diesels as an alternative to gas engines.

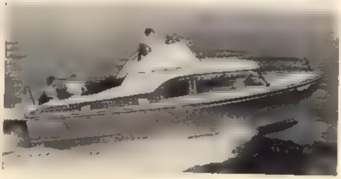
Gas or diesel power is naturally optional in the larger Chris-Craft cruisers, the 45' and 50' Constellations sleeping, respectively, eight and 10 persons. The 50-footer boasts an open-style deckhouse nearly 19½' long, and up to 600 diesel hp.

Largest of the Chris-Craft fleet are the 55' and 66' Constellations. The former is said to make 24 m.p.h. with 672 hp. diesels, and the 66-footer 21 m.p.h. with 1,008 hp. A great variety of comforts and luxuries are available in these big Chris-Craft.

CHRIS-CRAFT DIV., CHRIS-CRAFT CORP., Pompano Beach, Fla.

Six can cruise in this Chris-Craft 32' Commander, at 31 m.p.h.

CRUIS ALONG HAS 11 MODELS in their 1960 fleet, ranging in length from the 22' Pelican up to the 33' El Dorado models. The latter is Cruis Along's new boat. Planked with mahogany, seam-battened over oak frames, she has a cabin laid out to cruise up to six persons, and twin engine power options up to 480 hp. Details of this boat to which Cruis Along calls attention include roomy cockpits, mahogany rails, modern binnacle stand, airplane type instrument panel, clipper bow, and many more.



The Cruis Along 28' Gulfstream is planned for fishing

Similar in construction and general type is the 31' Cruis Along hull, which is available in Bluewater, Custom, Sedan and Gulfstream models, arranged to sleep four to six, and also offered in twin engine choices up to 480 hp.

In 28' the Clipper and the Gulfstream models offer a choice of single or twin engines, again up to a top of 480 hp. The standard layout sleeps four in forward stateroom and convertible dinette.

The 24' Courier is planked with half-inch Apco Super Marine plywood, over seasoned white oak framing, and is described by Cruis Along as a "triumph of strength, maneuverability and seaworthiness." She too sleeps four. In the low operating cost category is the 22' Cruis Along Pelican, of similar construction specifications and with a compact cabin layout that has enclosed toilet, full galley, and ingeniously arranged berths.

The Cruis Along boats are built at the 84-year-old former M. M. Davis plant at Solomons, Md., and represent the quality production for which that yard is known.

CRUIS ALONG BOATS, INC., Solomons, Md.

Cruis Along's largest cruiser is the 33' El Dorado

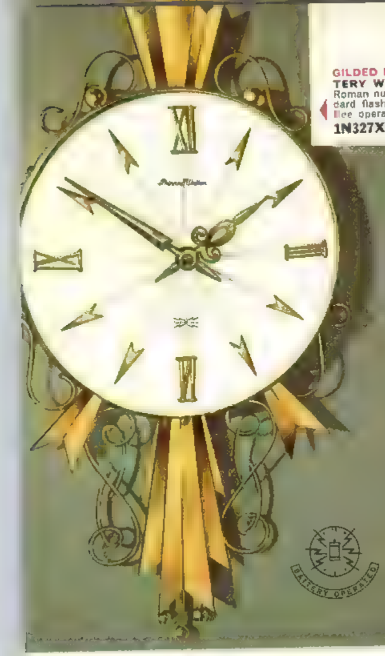
GROSS MECHANICAL LABORATORIES announce a new utility pump, the Groco Jr. model WP-2100-C, a self-priming, positive-displacement pump (not a rubber impeller pump). Lift is three to four feet, 6½ g.p.m., using a low-ampere ball bearing motor coated with neoprene. With a rotary shaft seal, the small pump is designed for a long service life. The same pump construction is used in Groco's new low-priced water system model #2100-B type C-4. These pumps may be run dry without damage. Another Groco pump, the model #2100-C utility, is designed for bilge sump tanks, shower drains, bait tank and water supply system.

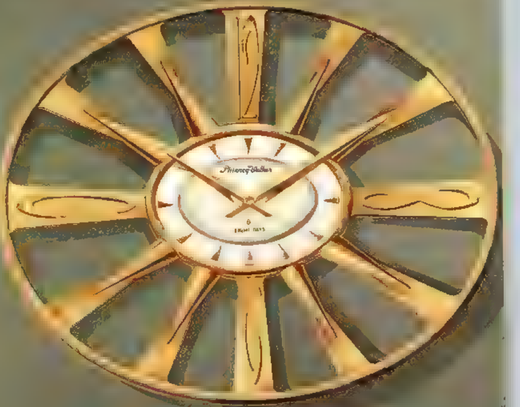
GROSS MECHANICAL LABORATORIES, 1530 Russell St., Baltimore 30, Md.

DECORATOR'S "DREAM CORNER"

GILDED PEACOCK Elegant **4-JEWEL BATTERY WALL CLOCK,** gilt case hands, raised Roman numerals, "Spear Point" indicators. Standard flashlight batteries furnish one year's care-free operation. 17-¾×9¾" dial 8"
1N327X2655 . . . . Retail **$ 42.50**

KEEPSAKE . Magnificent **8-DAY WALL CLOCK,** exquisite gilt case, novel etched gilt figures raised indicators on white dial background, distinctive gilt hands. 16-½×14"
1N328X1400 . . . . Retail **$ 22.50**





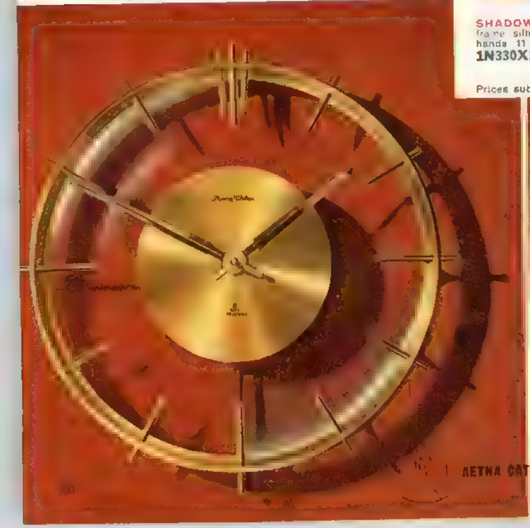
FASHION PLATE Perfectly charming **8-DAY WALL CLOCK.** Unique "Pull-Wind" feature simplifies weekly winding. right on your wall. Gilt case, hands, "Spike" hour indicators 13" diameter
1N329X1465 . . . Retail **$ 23.50**

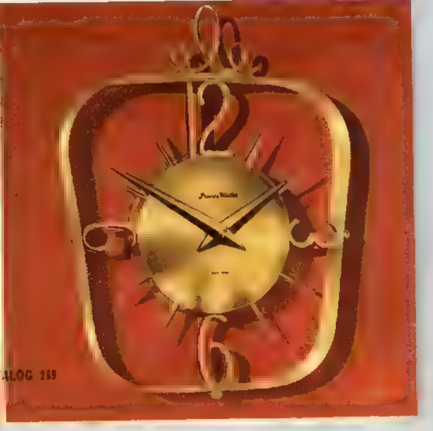
Copyright 1959

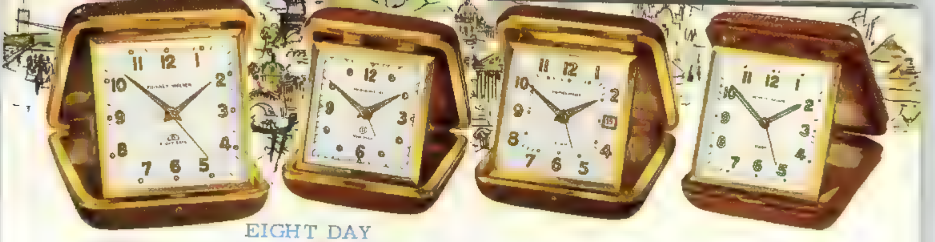
Phinney-Walker
Fashion ... Elegance ... in Time

SHADOW-BOX DECOR Sheer Beauty, **8-DAY WALL CLOCK.** Gilt frame silhouetted figures, hour indicators, ornamental gilt top trim, two-tone hands 11 ¾×8-¾"
1N330X1248 . . . . Retail **$ 19.95**

Prices subject to 10 % federal excise tax







EIGHT DAY

TRIUMPH Dependable **8-DAY DESK/TRAVEL ALARM.** Gilt trim Texol case, gilt figures, luminous hands, hour dots 3-¼×3-¼" Specify color brown lizard, tan or red pig

1J597X765 ...Retail **$ 11.95**

CHIEFTAIN The Tops! **8-DAY 7 JEWEL TRAVEL/ALARM.** Gilt trim leather case raised gilt figures luminous hands, dots. 3×2-⅞" Specify color: red pig, brown alligator

1J598X960 ...Retail **$ 14.95**

DATE 'N TIME .. **30-HOUR DESK CALENDAR TRAVEL ALARM.** Gilt trim leather case, magnifying "date-window" Raised gilt figures, luminous hands, dots 3×2-⅞" Specify color red pig, brown alligator

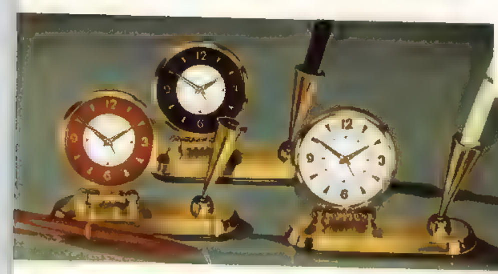
1J599X610.....Retail **$ 9.95**

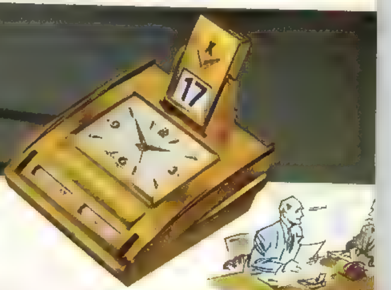
BANNER A stalwart **30-HOUR DESK/TRAVEL ALARM.** Genuine leather case, easy to read full luminous dial 3-½×3-½" Specify color pig, red, tan alligator

1J600X430 Retail **$ 6.95**

SMART SET Indispensable **30-HOUR DESK CALENDAR ALARM.** Gilt case, novel flip-date unit, day-month indicators. Raised gilt figures, indicators, luminous hands, dots. 4-¾×4-⅜".

1J602X1065.........................Retail **$ 16.95**





DESK-MATES Colorful **30-HOUR DESK PEN SET ALARM.** Gilt case, gilt figures Indicators. Luminous hands, dots. Paper-Mate Desk pen matches dial. 4-¾×3-½". Specify color: black, red, white.

1J601X815......................................Retail **$ 12.95**

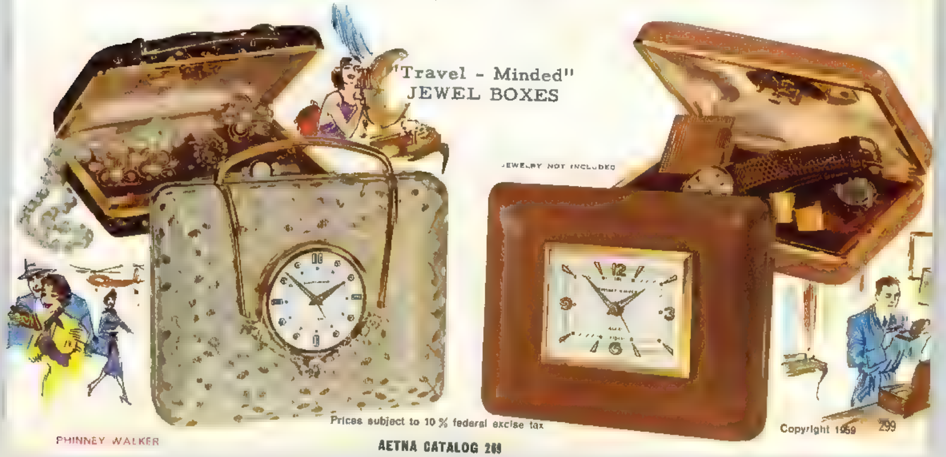
LADY FAIR Sweet 'n lovely, **30-HOUR TRAVEL ALARM JEWEL BOX.** Rhinestone trim, gilt handle, brocade case, velvet lined, white rhinestone hour indicators, luminous hands, dots. 5-⅛×5-⅛". Specify color: black, white.

1J603X1065 ....Retail **$ 16.95**

BUCCANEER . A Treasured Time, **30-HOUR TRAVEL ALARM JEWEL BOX.** Gilt trim Texol case, velvet lined, raised gilt figures, indicators, luminous hands, dots. 5-⅝×4-½". Specify color: tan, brown alligator.

1J604X815..Retail **$ 12.95**

"Travel - Minded" JEWEL BOXES



JEWELRY NOT INCLUDED

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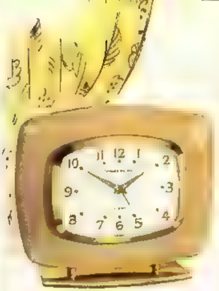
PHINNEY WALKER

Copyright 1959

"matchless" performance



MARQUISE Majestic **30-HOUR DESK/BOUDOIR ALARM.** Gilt trim blond or mahogany finish wood case. Raised gilt figures. Luminous hands, dots. 4-⅛×3-¾". Specify color: blond or mahogany

1J581X575. ....Retail $ 8.95

COLONY Fashionable **30-HOUR DESK/BOUDOIR ALARM.** Gilt trim mahogany or blond finish wood case. Raised gilt figures, indicators. Luminous hands, dots. 5-½×5". Specify color: mahogany or blond

1J582X685 .... Retail $ 10.95

Phinney-Walker

SMOKE-TIME "Sure-Fire" **30-HOUR DESK LIGHTER ALARM.** Gilt case, with Evans lighter unit, raised gilt figures, indicators, luminous hands, dots. 5×3-¼".

1J580X1248 ....Retail $ 19.95

PEN-SET DUET "Write" on time. **30-HOUR ALARM WITH BAROMETER.** Gilt case, swivel units, two Paper-Mate Desk pens. Raised gilt figures, indicators. Luminous hands, dots. 7-⅝×3-½".

1J584X1560 ....Retail $ 24.95

JACK-O-LANTERN Extraordinary **30-HOUR DESK/BOUDOIR ALARM.** Combination gilt, clear plastic case. Raised gilt figures, indicators. Luminous hands, dots 5-⅓×2-⅝".

1J583X1065 ....Retail $ 16.95

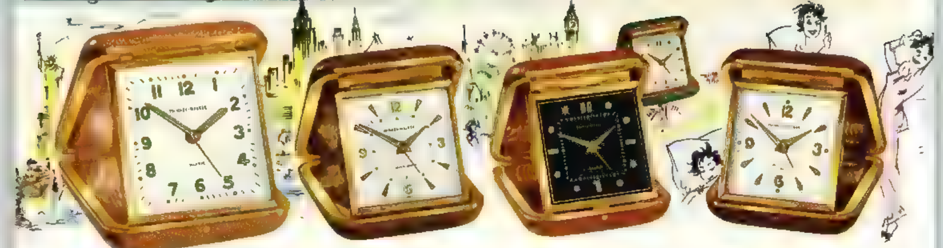
BLOSSOM TIME Exquisite **30-HOUR DESK/BOUDOIR ALARM.** Clear white plastic case, embedded petite flowers raised gilt figures, indicators. Luminous hands, dots 3-¾×3-⅛"

1J585X685 ....Retail $ 10.95

SEA-DEEP Realism plus, **8-DAY DESK/BOUDOIR ALARM.** Clear white plastic case, embedded Sea-Life, applied gilt hour indicators, luminous hands dots 6-¼×4"

1J586X1715 ... Retail $ 27.50

Prices subject to 10 % federal excise tax Copyright 1959



BLUE RIBBON America's Favorite **30-HOUR DESK/TRAVEL ALARM** Gilt Trim Texol case, full luminous dial, 3-¼×3-¼" Specify color: tan, brown alligator, red

1J587X430 ....Retail **$ 6.95**

KING-PIN Exceptional **30-HOUR 7 JEWEL DESK/TRAVEL ALARM.** Gilt trim leather case, raised gilt indicators. Luminous figures, hands dots 3×2-⅞" Specify color: Pig, red, tan alligator, or brown

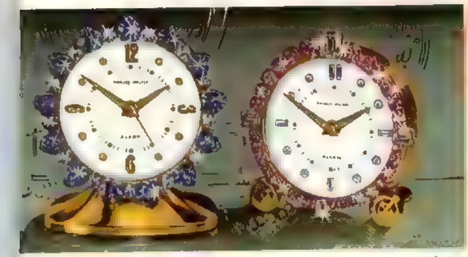
1J588X610 .Retail **$ 9.95**

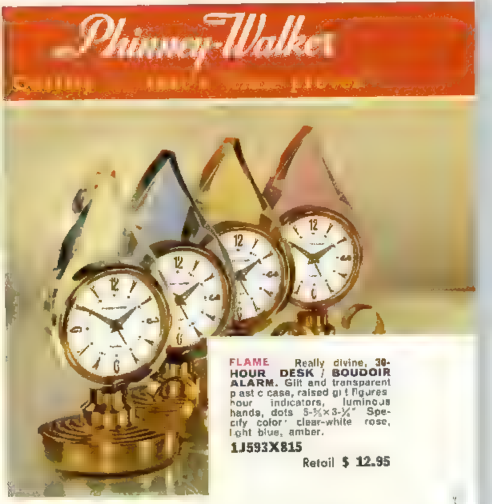
DAZZLER Fabulous **30-HOUR DESK/TRAVEL ALARM.** Gilt trim leather case, brilliant white rhinestone hour indicators, luminous hands, dots. 3×2-⅞" Specify dial, also case color: red, p.g. green

1J589X500 ....Retail **$ 7.95**

TING-A-LING "Bright Morning" start, **30-HOUR DESK/BOUDOIR ALARM** Intermittent, then steady rings awaken you Gilt trim texol case, raised gilt figures, indicators, luminous hands, dots 3×2-⅞". Specify color tan, brown alligator, red

1J590X610 ...Retail **$ 9.95**





HEART-THROB For true sentiment. **30-HOUR BOUDOIR ALARM.** Brilliant rhinestones, gilt case raised gilt figures, indicators Luminous hands, dots. 3×2-3¾" Specify color: ice-blue, rose, crystal

1J591X875 Retail **$ 13.95**

CHARMED CIRCLE Dazzling **30-HOUR BOUDOIR ALARM.** Blazing rhinestones, gilt case white rhinestone indicators. Luminous hands, dots 2-¼×2-⅝" Specify color: rose, ice-blue, crystal.

1J592X815 Retail **$ 12.95**

FLAME Really divine, **30-HOUR DESK / BOUDOIR ALARM.** Gilt and transparent plastic case, raised gilt figures hour indicators, luminous hands, dots 5-⅝×3-½" Specify color: clear-white rose, light blue, amber.

1J593X815

Retail **$ 12.95**

PARADISE Winsome **30-HOUR BOUDOIR ALARM.** Transparent plastic case, raised gilt figures, indicators. Luminous hands dots 3-⅜×3". Specify color: clear-white, rose, lt blue

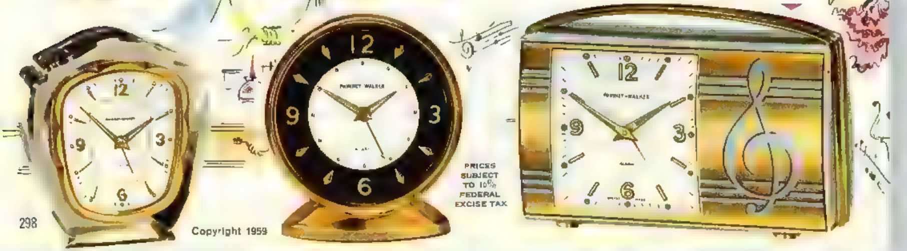
1J594X560.....Retail **$ 8.95**

AMOUR Just lovely **30-HOUR DESK/BOUDOIR ALARM.** Gilt case plastic crystal, vivid colors, gilt figures, indicators, luminous hands dots. 3-½×3". Specify color: black, red, blue, ivory

1J595X500... Retail **$ 7.95**

MERRY TUNE "Cheerful Earful," **30-HOUR MUSICAL ALARM.** Gilt metal case, enamel trim, raised gilt figures, indicators. Luminous hands, dots. 4-¼×2-⅞ Specify color. pink, white, light blue, black

1J596X935... ....Retail **$ 14.95**



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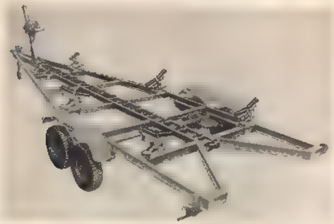
The BOAT SHOW in Print



Voyager trailers by Mastercraft are designed for inboards

MASTERCRAFT TRAILERS are now offered in a new Voyager type designed to simplify the handling of large craft. In all, this manufacturer produces six series, each with a full complement of accessories and each having several models. The six series have load capacities from 300 to 6000 lb.

Also new this year are the Cadreline economy models suited to boats up to 2500 lb. and 21 ft. in length. This series features a ramp lock of improved design and full-length channel support for the tow bar.

The other four Mastercraft series are continued. The single-pole Modernline and Kitcraft are basic trailers for craft up to 16 ft., weighing a maximum of 750 lb. The DeLuxe, twin-boom Cruiserline models, with load and launch ramp and adjustable rollers, can handle a 2500-lb., 21-ft. boat. The so-called Conversion models are adaptable to hard-to-fit hulls such as inboards, centerboarders and catamarans. For heavy hauling, the Heavy Duty series can take 2000 to 6000-lb. loads.

The Voyagers, designed for inboards up to 25 ft. and weighing as much as two tons, have keel rollers and scissor jack cradle rollers which eliminate the need for custom cradles. The Ezy-Vee loading guide assists in loading and protects shaft and rudder while trailing. Standard equipment on the Voyagers is a power-operated winch.

MASTERCRAFT TRAILERS, INC., 200 Middlefield St., Middletown, Conn.

Nautics boating shoes have Fellman Tri-Vac soles molded of non-marking rubber

NAUTICS BOATING SHOES feature the same Tri-Vac molded safety soles which have given plane handlers aboard U S Navy Aircraft Carriers sure-footed traction on wet, oily and at times, icy decks since 1942. The Fellman Tri-Vac sole, made of non-marking rubber compound, is designed in a series of concentric circles to utilize three principles of traction: multiple soft ribs provide brake-like squeegee action; cup-within-cup design develops vacuum suction grip, countersunk channels trap water and create drier tread area.

FELLMAN TRI-VAC FOOTWEAR, 42 South Livingston Ave., Livingston, N.J.

INTERNATIONAL 500

Sloop or Yawl

31'3" x 23'6" x 8'8" x 4'8"

H
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500
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"SEANARA" Sails by Hathaway, Reiser & Raymond

signed by Robert G Henry Jr N A M E

The most critical definition of the word *yacht* is satisfied by this outstanding design executed in the finest yacht building materials. A true yacht is a joy to own and a pleasure to maintain

Complete equipment, less sails, $14,700.

FLORIDA?

One new, "Super 500" mahogany yawl, teak decks, wheel steering and full equipment is available for immediate delivery in the South.

INTERNATIONAL 600

36' x 26' x 10' x 5'

Another great design by Robert Henry A larger version of the "500." Sleeps 5 or 6. Includes teak decks, roller reefing lifelines and pulpits, full equipment *Complete with sails $21 600*

The above are limited, custom built yachts and are not sold through any brokers or dealers.

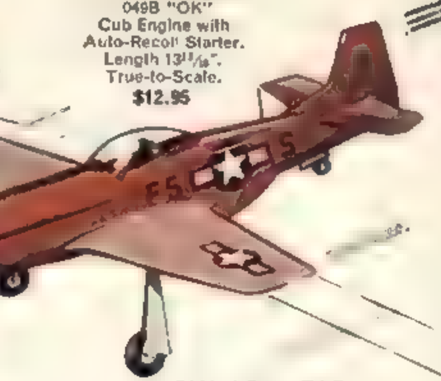
CLUETT & CO., INC.

Box 398 **Greenwich, Conn.**

Tel TOwnsend 9-1717

PLM-47 Snark SM-62
Intercontinental Guided Missile. True-to-Scale, complete with Launcher, .049B "OK" Cub Engine with Auto-Recoil Starter. Length 18⅜".
$14.95

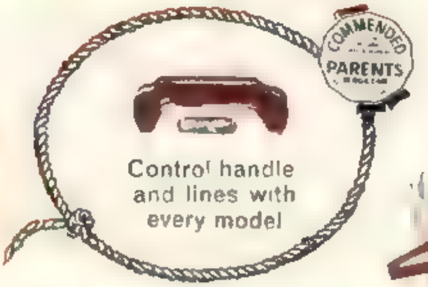
PLM-31 Regulus SSM
Guided Missile. .049A "OK" Cub Engine and Starter. Length 14¾".
$7.95



PLM-45 Mustang F-51
.049B "OK" Cub Engine with Auto-Recoil Starter. Length 13¹¹⁄₁₆". True-to-Scale.
$12.95

HAVE ENGINES, WILL FLY

PLM-30 Piper-Tri-Pacer.
.049A "OK" Cub Engine and Starter. Length 11⅝ True-to-Scale.
$7.95



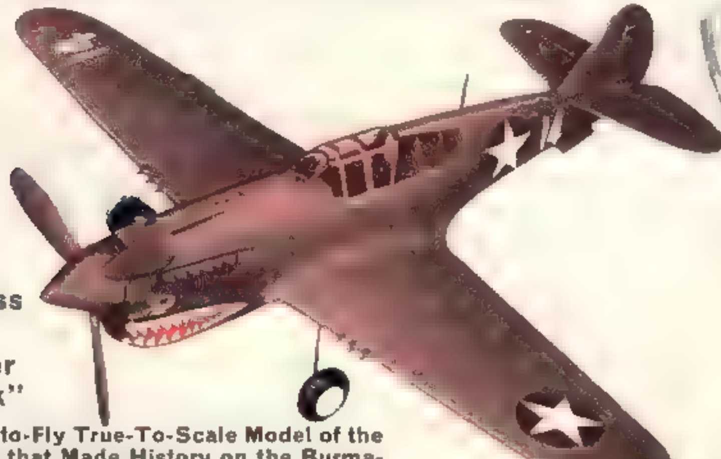
Control handle and lines with every model

PLM-46 Starfighter.
.049B "OK" Cub Auto-Recoil Starter. Length 19⅛".
$14.95

PLM-44 Sabre 44.
.049B "OK" Cub Engine and Starter. Length 14⅝".
$9.95

Ready-to-Fly U-Control GAS MODELS

. . . *and how* they'll fly! Comet's Ready-to-Fly "fleet" of high-impact plastic beauties out-flies, out-values and out-sells 'em all! We design 'em for maximum flyability, then choose the best engine for the job. Each complete with engine



Curtiss P-40 "Tiger Shark"

Ready-to-Fly True-To-Scale Model of the Fighter that Made History on the Burma-Chinese Front in World War II!

There's romance in the plane—and Comet's Designing Department has captured it in this beautifully realistic and detailed scale model! It proudly takes its place in the impressive line-up of Comet Ready-to-Fly Models! 13¾" long. "OK" Cub .049B Engine, starter, control handle and lines included.

PLM-33
$8⁹⁵

by COMET

Ready to run

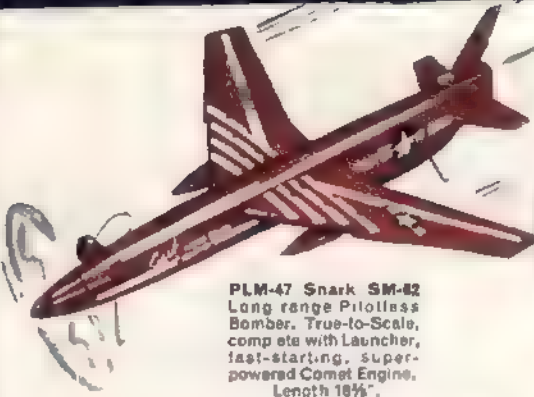
11" long

Friction Clutch Drive

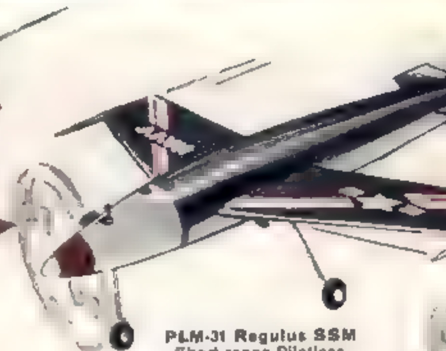
COMET Belond AP Special Racing Car. .074 "OK" Cub Engine with pull starter, Bridle and Tetherlines. True-to-Scale replica of the car that won the 1957 and 1958 Indianapolis Speedway classics. In dazzling yellow plastic. Genuine rubber tires, decals and driver. **PLR-3200 $11.95**

COMET MODEL HOBBYCRAFT, INC.
501 WEST 35TH STREET, CHICAGO 16, ILLINOIS

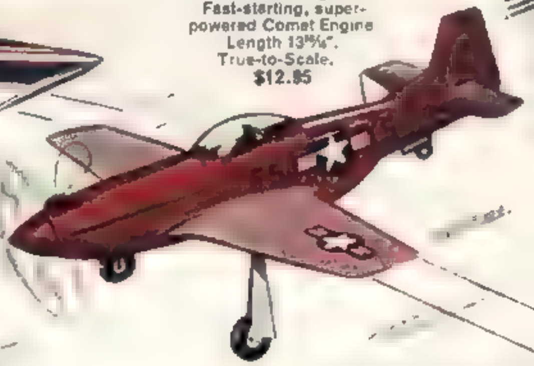
200 FIFTH AVE., NEW YORK 10, N. Y



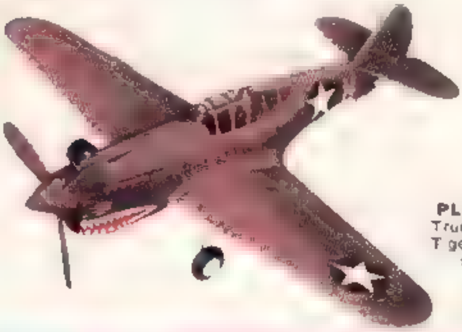
PLM-47 Snark SM-62
Long range Pilotless Bomber. True-to-Scale, complete with Launcher, fast-starting, super-powered Comet Engine. Length 18⅝".
$14.95



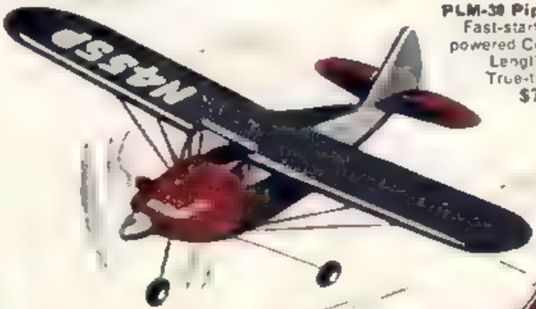
PLM-31 Regulus SSM
Short-range Pilotless Bomber. Fast-starting super-powered Comet Engine Length 14¾".
$7.95



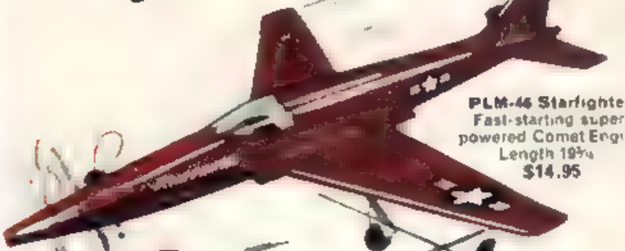
PLM-45 Mustang F-51
Fast-starting, super-powered Comet Engine Length 13⅝". True-to-Scale.
$12.95



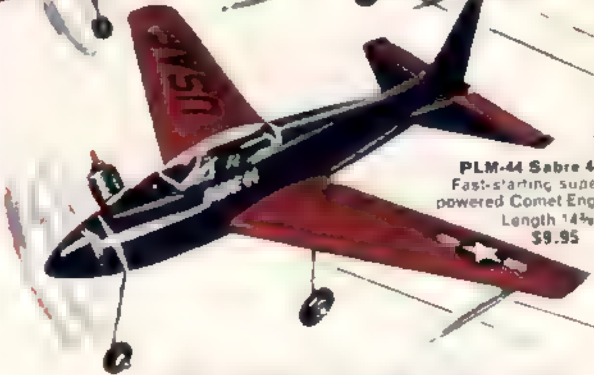
PLM-33 Curtiss P-40 Tiger Shark
True-to-scale model of the "Flying Tigers" fighter plane. Fast-starting, super-powered Comet engine. Length 13¾
$8.95



PLM-30 Piper-Tri-Pacer
Fast-starting super-powered Comet Engine Length 11⅛ True-to-Scale.
$7.95



PLM-46 Starfighter.
Fast-starting super-powered Comet Engine Length 19¾
$14.95



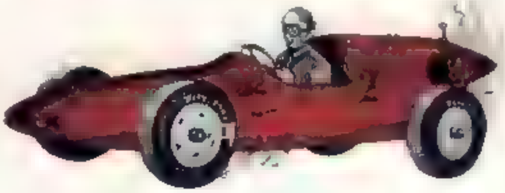
PLM-44 Sabre 44
Fast-starting super-powered Comet Engine Length 14¾
$9.95

Now— *Fast-'n-sure-Starting, Super-powered*
COMET ENGINES
in ALL COMET
Ready-to-Fly and Ready-to-Run
PLANES and RACE CARS
—for Thrilling ACTION!

Now—Comet's *own engines,* each specifically designed to get the utmost in performance from each Comet Ready-to-Fly Plane or Ready-to-Run Race Car! Starting that's *fast* and *sure*—more RPM's for greater power and efficiency—new, thrilling *action!* Now, more than ever, these Comet beauties—made of high-impact, color-rich plastics, handsomely packaged in full-color boxes—will out-fly, out-value and out-sell them all!

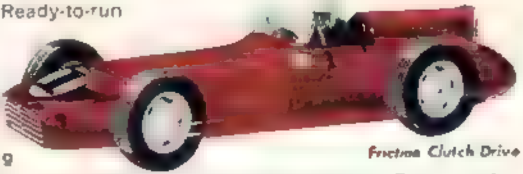
by COMET

Control handle and lines with every model



Comet Hornet Prop-driven Race Car. Real rubber tires, decals, driver, bridle and tetherlines. Fast-starting, super-powered Comet Engine Length 12¼". **No. 2834 $8.88**

Ready-to-run



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Friction Clutch Drive

COMET Belond AP Special Racing Car. Fast-starting, super-powered Comet Engine with pull starter, Bridle and Tetherlines. True-to Scale replica of the car that won the 1957 and 1958 Indianapolis Speedway classics. In dazzling yellow plastic. Genuine rubber tires, decals and driver
PLR-3200 $11.95

COMET MODEL HOBBYCRAFT, INC.

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PLM-47 Snark SM-62
Long range Pilotless Bomber. True-to-Scale, complete with Launcher, fast-starting super-powered Comet Engine. Length 18⅜".
$14.95

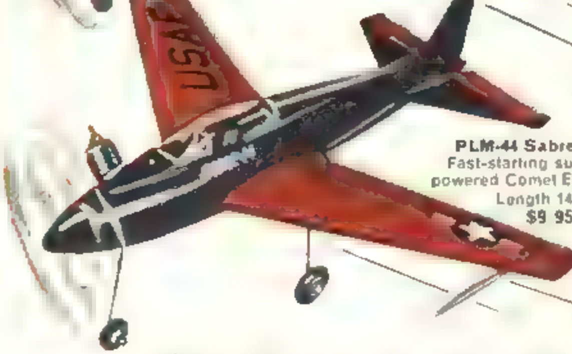
PLM-31 Regulus SSM
Short-range Pilotless Bomber. Fast-starting super-powered Comet Engine. Length 14⅝".
$7.95

PLM-45 Mustang F-51
Fast-starting, super-powered Comet Engine. Length 13 .
True-to-Scale
$12.95

PLM-33 Curtiss P-40 Tiger Shark
True to-scale model of the "Flying Tigers" fighter plane. Fast-starting super-powered Comet engine. Length 13⅜ .
$8 95

PLM-30 Piper-Tri-Pacer
Fast-starting, super-powered Comet Engine. Length 11⅜"
True-to-Scale.
$7.95

PLM-46 Starfighter.
Fast-starting super-powered Comet Engine. Length 10⅝".
$14.95



PLM-44 Sabre 44
Fast-starting super-powered Comet Engine. Length 14⅜".
$9 95

Now— *Fast-'n-sure-Starting, Super-powered*
COMET ENGINES
in ALL COMET
Ready-to-Fly and Ready-to-Run
PLANES and RACE CARS
—for Thrilling ACTION!

Now—Comet's *own engines,* each specifically designed to get the utmost in performance from each Comet Ready-to-Fly Plane or Ready-to-Run Race Car! Starting that's *fast* and *sure*—more RPM's for greater power and efficiency—new, thrilling *action!* Now, more than ever, these Comet beauties—made of high-impact, color-rich plastics, handsomely packaged in full-color boxes—will out-fly, out-value and out-sell them all!

by COMET

Control handle and lines with every model

Comet Hornet Prop-driven Race Car. Real rubber tires, decals, driver, bridle and tetherlines. Fast-starting, super-powered Comet Engine. Length 12¼". **No. 2834 $8.88**

Ready to run

11" long

Friction Clutch Drive

COMET Belond AP Special Racing Car. Fast-starting, super-powered Comet Engine with pull starter, Bridle and Tetherlines. True-to-Scale replica of the car that won the 1957 and 1958 Indianapolis Speedway classics. In dazzling yellow plastic. Genuine rubber tires, decals and driver.
PLR-3200 $11.95

COMET MODEL HOBBYCRAFT, INC.

501 WEST 35TH STREET, CHICAGO 16, ILLINOIS

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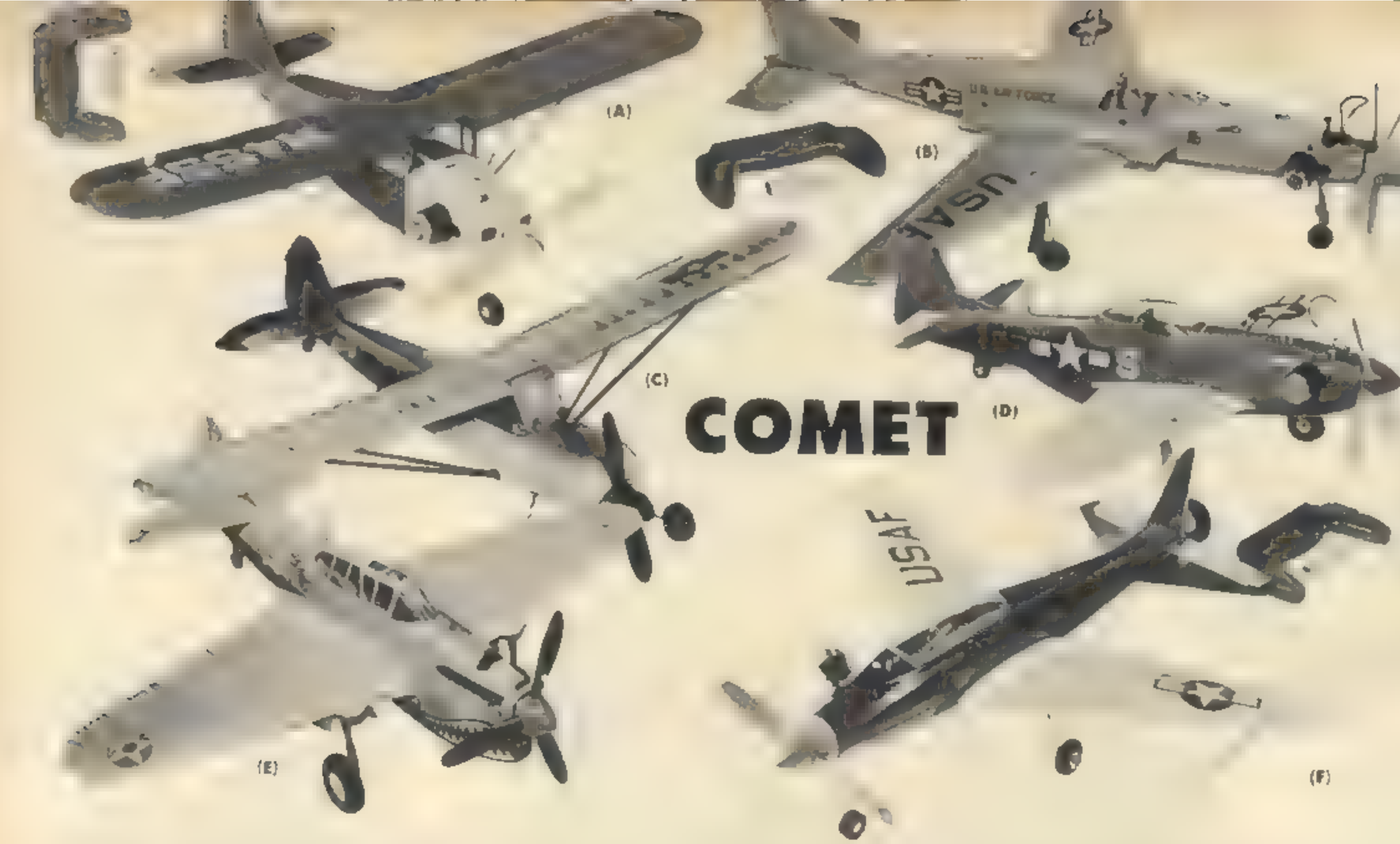


(A) COMET PIPER TRI-PACER. Ready-to-fly U-control gas model "OK" Cub .049A engine with twist-cord starter. Vivid two-tone plastic, cushion rubber tires. Handle and control lines included. 16" wing span. Length 11⅜ inches
22A-448 B475 Wgt 1½ lbs...Retail **$7.95**

(B) COMET STARFIGHTER. Ready-to-fly U-control gas model. Has easy starting "OK" cub .049B engine. "Auto-Recoil" starter. Realistic grey plastic with authentic details. Double-wheel nose gear, cushion main wheels. Wingspan 16". Fuselage 19⁷⁄₁₆"
22A-449 B895 Wgt 2½ lbs. Retail **$14.95**

(C) SUPER CUB 105. Dependable, easy to control. Has T.D. .049 Baby Bee engine. Wingspan 17½ inches. Ship. wgt. 1⅓ lbs.
22A-480 B475................Retail **$7.95**

THIMBLEDROME ACCESSORY KIT. Everything to fly and service T.D. Planes.
22A-242 B198 Wgt. 1 lb.....Retail **$2.98**

(D) MUSTANG F-51. Ready-to-fly scale model historic fighter plane in two-tone high impact plastic. Details include plastic bubble canopy. Efficient "OK" Cub engine gives quick, smooth starts. Wingspan 16".
22A-1076 B795 Wgt. 1⅔ lbs. Ret. **$12.95**

(E) FLYING TIGER P-40. Scale model of world famous plane, richly detailed. Super Bee thimble Drome engine made especially for this plane gives extra power for loops and wingovers. Wing span 20", Length 15".
22A-916 B600 Wgt. 2¼ lbs...Ret. **$10.00**

(F) COMET SABER JET 44. Ready-to-fly U-control gas model. New "OK" Cub .049 A engine with twist-cord starter. Authentic model. Swept-back wings, span 14". Ship. wgt. 1⅔ lbs.
22A-450 B595................Retail **$9.95**

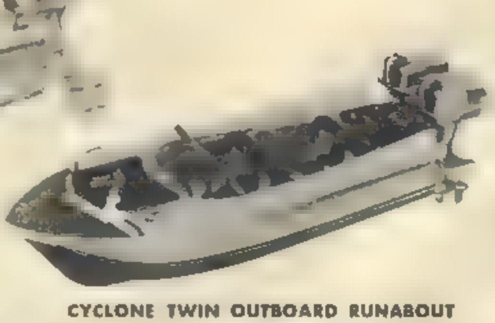
CRAFTS AND MODEL BOATS

SEA ROCKET INBOARD MOTOR BOAT

Trim, powerful little boat which maneuvers like a full-size craft. Hull of high impact styrene plastic will not warp or peel. Length 14 inches. Rates high among miniature craft for speed and handling.
22A-581 B300 Wgt. 1 lb.....Retail **$4.98**

WIZARD OUTBOARD SPEED BOAT

Powerful outboard runabout runs on flashlight batteries. Plastic hull in two colors. Fast, easy to maneuver, durable. Authentic detail makes it accurate copy of large boat.
22A-582 B300 Wgt. 1 lb.....Retail **$4.98**



CYCLONE TWIN OUTBOARD RUNABOUT

Fast, sleek, authentic scale model. Rich detail. Powerful electro-jet engines run on flashlight batteries. Length 14½ inches. Ship. wgt. 2 lbs.
22A-623 B395................Retail **$5.98**

PLM-47 Snark SM-62
Long range Pilotless Bomber. True-to-Scale, complete with Launcher, fast-starting, super-powered Comet Engine. Length 18¾".
$14.95

PLM-31 Regulus SSM
Short-range Pilotless Bomber. Fast-starting super-powered Comet Engine. Length 14⅜".
$7.95

PLM-45 Mustang F-51
Fast-starting, super-powered Comet Engine. Length 13⅞". True-to-Scale.
$12.95

PLM-33 Curtiss P-40 Tiger Shark
True-to-scale model of the "Flying Tigers" fighter plane. Fast-starting, super-powered Comet engine. Length 13⅜".
$8.95

PLM-30 Piper-Tri-Pacer
Fast-starting super-powered Comet Engine. Length 11⅞". True-to-Scale
$7.95

PLM-46 Starfighter.
Fast-starting super-powered Comet Engine. Length 19⅛".
$14.95

PLM-44 Sabre 44
Fast-starting super powered Comet Engine. Length 14⅔.
$9.95

Now—Fast-'n-sure-Starting, Super-powered

COMET ENGINES in ALL COMET

Ready-to-Fly and Ready-to-Run

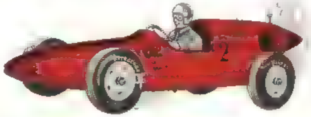
PLANES and RACE CARS

—for Thrilling ACTION!

Now—Comet's *own engines*, each specifically designed to get the utmost in performance from each Comet Ready-to-Fly Plane or Ready-to-Run Race Car! Starting that's *fast* and *sure*—more RPM's for greater power and efficiency—new, thrilling *action!* Now, more than ever, these Comet beauties—made of high-impact, color-rich plastics, handsomely packaged in full-color boxes—will out-fly, out-value and out-sell them all!

by COMET

Control-handle and lines with every model



Comet Hornet Prop-driven Race Car. Real rubber tires, decals, driver, bridle and tetherlines. Fast-starting, super-powered Comet Engine. Length 12¼". **No. 2834 $8.88**

Ready-to-run

11" long

Friction Clutch Drive

COMET Belond AP Special Racing Car. Fast-starting, super-powered Comet Engine with pull starter, Bridle and Tetherlines. True-to-Scale replica of the car that won the 1957 and 1958 Indianapolis Speedway classics. In dazzling yellow plastic. Genuine rubber tires, decals and driver.
PLR-3200 $11.95

COMET MODEL HOBBYCRAFT, INC.

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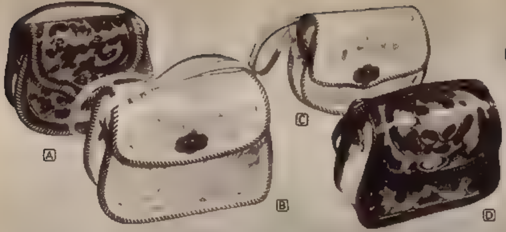
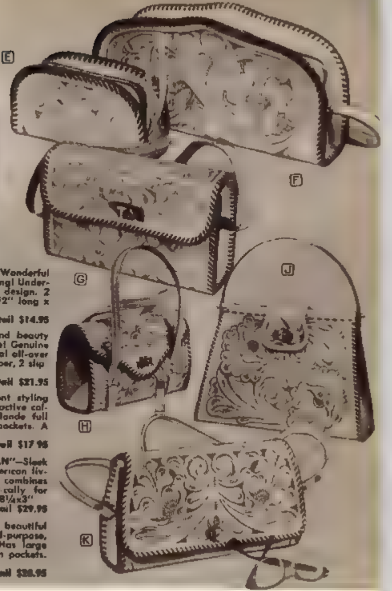
200 FIFTH AVENUE, NEW YORK 10, NEW YORK





ARISTOCRAFT HAND TOOLED PURSES

(A) ARISTOCRAFT "STYLE LADY"—Features exquisite embossed leather with handtooled finish that looks smart with any outfit Natural or antique finish Leather-laced. Two slip-in pockets and shoulder strap that folds to hand strap. 10½x8½x3"
2N264X897 . . . . .Retail $17.95

(B) ARISTOCRAFT "MISS YORK"—A leather bag as stylish and American as New York itself! Large and handsome, it features handtooled gusset. Has one zipper and 2 slip-in pockets. Luscious suede lining interior Specify Blonde or Palomino color 12x6½x 4¼"
2N266X1333 . . . . Retail $25.95

(C) ARISTOCRAFT "MISS MAIN STREET"—A chic all-purpose beauty that fits in just about every situation. A purse any woman will love and be proud to carry. Of leather with fine hand tooled design. One zipper, 2 slip in pockets Blonde. 10x7½x3"
2N265X1197 . . . . Retail $24.95

(D) ARISTOCRAFT "ARISTO"—Blends beautifully and enhances any attire. Embossed, handtooled finish. Of genuine cowhide—leather laced beauty Exquisitely lined, has 2 slip-in pockets and shoulder strap that folds to hand strap
2N267X897 10x7½x3½" . . . . . . Retail $17.95

(E) ARISTOCRAFT "COLLEGIATE" CLUTCH PURSE—For on or off campus in genuine cowhide. Suede lined Has wrist band or can be carried in hand Carries just what you need for class.
[illegible] 7x3½x2" . . . . .Retail $6.95

(F) ARISTOCRAFT "MISS NANCY'S"—Wonderful roomy size and fullness that holds everything! Under-arm type with zipper opening envelope design. 2 slip-in pockets. Full hand tooled design. 12" long x 6x2½"
2N260X750 . . . . Retail $14.95

(G) ARISTOCRAFT "DUCHESS"—Utility and beauty combine to make this a consistent favorite! Genuine Blonde full-grain cowhide with professional all-over tooling Smart box type back with one zipper, 2 slip in pockets Folding shoulder strap.
2N258X1097 10x6¼x3" . . . . Retail $21.95

(H) ARISTOCRAFT "STROLLER"—Convenient styling is ideal for secretary, busy housewife or active college girl Two handstraps on genuine Blonde full grain cowhide bag Also has 2 slip-in pockets. A winner in every circle. 8½x6x4"
2N262X900 . . . . Retail $17.95

(J) ARISTOCRAFT "MISS COUNTRYWOMAN"—Sleek tapered design for smartness—typifies American living all over Professionally tooled leather combines with metal handle that opens automatically for roomy, quick access. Holds more too! 12x8¼x3"
2N263X1598 . . . . . . Retail $29.95

(K) ARISTOCRAFT "LADY'S DELIGHT"—A beautiful newcomer to the Aristocraft line! An all-purpose, richly tooled unit that really performs! Has large center pocket, one side zipper, two slip-in pockets. Made to delight any female heart.
2N261X1466 12x6¼x2½" . . . . .Retail $28.95

SEMI-PRECIOUS STONES

(L) BERLAND "SALOME"—Genuine nuggets set in Gold-plated hearts. Space on back of pendant for engraving. Suspended on rope chain. Specify Amethyst or Jade stones. 3-Pc set—necklace, bracelet & clip-back type earrings.

2J545X615	3-Pc. Set	Ret. $12.30
2J546X205	Necklace	Ret. $4.10
2J547X205	Bracelet	. Ret. $4.10
2J548X205	Earrings	.Ret. $4.10

(M) BERLAND "CHLOE"—Genuine stones on gold-plated chain. Adjustable necklace has 15 nuggets. Shower design earrings have 8 stones attached by filigree caps. Choice of Jade or multi-color stones. Specify choice. 3-pc. set includes necklace, bracelet and screw-back earrings.

2J535X1125	3-Pc. Set	.Ret. $22.00
2J536X375	Necklace	..Ret. $7.50
2J537X375	Bracelet	...Ret. $7.50
2J538X375	Earrings	...Ret. $7.50

(N) BERLAND "LOTUS"—2-pc. set, Truly Oriental motif bracelet with 5 select nuggets and alternating Buddha and Pagoda charms. Curb-link antique Gold-plated chain Matching clip-back earrings. Specify Jade or Amethyst stones

2J539X700	2 Pc. Set	Ret. $14.00
2J540X495	Bracelet	...Ret. $9.90
2J541X205	Earrings	. .Ret. $4.10

"Diana"—Same, but silver-plated rhodium chain. Specify Amethyst or Chrysocolla stones.

2J542X700	2 Pc. Set	Ret. $14.00
2J543X495	Bracelet	...Ret. $9.90
2J544X205	Earrings	. Ret $4.10

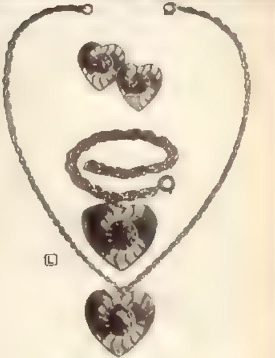
(P) BERLAND "RAMONA"—Old World charms, filigree-capped mother-of-pearl nuggets and semi-precious stones interspersed. Gold-plated chain. Specify multi-color or Jade.

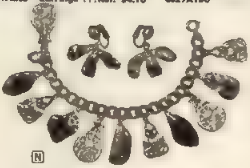
2J549X825	2-Pc. Set	..Ret. $16.50
2J550X620	Bracelet	. Ret. $12.40
2J551X205	Earrings	...Ret. $4.10

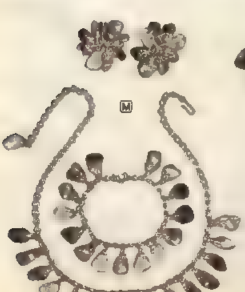
(R) CULTURED PEARL PENDANT—Perfect for feminine hearts of all ages. Guaranteed to please. Genuine bell-shaped cultured pearl charm on 15" long 24K gold filled chain with 24K gold filled mounting.
2J552X150 . . . . .Retail $3.00

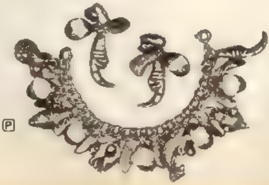
(S) CRYSTAL STAR NECKLACE—Unique design genuine crystal charm that is dainty and feminine to compliment any beautiful female's good taste. Suspended from 15" long chain Chain and mounting 24K gold filled.
2J553X150 . . . . .Retail $3.00

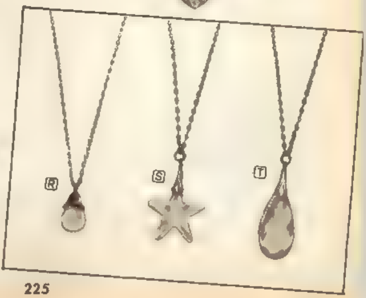
(T) CRYSTAL TEAR-DROP NECKLACE Genuine crystal charm in the shape of a delicate tear drop. Made to bring a smile of joy to the recipient's lips. 15" chain and mounting are 24K gold filled.
3J29X150 . . . Retail $3.00

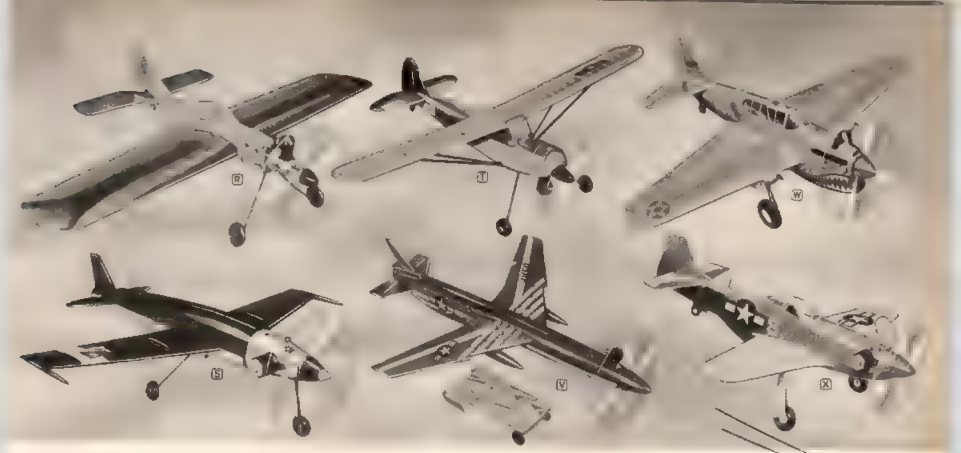












SCALE MODELS . . . run by gas or battery

Here's fascinating outdoor fun with real gas engine flying models (half a dozen different mighty mite beauties to choose from) . . . new exciting battery-powered models . . . all operated by remote control. Here find absorbing hours of fun and excitement with authentic scale models that stir youngsters' imagination.

(R) **THIMBLE-DROME FLIGHT TRAINER PLANE** . . . with unbreakable spring starter. Wide range of engine thrust—from stable to instant for primary maneuvers. Has 109 sq. in. wing surface. After rough landings parts merely separate; reassemble with rubber bands.
89-4436 B535 Flight Trainer. **$7.95**

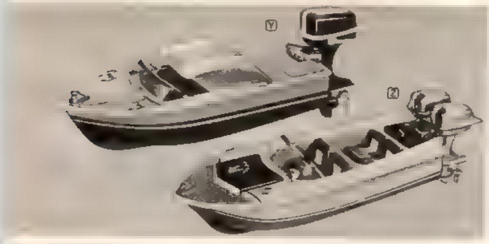
(S) **COMET REGULUS GUIDED MISSILE** . . . ready to fly gas model. Made of high impact plastic; 14″ long, weighs just 6 oz.; has wingspan of 14″. .049A "OK" cub engine with twist-cord starter, control handle and lines, tricycle landing gear, rubber tires.
89-4469 B535 Comet Guided Missile . **$7.95**

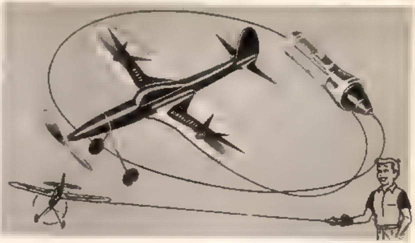
(T) **SUPER CUB 105.** This modified scale-model of the famous Piper Cub is powered by a Thimble-Drome .049 engine. Has unbreakable spring starter. Super-tough, high-impact yellow plastic with authentic molded-in details. Wingspan 17½″; fuselage 11⅝″.
89-4410 B535 Super Cub 105. . . . . **$7.95**

(V) **COMET SNARK SM-62 ICBM.** True-to-scale model of the Air Force's intercontinental missile, modified for thrilling control flights. 18⅝″ long; 13½″ wingspan. Unbreakable plastic. With launcher, gas engine, control and lines. Ready to fly!
89-4519 B997 Comet Snark SM-62 **$14.95**

(X) **COMET MUSTANG F-51.** True-to-scale model from official blueprints . . . realistically detailed in high-impact, 2-tone plastic. Clear plastic bubble canopy. New Herkimer .049 gas engine has fast "Auto-Recoil" starter. Wingspan 16″; fuselage 13¾″.
89-4451 B865 Mustang F-51. . . . . **$12.95**

(W) **THIMBLE-DROME P-40 FLYING TIGER.** Real-as-life flying scale model of the most famous fighter plane of the past quarter century! Like a real plane, the P-40 Flying Tiger can be flown in hot, or brought in for a normal 3-point landing, or can be let down easily on the verge of a stall. Super-Bee Thimble-Drome engine, designed especially for this plane, has the extra power for wingovers, graceful and accurate loops, other maneuvers. Special nylon and vinyl fittings, unbreakable spring starter. Tough, hi-impact Styrene body. 15″ length; 20″ wingspan. Richly detailed; official insignia.
89-4394 B665 P-40 Flying Tiger. **$9.95**





(Y) **THE CLIPPER** scale model speed boat with sliding canopy. Powered by an electro-jet outboard motor, works on 2 "C" flashlight batteries (not included). Unbreakable plastic, 11″ hull and canopy.
89-6977 B199 The Clipper—Model Speedboat. . . . **$2.98**

(Z) **THE CYCLONE** . . . 14½″ speedy runabout with powerful twin electrojet outboard engines works on 2 "C" flashlight batteries (not included) Bright red, white and blue hi-impact plastic body.
89-6985 B399 The Cyclone—Model Runabout. **$5.98**

"ELECTROMIC FLASH" FLYING MODEL. Push-button control sends battery powered model whizzing through graceful take-offs, climbs, dives, loops, figure-eights, inverted flights . . . brings it in for beautiful 3-point landings! Only two regular flashlight batteries (not included) are needed for operation. Here's the tops in flying fun without muss, fuss or fumes—even terrific indoors. Single control line and simple push-button switch are easy for any child to handle right away. 14″ laminate wing; 11¾″ plastic fuselage.
89-4642 B199 Electrically Powered Flying Model. **$2.98**

See Pages 302-303 for batteries

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CRITERION WOODWINDS

Made By The CARL FISCHER Musical Instrument Co.

Made to exacting specifications of Rohde-Spencer Co. by the famous Carl Fischer Musical Instrument Co. Clarinets have polished nickel silver keys. . . Flute outfit is solid nickel silver, silver plated and hand burnished. Tonal quality, intonation and responsiveness are appreciated by even the most exacting instrumentalists.

MADE BY THE LEADING MANUFACTURERS OF BAND INSTRUMENTS

Each instrument is fully guaranteed against defective workmanship or materials for 20 years. If you wish further information about any of the instruments illustrated, or if you are interested in instruments not shown, please write. Be sure to specify exact type of instrument and price, when writing for information about instruments not shown. Send stamped addressed envelope. F.O.B. New York. Delivery Approx. 10 Days. No C.O.D. orders Accepted.

(A) PROFESSIONAL CLARINET. Boehm System, available in keys of "Bb," "A" or "Eb," 17 keys, 6, rings. (Please specify key desired when ordering.) Grenadilla wood (ebony) of finest quality, seasoned, dried for years. Oil treated. Keys of pure nickel silver, hammered by hand, hardened for maximum strength and durability. Intonation, tonal quality, flexibility, and responsiveness are the finest. Attractive silk plush lined Gladstone Case

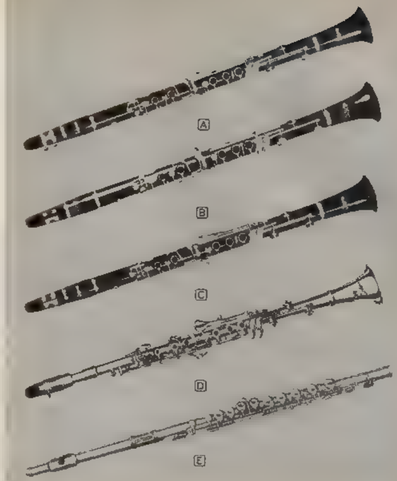
95K1402H9900 Ship. wt. 8 lbs. Mailable............**$165.00**

(B) IMPORTED CLARINET. Seasoned, finest quality Grenadilla wood. Tempered, solid nickel silver keys. Tuning and quality of tone are superlative. In Boehm System, Bb, 17 keys, 6 rings. Plush lined Gladstone Case.

95K1403H7170 Ship. wt. 8 lbs. Mailable............**$129.50**

(C) IMPORTED EBONITE CLARINET OUTFIT. Boehm System, Bb 17 keys, 6 rings. Looks and plays like finest wood Clarinet, but cannot crack like wood. Upper joint lined with nickel silver tube which guarantees against breakage. Highly polished, solid nickel silver key mechanism. Silk plush lined Gladstone Case.

95K1404H6570 Ship. wt. 8 lbs. Mailable **$119.50**

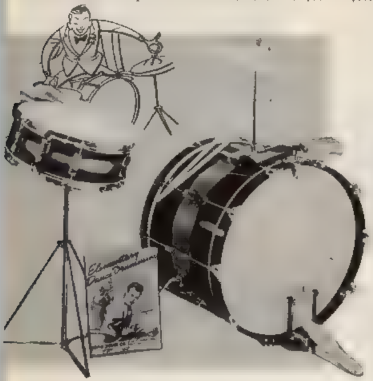


(D) IMPORTED METAL CLARINET In Boehm System, Bb, 17 keys, 6 rings exceptional intonation and tone quality. Bright, silver plated finish. Complete in deluxe, silk plush lined case

95K0909H5600 Ship. wt. 7 lbs. Mailable......... **$105.00**

(E) FLUTE OUTFIT. Solid nickel silver, silver plated, hand-burnished. Four adjusting screws. Tone volume, responsiveness, and intonation as in only the finest Flutes. Closed G# key. Silk plush lined case.

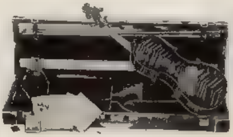
95K1405H6250 Ship. wt. 6 lbs. Mailable.................. **$122.50**



BARCLAY DRUM OUTFIT Professional type 6½x14" snare drum and 14x22" bass drum 10" cymbal, standard snare drum stand, 5" cow bell, tunable tone block, cow bell and block holder, folding spurs. Speedmaster drum pedal, snare drum sticks, rubber-covered wire brushes. Elementary Dance Drum Instructor, disappearing cymbal holder. Beautiful finish. Wt. 50 lbs.

95R1439H11970 Blue and Silver.......... ..**$199.50**

95R1440H11970 Black and Gold **$199.50**



JAN KRIML ARTIST VIOLIN OUTFIT

Choicest wood, aged for more than 20 years, in this Stradivarius model. Two-piece maple back. Spruce top. Hand-carved neck and scroll of grained maple. A tone that is thrillingly rich, warm and expressive. Crack-proof hardshell case covered with deep brown shark grain keratol. Plush-lined. Brass-plated hardware. Two bow holders, with silk ribbons. Bow is made of choice Pernambuco wood, hand polished and finished in a brown shade. Genuine German silver mountings. Ebony frog grip. With chin rest and rosin. Ship. wt. approx. 16 lbs. Mailable

95K1431H6750 . .**$112.50**

JAN KRIML INTERMEDIATE VIOLIN OUTFIT

Hand-made scroll is perfect copy of original Stradivarius. Trimming is choice ebony, finish is reddish brown with full oil varnish. Precision inlay purfling. Maple back. Straight-grain spruce top. Full lined ebony frog with pearl position dot. Leatherette grip. With chin rest and rosin. Bow is richly finished deep brown Brazil wood round stick. Plush lined case Accessory pocket. Ship. wt. approx. 10 lbs. Mailable

95K1430H4770 ....**$79.50**

JAN KRIML STUDENT MODEL VIOLIN OUTFIT. Stradivarius model instrument, reddish brown finish shaded into light brown. Ebony trimming, fully purfled, hand rubbed and polished Hardshell case, flannel lined padded bow, deep brown Brazilwood, leather grip, half lined. Wt. 8 lbs. Mailable.

95K1429H2970 Full size **$49.50**

• Piano Keyboard of Nearly 3 Octaves
• Built-In Music Desk
• Mahogany or Blonde Finishes
A
B
CRITERION
• 4 Full Octaves
• Built-In Music Desk
• Mahogany or Blonde Finishes

CRITERION PORTABLE ELECTRIC ORGANS AND ACCESSORIES

(A) ELECTRIC ORGAN Piano keyboard of nearly 3 octaves. 40 chord buttons producing fundamental major, minor, and seventh chords Two sets of Swedish steel hand-tuned and hand finished reeds for the piano keys, three sets for the chord buttons Built-in music desk Equipped with knee swell (volume control operated by the knee) as in highest-priced organs. Piano keys and chord buttons are numbered to correspond to numbers in song book furnished free with this model, permitting immediate playing of standard songs without previous music experience or lessons. AC current 110-125 volts. In hand-finished and polished wood cabinet in mahogany or blonde woods. SPECIFY WOOD FINISH DESIRED WHEN ORDERING Ship wt. approx 40 lbs.

95R0913H9570 $159.50

(B) ELECTRIC ORGAN Four full octaves, two sets of Swedish steel hand-tuned and hand-finished reeds Built-in music desk. Equipped with knee swell as above. Can be played instantly by anyone who plays piano. Simple, easy-to-understand instructions included to enable the novice to learn quickly to read and play any piano or organ music written AC current. 100-125 volts. SPECIFY WOOD FINISH DESIRED MAHOGANY OR BLONDE. Ship. wt approx. 40 lbs.

95R0914H8850 .... $147.50

Set of four anodized aluminum legs for either of above models Ship wt 5 lbs. Mailable

95K0915H800 12.50

Carrying case for either of above models. Ship. wt 10 lbs Mailable

95K0916H1056 .... 16.50

Instruction Book for Model 95R0913 Organ. The only self-teach method that enables anyone to learn to read music quickly and play on this organ any music written for piano accordion. Ship. wt. 1 lb. Mailable

95K0917H97 .... $1.50

GENUINE
SETH
THOMAS
METRONOME
C

E
64 CHROMONICA
F

(C) SETH THOMAS METRONOME Genuine Seth Thomas Metronome Polished dark mahogany finish Regulation screws for adjusting action Shipped from our stock Ship. wt. 2 lbs. Mailable

95P0910H850 .... $13.50

95P0910H810 (5 or more).... 13.50

(D) FRANZ METRONOME Electric Metronome, the famous and genuine Franz. Accurate and dependable Made of black polished plastic in modern design, with new model volume control. Ship wt. 2 lbs. Mailable

95P0911H1315 $18 25

Franz Metronome, same as above, except has Flash Baton to give light flash beat as well as audible beat Ship wt. 2 lbs. Mailable

95K0912H1475 Ship wt. 2 lbs. Mailable. $19.95

(E) HOHNER CHROMONICA. 4⅞" long. Permits playing of almost any selection in any key Nickel plated covers, brass plates, 40 tuned reeds. Fitted with patented wind-saving device—allows for greater volume. Key of C or G. Ship. wt 1 lb. Mailable.

95P1436H650 ....$9,95

95P1436H597 (3 or more) Each 9.95

(F) HOHNER 64 CHROMONICA. 7" long. 4 full chromatic octaves from small C on piano to 4-lined C Brass plates. 64 tuned reeds. A solo instrument the same as the violin or cornet. A truly professional model Key of C Ship wt. 1 lb. Mailable.

95P1437H1050 $16 95

95P1437H1017 (3 or more) Each.......... 16 95

HOHNER-KOCH CHROMATIC (Not illustrated)

Produces half notes (sharps and flats) enabling player to master any selection. 4⅞" long, 10 holes, 40 brass reeds. Nickel plated, beautifully engraved metal covers. Key of C or G Ship. wt. 1 lb. Mailable

95P1438H395 ....$5 95

95P1438H350 (6 or more) Each. 5 95

MADE BY THE LEADING MANUFACTURERS OF BAND INSTRUMENTS

Each instrument is fully guaranteed against defective workmanship or material for 20 years. If you wish further information about any of the instruments illustrated, or if you are interested in instruments not shown, please write Be sure to specify exact type of instrument and price, when writing for information about instruments not shown Send stamped addressed envelope

F.O.B NEW YORK. DELIVERY APPROX 10 DAYS. NO C.O.D ORDERS ACCEPTED

HOHNER BUTTON ACCORDION

Stradella model Size 5⅞" x 11" Polished burly walnut finish 21 composition keys. 8 bass keys. 4 sets of steel reeds. Ship wt 19 lbs

95R1433H3300 .... $55.00

HOHNER 12 BASS PIANO ACCORDION

Striking 2-tone design 25 treble switches. 4 sets steel reeds. Size 11" x 6½". Complete with deluxe carrying case. Red or Black Specify color wanted Ship. wt. 16 lbs.

95R1432H5100 $85.00

BUTONI PIANO ACCORDION

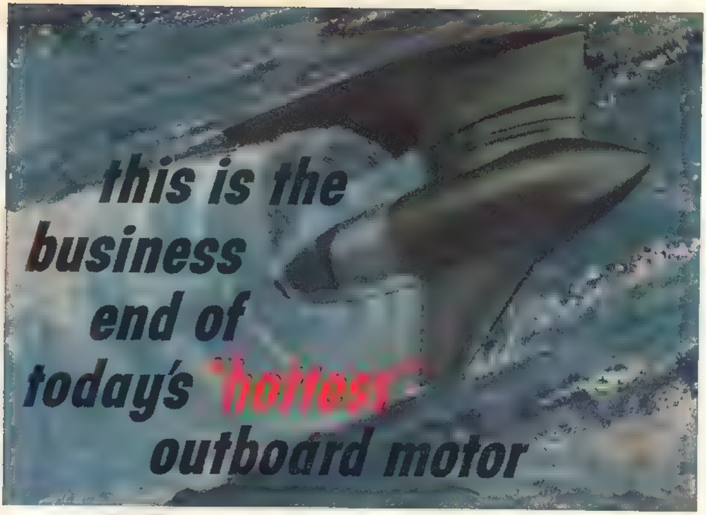
Full 120 bass, 41 treble keys. 2 easy action treble shifts. 2 and 4 sets of reeds Approx. wt. 35 lbs. Keyboard 16¾". Available in Red/White and Black/White 2-tone combinations. Complete with strap and case. Specify color wanted

95R1434H17500 . ...$325.00

BUTONI BABY GRAND ACCORDION

Full 120 bass. 41 treble keys. 7 easy action treble shifts, Bassoon, Organ, Bandoneon, Clarinet, Piccolo, Oboe, Master, 2 bass shifts. 3 and 4 sets reeds Approx. wt. 35 lbs. Available in Red/White and Black/White 2-tone combinations. With straps and case Specify color wanted

95R1435H21350 [illegible]


this is the business end of today's "hottest" outboard motor

new 75hp STARFLITE II with Jetstream drive

TODAY'S TOP-PERFORMANCE OUTBOARD MOTOR

JETSTREAM DRIVE breaks the "*drag barrier!*" Just as jet planes changed shape as increased power boomed them to supersonic speeds . . . so has the Starflite II lower unit evolved into a new shape to translate its 50% greater power into higher speeds.

More than speed alone! Starflite II delivers a new kind of performance . . . high thrust at all speed ranges, under all loads. Its smooth, balanced V-4 engine pours out 75 horsepower. *Jetstream Drive* delivers its high thrust with high speed efficiency . . . *without sacrificing control.* Its fin-slim gearcase houses full gearshift transmission. It starts in neutral. Here, for the first time, is a true high-speed lower unit with the safety and pleasure of complete automotive-type gearshift control.

Starflite II with *Jetstream Drive* is today's top-performer for skiing, cruising and big family-size runabouts. Best of all, you can own it at the lowest cost per hp in history! See it—and the new Lark II—at your Evinrude dealer!

A Division of Outboard Marine Corporation
In Canada: Mfd. by Evinrude Motors, Peterborough

EVINRUDE FIRST IN OUTBOARDS

CATALOG FREE!

EVINRUDE MOTORS
4276 N. 27th St., Milwaukee 16, Wis.

Send me catalog of 1960 Evinrude Motors with details of today's most advanced features.

Name
Address
City Zone State

Look! it's the CROSBY

Color styled to please your taste... "Sea Styled" and seaworthy in the Crosby tradition

LOOK! Cruise down to your CROSBY dealer for an eye-pleasing, heart-teasing look at the CROSBY GOLDEN FLEET for 1960. And be sure to bring Mom, the kids, and Grandpa, too.

CROSBY is new, totally new! Only the traditional CROSBY seaworthiness, rugged performance and built-in safety (professional daredevils insist on CROSBY) remain the same.

Notice the crisp, clean (but never flamboyant) lines. They reflect the styling skill of Wayne Porter, designer of automobiles and aircraft. See how this purposeful, tasteful styling is brought dramatically to life with color by Howard Ketcham. Ketcham is famous for his color styling of new jet airliners.

Now all this styling genius has been blended with the boat-building craftsmanship on which CROSBY was founded. You're sure to be pleased. Pick the size and style. Then choose your color. Starting with a sleek gold-beige hull (people will know it's a CROSBY), let your own personality dictate the right accent color of deck and interior. Even the hardware is custom made for CROSBY. There's never been anything quite like the 1960 CROSBY.

Prove it to yourself. See it for yourself. Your CROSBY dealer is all decked out for this "golden" occasion . . . and you are invited.

GOLDEN FLEET

MEET THE QUEEN of the Golden Fleet. The voyageur by Crosby. There's a new world of fun waiting for the whole family in this 19-foot cabin cruiser. But why wait? The 1960 Crosby Voyageur can be yours now. See it at your Crosby dealer. And ask him about other cabin cruisers in the fabulous Golden Fleet.

Like your boating fun in a compact package? Here is (and there goes!) the 15-foot Rover by Crosby. It's manoeuverable with a capital "M". Does anything you ask of it. And the styling says it's a "golden" Crosby.

Take family and friends along. The fun and pride in this sleek Crosby Capri were meant to be shared. There's plenty of room too. This 17-foot "fun-a-bout" is one of nine new Crosby's waiting to thrill you.

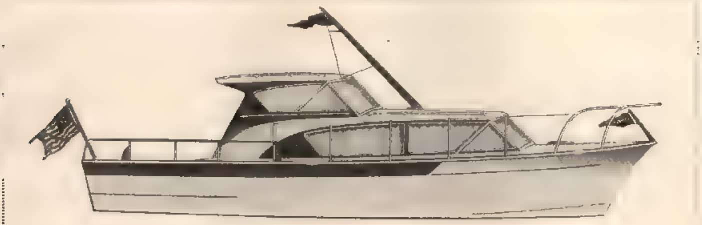
CROSBY

Crosby Aeromarine Co., Inc., Grabill, Indiana—Donalsonville, Georgia

World's Finest Fiberglass Fleet

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

CRUIS ALONG



refreshingly seeworthy

but always seaworthy

Her sweeping, flowing lines catch your eye first. This is modern design! But that's only part of the new "Cruis Along look". . . look closer See the spacious cockpit, beautifully protected by mahogany-capped railings See the exceptionally wide walk-around decks, the flared clipper bow And inside tasteful elegance highlights the extraordinary roominess of the cabin and galley, both luxuriously appointed for living-aboard comforts. But, in addition to *see*-worthiness, Cruis Along offers that invaluable extra measure of *sea*-worthiness! Unexcelled construction materials and meticulous craftsmanship result in exceptional stability and lively maneuverability.

Take your El Dorado anywhere with confidence and enjoy the greatest thrills that cruising can offer!

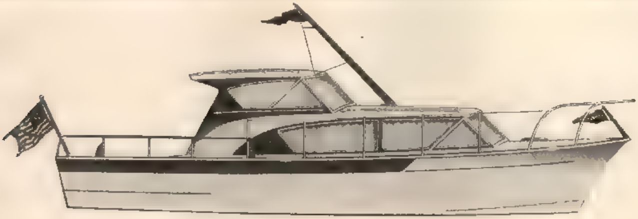
See the Cruis Along line for 1960 at your dealer's or our Manhattan showrooms. Also on display at the New York Boat Show, January 16-24

CRUIS ALONG

cruise with confidence

CRUIS ALONG BOATS, INC., SOLOMONS MARYLAND, *Sister Ships of Century Runabouts*
General Sales Offices and Showrooms, Department I, 1860 Broadway, New York 23, New York

CRUIS ALONG



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Her sweeping, flowing lines catch your eye first. This is modern design! But that's only part of the new "Cruis Along look"... look closer See the spacious cockpit, beautifully protected by mahogany-capped railings See the exceptionally wide walk-around decks, the flared clipper bow And inside tasteful elegance highlights the extraordinary roominess of the cabin and galley, both luxuriously appointed for living-aboard comforts. But, in addition to *see*-worthiness, Cruis Along offers that invaluable extra measure of *sea*-worthiness! Unexcelled construction materials and meticulous craftsmanship result in exceptional stability and lively maneuverability.

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General Sales Offices and Showrooms, Department I, 1860 Broadway, New York 23, New York

Barrington

AMERICA'S FINEST

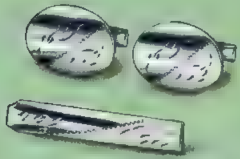
Quality materials . . . originality of design . . . master craftsmanship important distinctions that set men's jewelry by Barrington far above the rest. See for yourself these gleaming reflections of your own good taste . . . an up-to-the-minute selection of accessories for the discerning male who likes to look well-dressed at reasonable Barrington prices.

Spring-action cuff links give "snap-action" when inserted into shirt cuff.

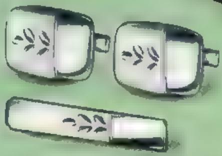
All tie bars have "easy-on" spring alligator grip—holds tight!

Barrington

All sets handsomely packed in a leatherette covered metal gift box.

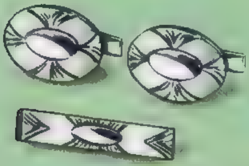


AFTER FIVE **STERLING SILVER**
Lively ensemble in a striking two-tone satin and bright finish. Expert hand-engraved design. HEAVY sterling—ever in style.
1J205X750 Set **$15.00**

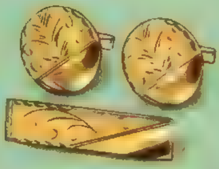


ESTATE **STERLING SILVER**
Richly engraved floral design on a satin background. HEAVY sterling. Bright finish portion for hand-engraving initials.
1J211X625 Set **$12.50**

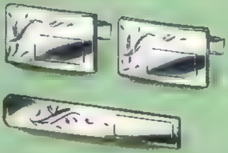
SULTAN **STERLING SILVER**
Imported glistening simulated hematite stone in rich relief over gleaming heavy sterling silver. Perfect gift idea for the man on your list who appreciates the unusual.
1J213X1000 Set **$20.00**
1J214X625 Cuff Links Only **$12.50**



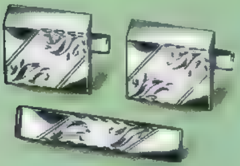
URBANITE **STERLING SILVER**
Smart two-tone bright and satin style finish Design hand-engraved in extra-heavy sterling. Engraving space for initials.
1J212X875 Set. . . . . Retail **$17.50**



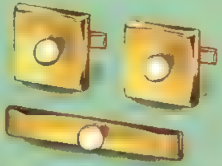
PRESIDENT **1/20-12 KT. GOLD FILLED**
Masterfully hand-engraved in a flourishing scroll design, with a stunning two-tone satin and bright finish. Look of real luxury.
1J206X1000 Set . . . . Retail **$20.00**



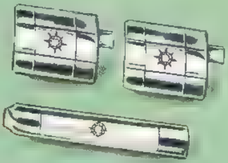
BEAU BRUMMEL **STERLING SILVER**
Graciously embossed floral design compliments the handsomely edged shield for hand-engraving initials.
1J208X500 Set. . . . . Retail **$10.00**



GIBRALTAR **STERLING SILVER**
Heavy sculptured, tapered geometric design all hand-engraved! Fashionable satin and bright finish. Sterling at its masculine best.
1J215X1000 Set. . . . . Retail **$20.00**

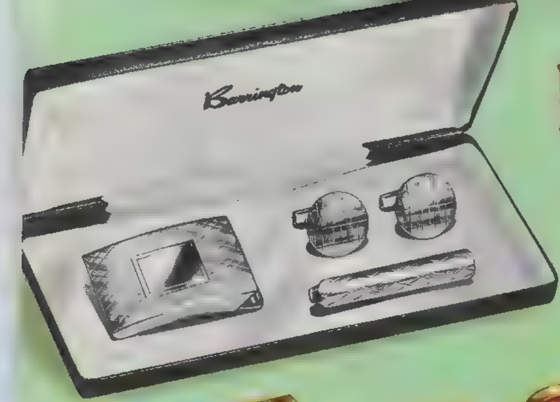


SEA SCAPE **GENUINE CULTURED PEARL**
Lustrous pearl set against satin finish background. Ensemble in fashion at any hour.
1J209X500 Set. Gold Plated. . . Retail **$10.00**
1J210X500 Set. Rhodium Plated Retail **$10.00**



JEWELER'S PRIDE **GENUINE DIAMOND**
Nature's king of gems royally presented. Rhodium plate. Embossed two-tone finish.
1J216X1250 Set. . . . . Retail **$25.00**
1J217X875 Cuff Links Only . Retail **$17.50**

Prices Do Not Include Federal Excise Tax



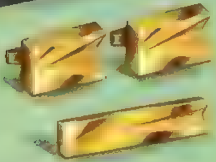
Barrington

AMERICA'S FINEST

REGAL **STERLING SILVER**

3-Piece Ensemble! Set includes beautiful sterling belt buckle with matching pair of cuff links and tie clip! Accessories of magnificent sterling silver embossed with modern lines speak of excellent taste. Made from the finest quality materials and brightly hand polished to give ever-lasting durability and satisfaction. Each set handsomely packed in a leatherette covered metal gift box . . . perfect for any occasion. These handsome accessories will compliment the appearance of the well-dressed man.

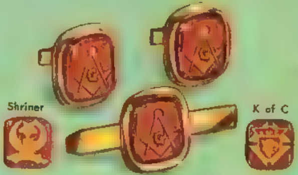
1J218X750 Set .... Retail **$15.00**



FORT KNOX

Gleam and glow of gold bullion itself. Squared corners, bold V-cut design. He-man appeal in a two-tone satin and bright finish.

1J198X425 Set. .. .. Retail **$8.50**



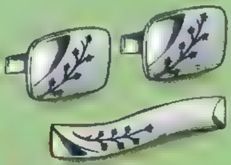
FRATERNAL

Emblem set in imported simulated ruby stone.

1J204X300 Masonic Set ... Retail **$6.00**

1J200X300 Shriner Set .... Retail **$6.00**

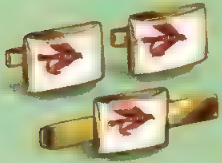
1J201X300 K of C Set . .... Retail **$6.00**



FLORAL

Spring-fresh black enamel design inlaid in ever-bright rhodium plate. Stylish two-tone satin and mirror bright finish.

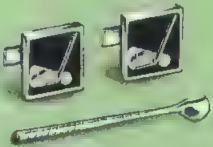
1J203X375 Set..... .. .... Retail **$7.50**



SPORTSMAN

Genuine red Ibis hand-tied fish fly . . . encased in all its finery under clear lucite crystal. Gleaming gold-plate trim.

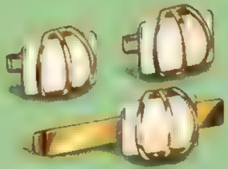
1J202X300 Set . . . . . Retail **$6.00**



GOLFER

Golf club tie clip in ever-bright rhodium plate. Simulated pearl ball and club on a black background in the cuff links.

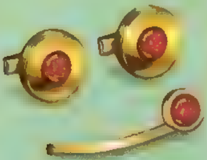
1J197X300 Set . .. . Retail **$6.00**



EXPLORER **MOTHER-OF-PEARL**

Futuristic gold-plated scrolls accent a back-drop of genuine ocean mother-of-pearl. Advanced design for a forward-looking man.

1J207X425 Set ....Retail **$8.50**



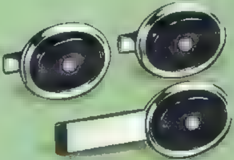
COLLEGIAN

Gold plated with simulated ruby stone.

1J196X250 Set .... Retail **$5.00**

Rhodium plated, simulated sapphire stone.

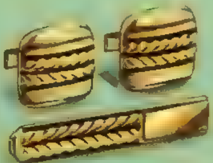
1J195X250 Set . .... Retail **$5.00**



MIDNITE STAR

Man-made rhinestone nestled in jet black simulated onyx. Never-to-tarnish rhodium plate surrounds stones in gleaming beauty.

1J199X250 Set ....Retail **$5.00**

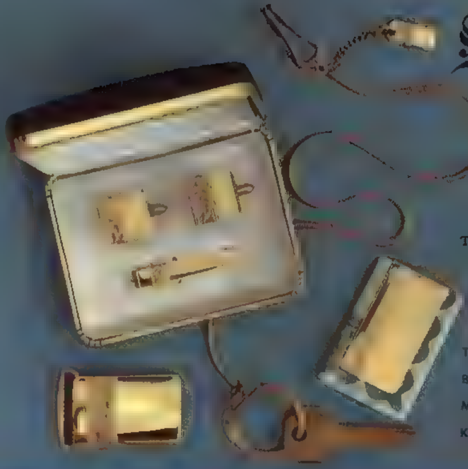


GOLD STRIKE

Designer exclusive of coal-black enamel inlaid in rich gold plate. Real "find" for the young man on the way up.

1J194X250 Set. .... .Retail **$5.00**

Prices Do Not Include Federal Excise Tax



Sandhurst
MEN'S JEWELRY

Fashion Styled with the World's Finest Quality & Elegance

Here is a superb collection of matched accessories. Tailored jewelry in rich golden tones. Each piece is hand engraved in a smart bright & satin finish. Perfect for engraving initials. Select a matched group of these handsome coordinates.

TIE KLIP & CUFF LINKS SET—1J408X375	$7.50
BELT BUCKLE—1J409X250	$5.00
MONEY KLIP—1J410X250	$5.00
KEY CHAIN—1J411X300	$6.00

IMPORTED GENUINE STONES

GENUINE CULTURED PEARL—Hand engine turned tie klip and cuff links set in golden finish with 3 genuine cultured pearls.
1J412X375 . . . . . . $7.50

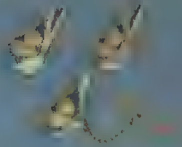
GENUINE ONYX—Fashionable silver tone tie klip and cuff links set in modern setting with 3 genuine onyx stones.
1J413X375 . . . . . $7.50

MASONIC—GENUINE MOTHER-OF-PEARL—The perfect gift for the Mason. He'll be proud to wear his fraternal emblem on this elegant klip & links set.
1J414X375 . . . . $7.50

GENUINE MOTHER-OF-PEARL—Modern Geometric Setting in golden finish with lustrous genuine Mother-of-Pearl klip & links Set.
1J415X300 . . . . $6.00

Sandhurst SPORTS AWARDS

Popular sporting subjects, authentically reproduced in striking 2-tone jewelry.



GOLF
Tie Pin-up & Cuff Links Set
1J417X375 . . . $7.50

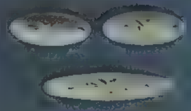
BOWLING
Tie Pin-up & Cuff Links Set
1J416X375 . . . $7.50

FISHING
Tie Pin-up & Cuff Links Set
1J418X375 . $7.50

All items individually gift boxed. All prices plus 10% fed. tax

ITEMS SHOWN REDUCED IN SIZE *ALL MERCHANDISE GUARANTEED FOR QUALITY AND VALUE*

STERLING SILVER BY Sandhurst

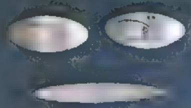


CARLISLE — Bright cut etchings highlight klip & links in rich satin-finished sterling silver.

1J419X750 . . . . **$15.00**

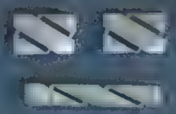
TRIUMPH — Hand engine turned lines frame border of links & klip in solid block sterling silver

1J420X875 . . . . **$17.50**



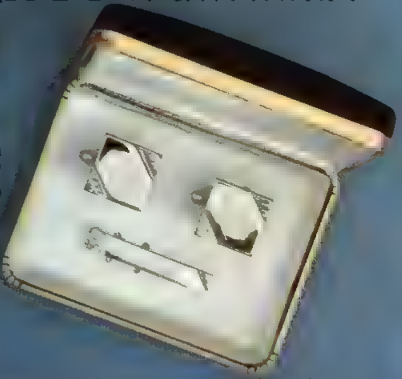
MAJESTY—Excellent for engraving initials, klip & links set in sterling silver

1J421X500 . . . . **$10.00**



SEVILLE—Striking klip & links Set in pierced treatment of bright cut etchings, satin-finished sterling silver.

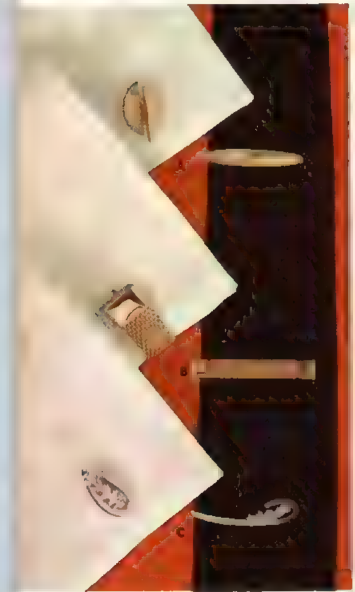
1J422X625 . . . . **$12.50**

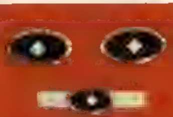


WINGATE—Diagonal designs in precious sterling silver Hand engraved satin corners with mirror hand polished center klip & links set.

1J423X750 . . . . **$15.00**

Sandhurst CONTINENTAL FASHIONS





Onyx Stone in silver setting features sparkling faceted simulated white sapphire center stone. Klip & links set

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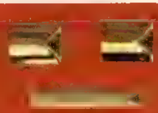
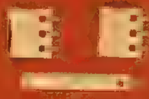


Tailored elegance in rich golden finish. Outstanding quality value for multiple gift giving. Matching klip & links set.

[illegible] **$3.50**



Modern Dimensional effect in brilliant gold & silver tones. Klip & links set.

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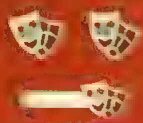

Classic Comedy & Tragedy unusually designed with contrasting simulated sapphire & ruby eyes in silver finish. Klip & links set.

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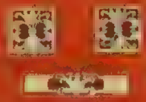
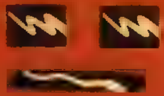


Bold Grecian pattern in antiqued silvery finish; klip & links set.

1J431X250 . . . . **$5.00**



Striking Jet Black & Gold modern art treatment in stylish klip & links set.

[illegible] . . . . [illegible]

A—Newest cuff link idea in illusion effect of two golden sun halves appearing detached on the cuff. Matching tie klip.

1J424X375 . . . . **$7.50**

B—Unusual mesh cuff links, wrap around the cuff & snap shut. Matching tie klip.

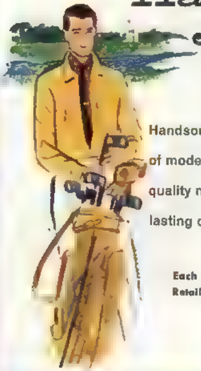
1J425X300 . . . . **$6.00**

C—Inspired by a famous French Men's Stylist—slim silvery cuff links set gracefully along the cuff, matching tie klip.

1J426X375 . . . . **$7.50**

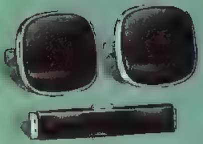
All items individually gift boxed. All prices plus 10% fed. tax

Hallmark Jewelry for Men



Handsomely designed for the good taste of modern man. Carefully made of fine quality materials and hand polished to insure lasting durability. Packed for gift-giving.

Each item attractively gift boxed
Retail Prices Include Federal Excise Tax; dealer's prices do not.



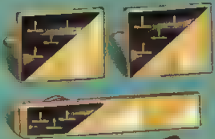
Simulated Onyx, Sterling

Jet black simulated onyx is richly set in gleaming sterling silver to make a very tailored fashion accent. Complete 3-pc. set

2J806X600 . Retail **$12.95**

As above. Cuff links only.

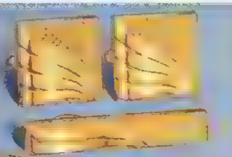
2J807X390 . Retail **$8.50**



Black Enameled Contrast

Crisp, black enamel enhances the rich gold finish of these modern dress accents. Dignified square design is suitable for business or social wear. Complete 3-piece ensemble

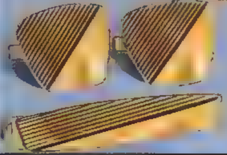
2J808X275 Retail **$6.00**



Classic Masculine Design

Always in good taste, always popular with the discriminating man. Contrast of texture finished with brightly polished engraved surface. 3-piece set

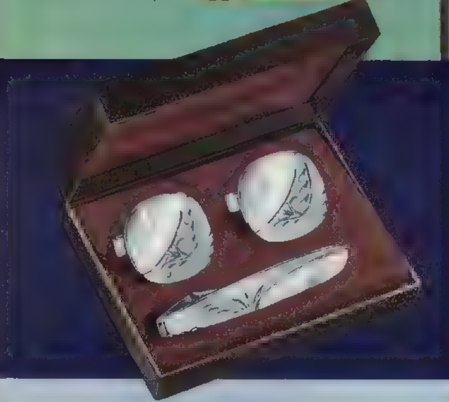
2J809X275 Retail **$6.00**



Black and Gold Contrast

A refreshing new approach to men's jewelry. Gleaming gold-finished cuff links and tie bar touched with black enameled diagonals. 3-pc ensemble, gift-boxed

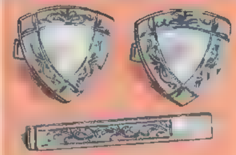
2J810X300. Retail **$6.95**



Precious Sterling Silver

Mirror-polished sterling silver contrasts with brushed satin finish sterling to give a look of real luxury. Hand engraved design. Complete 3-piece set in a gift box

2J811X500 . . . . Retail **$10.95**



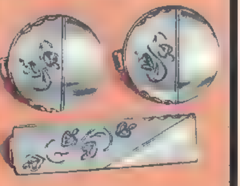
Sterling Silver

Traditional shields of hand-polished sterling silver with hand engraved design to please any man. Set includes cuff links and tie clasp. Boxed

2J812X575 . Retail **$12.50**

As above. Cuff links only

2J813X400 Retail **$8.95**



Sterling Silver

Rich circles of sterling silver hand-engraved with a simple, beautiful double curve design. 3-pc set includes links, tie-bar

2J814X575. Retail **$12.50**

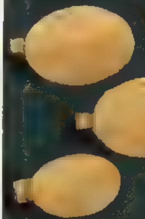
As above. Cuff links only

2J815X400. Retail **$8.95**

Imported Mother of Pearl

Genuine imported white mother of pearl held in an embrace of hand-polished yellow gold-finished metal. Very tailored and beautiful. 3-piece set

2J816X400 Ret. **$8.95**



Roman Gold Finish

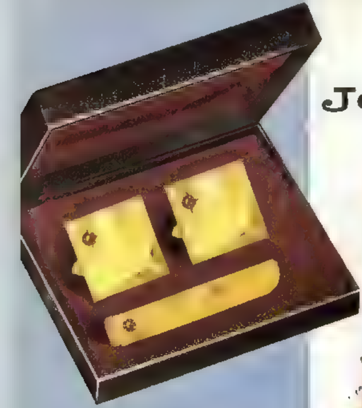
Smart new texture, simple elegant design. Plenty of masculine appeal. Gold-finished ovals give him well-groomed appearance. Cuff links and tie clasp

2J817X550 Ret. **$12.00**

As above. Cuff links.

2J818X365 Ret. **$7.95**

Jewelry for Men by *Hallmark*

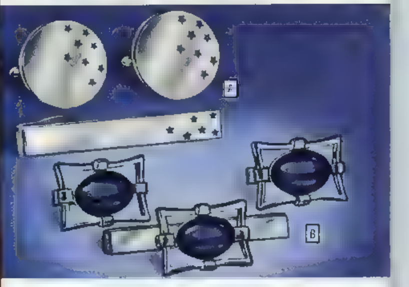


Simulated Rubies

Brightly polished gold finished cuff links and tie clasp are accented by the brilliance of a simulated ruby.

2J819X400 . . . . Retail **$8.95**

Each item attractively gift boxed
Retail Prices Include Federal Excise Tax; dealer's prices do not.

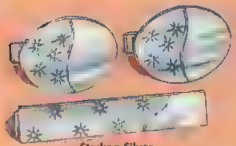


[A] Touched with Starlight! Gleaming rhodium finished cuff links and tie clasp engraved traditional star design. 3-piece set.

2J823X325 . . . . Retail **$7.50**

[B] Deep blue simulated sapphires complement his entire wardrobe. Oval stones set in rhodium plated frames. 3 piece set.

2J824X375 . . . . Retail **$8.50**



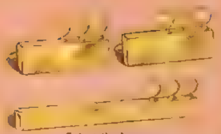
Sterling Silver

Hand-engraved sterling silver massively styled with star design. 3-piece set.

2J820X575 . . . . Retail **$12.50**

As above. Cuff links only

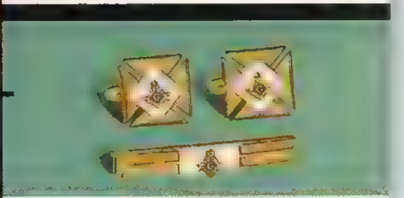
2J821X400 . . . . Retail **$8.95**



Futuristic design

Brightly polished spheres neatly positioned above massive yellow gold-finished squares. A proper design for the 20th Century man. Very elegant for dress wear. 3-piece set.

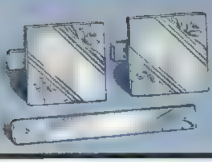
2J822X300 . . . . Retail **$6.95**



Masonic-Mother of Pearl

Masonic Blue Lodge emblem set in genuine imported mother of pearl, placed on gleaming yellow gold-finished Maltese design. 3-piece set in gift box.

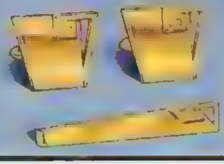
2J828X575 . . . . Retail **$12.50**



Solid hand-engraved sterling silver set polished to mirror finish. 3-pc. set.

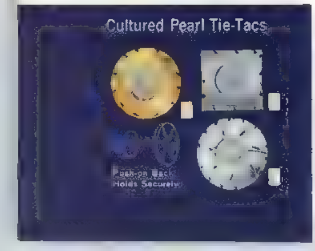
2J825X575 . . . . Retail **$12.50**

2J826X400 Cuff links only **$8.95**



Good taste that bespeaks masculine elegance. Brightly polished gold finished cuff links and tie clasp with classic design. 3-piece set.

2J827X275 . . . . Retail **$6.00**



[C] Textured gold-filled style. Cultured pearl
2J829X275 Ret. **$6.50**

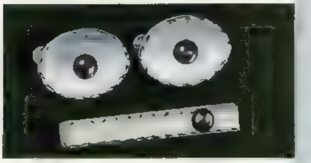
[D] Textured sterling silver Cultured pearl
2J830X250 Ret. **$6.00**

[E] Engraved sterling silver. Cultured pearl
2J831X275 Ret. **$6.50**

Heavy Sterling Silver

Beautifully hand-carved sterling silver with an intriguing Florentine textured finish. Imported simulated hematite sphere gives a dramatic accent. 3-piece set.

2J832X975 . . Ret. **$20.00**



All men's jewelry unconditionally guaranteed against defects of material or workmanship.

COMET

Length 16' Beam 5' S.A. 136 sq. ft

PENGUIN

Length 11'5" Beam 4'8" S.A. 72 sq. ft

INTERLAKE

Length 18' Beam 6'3" S.A. 175 sq. ft
Also available in kit form.

FLYING SCOT

Length 19' Beam 6'9" S.A. 190 sq. ft

For a Lifetime of Fun . . .

Whether you like to car-top a boat to a small lake, do limited cruising on open water, race in International competition or just relax in comfort, you'll find a Customflex boat that just meets your needs and financial status. All are superbly built and beautifully finished in durable Fiberglas construction for a lifetime of pure fun. So if it's planing you like or unrivaled stability or room for a crowd or all-around performance in honest, down-to-earth, quality workmanship, then phone or write today to insure spring delivery from . . .

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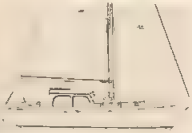
SYNTHETIC MARINE FINISHES by Andrew Brown Co., long known as makers of the Z-Spar finishes, represents three years of development by this firm. Their Z-Poxy, available in seven colors plus clear and white, has high water resistance, high gloss, is easy to apply, and dries quickly to a hard, tough finish. It is now available through dealers

Z-Spar's V-274 Polyurethane is a new clear marine finish containing Ultra-Violet Shield, said to screen out sun rays and give woodwork maximum protection It is easily applied and dries quickly. Z-Spar's Vinyl-Texture is a quality hull interior finish that resists water, gasoline and abrasion and has an attractive, deep texture. It adheres to plastics and metals as well as to wood and is available in an infinite variety of color combinations.
THE ANDREW BROWN CO., 5431 S. District Blvd., Los Angeles 22, Cal.

SEAFARER PLASTIC AUXILIARIES, molded in Holland by the G. deVries Lentsch yards, include two Rhodes-designed and two Tripp-designed models. The Tripp boats are the 30' Tripp 30 and the 38' Javelin, both of ocean racing as well as cruising capabilities. The Tripp 30 is 20' w.l., 8'6" beam, 4'6" and priced at $10,985, while the Javelin, which may be had in either sloop or yawl rig, is 37'10" o.a., 25' w.l., 10' beam and 5'3" draft. She is priced at $19,550 with the yawl rig.

The 33' Swiftsure sloop is a fast cruising auxiliary imported by Seafarer from the G. deVries Lentsch yard in Holland



The Seafarer Bahama is a motor sailer that cruises six. She was designed by Rhodes and built in Holland, of plastic

The Rhodes Swiftsure is a modern, beamy centerboard-keel combination sloop, with accommodations for six. She is 33' o.a., 22'11" w.l., 10' beam and 3'6" draft. The other Rhodes boat, the Bahama, is of the motorsailer type, but can really sail as well as cruise six in comfort. Sloop rigged, she is 34' o.a., 25' w.l., 10' beam, 4'3" draft and has a clipper bow and a deckhouse.

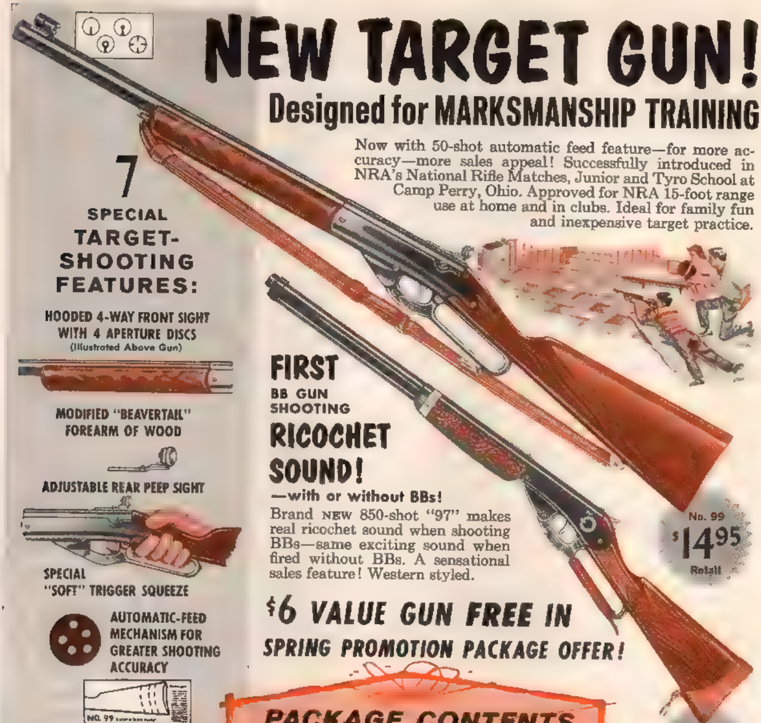
The Seafarer boats are all of fiberglass reinforced plastic with hull, deck, trunk, cockpit and main bulkheads bonded into an integral structure Teak and mahogany joinerwork above and below decks gives the traditional yacht appearance.
SEAFARER FIBERGLASS YACHTS, 211 E. 38th St., New York 16, N.Y.

ANCHORMATIC provides control of anchoring from the pilot's position. Anchors are lowered and retrieved with a reversible motor-driven winch. An automatic extending hawse pipe prevents the anchor from scraping the boat. The anchor chain is automatically washed as it enters the hawse pipe, the wash water being spilled overboard. The Anchormatic anchor handling device can be stopped or started at any time during the anchoring operation. The unit can be installed in most boats over 28' in length. It comes complete with chain which is handled at the rate of approximately one foot per second.
ANCHORMATIC CO., Lake Ozark, Mo.

NEW TARGET GUN!

Designed for MARKSMANSHIP TRAINING

Now with 50-shot automatic feed feature—for more accuracy—more sales appeal! Successfully introduced in NRA's National Rifle Matches, Junior and Tyro School at Camp Perry, Ohio. Approved for NRA 15-foot range use at home and in clubs. Ideal for family fun and inexpensive target practice.



7 SPECIAL TARGET-SHOOTING FEATURES:

HOODED 4-WAY FRONT SIGHT WITH 4 APERTURE DISCS
(Illustrated Above Gun)

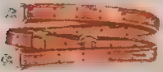
MODIFIED "BEAVERTAIL" FOREARM OF WOOD

ADJUSTABLE REAR PEEP SIGHT

SPECIAL "SOFT" TRIGGER SQUEEZE

AUTOMATIC-FEED MECHANISM FOR GREATER SHOOTING ACCURACY

WOODEN STOCK "ADJUSTABLE"
Template and Directions for shortening stock to fit shooter's arm-length.



ADJUSTABLE TOP GRAIN LEATHER SLING
Thick, heavy top grain leather sling fully adjustable for all Official NRA Sling Shooting Positions.

FIRST BB GUN SHOOTING RICOCHET SOUND!

—with or without BBs!

Brand NEW 850-shot "97" makes real ricochet sound when shooting BBs—same exciting sound when fired without BBs. A sensational sales feature! Western styled.

No. 99 $\$14^{95}$ Retail

No. 97 $\$9^{95}$ Retail

\$6 VALUE GUN FREE IN SPRING PROMOTION PACKAGE OFFER!

PACKAGE CONTENTS

(No. 00-61-0170)

			Retail Value
(1)	No. 99	TARGET SPECIAL RIFLE	\$14.95
(2)	No. 97	RICOCHET SOUND BB GUN	19.90
(1)	No 25	PUMP GUN	9.95
(2)	No. 107	SLIDE ACTION RIFLE	15.90
(2)	No. 94	WESTERN CARBINE	15.90
(2)	No. 102	CUB GUNS	11.90
		TOTAL	\$88.50

With FREE 102 COUPON, STREAMERS, AD MAT

PROMOTION PACKAGE No. 00-61-0170

10 Individually Packed Cartons in Shipping Container Weighing 33 lbs.

ORDER "170" FROM YOUR JOBBER NOW!

FREE \$6 Coupon with each Package

Offer Ends May 1, 1960

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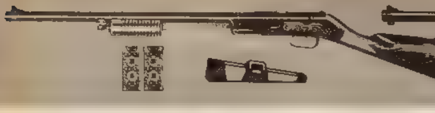
Big Spring Advertising on TV—IN COMICS—BOYS' LIFE

DAISY MANUFACTURING COMPANY • ROGERS, ARKANSAS, U.S.A.

PRICES HIGHER CANADA

(For More Information Circle No. 289 on Page 229)

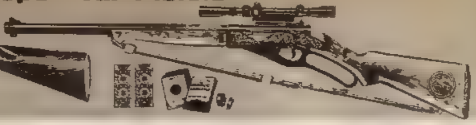
Daisy Rifles • Outfits • Scope • Air Pistols



Daisy Trombone Repeater Action Air Rifle

An outstanding value in a lightweight accurate-shooting rifle with the famous Daisy name. Fast-shooting 500-shot type repeater with new smooth gliding "trombone" slide action for easier cocking. Hammerless action—cocks by sliding forearm straight back. Popular ramp-type front sight with double-notch rear sight. Rifle is 36-in. long overall. Designed with checkered pistol, fore grip, grooved "non slip" forearm slide handle. Gold design on receiver. Heavy gauge barrel. Cardboard case shaped same as regular gun case. With 2 BB packs.

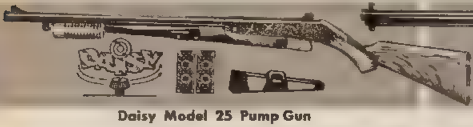
D06036-533 Shipping weight 3 lbs. . . . . Retail **$7.95**



Daisy Eagle 1000-Shot Lever Action

"Sporting rifle"—complete with Bulls Eye Scope . . . 4-lens, 2-power, 11" long. Genuine top grain leather, full length adjustable sling. Beautiful gold decorative design on receiver and barrel blends with the rich "golden-brown" colors of full-fashioned stock and extra long "big game rifle" forepiece. Rifle 37" long. Rifle metal parts are gun-blue, scope 2-tone black. Eagle design on stock. Rifle comes complete with two BB packs, scope, scope instruction book, 2 lens guard caps plus N.R.A. targets.

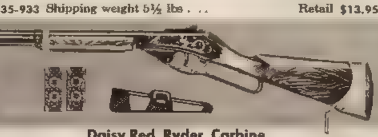
D06035-933 Shipping weight 5¼ lbs. . . . Retail **$13.95**



Daisy Model 25 Pump Gun

Loads of fun with this pump-action, forced-feed repeater. A Daisy famous for 40 years. 37" long. Has new combination peep-and open sight, adjustable for windage and elevation. New "ramp-type" front sight. Bright-plated trigger improved gold-filled "engraving" on jacket. Shoots 50 BB's at one loading. Full oval stock. Rifle comes complete with two BB refill packs, authentic-looking gun case carton, new metal Daisy screw driver for assembling or taking gun apart for oiling purposes. A real beauty for young riflemen!

D06034-666 Shipping weight 4 lbs. Retail **$9.95**



Daisy Red Ryder Carbine

A handsomely designed Carbine type Western lever-action repeater. Secondary barrel has "lightning loader" feature. Gun 35" long, 1000-shot. Combination peep-and-open sight, adjustable for windage, elevation. Bright plated carbine ring on the swivel in jacket. Bright finish cocking lever and hammer adds authentic "true-western" appearance. Genuine leather boot on stock butt, tied with thong. Swivels for attaching sling if desired. Red Ryder design on stock in gold. With 2 packs of BB's and tube of special Daisy gun oil.

D06033-533 Shipping weight 3½ lbs. . . . . Retail **$7.95**

MARKSMAN AIR PISTOL SET—Looks and handles like actual .45 Service automatic. Shoots .177 cal. BB's, pellets or darts all from same barrel. Man-size grip—all metal construction—accurate. Set includes pistol, generous supply of BB's, pellets, darts, targets and instruction booklet.

D06102-420 Air Pistol Set, 1¾ lbs. . . . . . Retail **$6.95**

Same As Above with Genuine Cowhide Leather Holster

D06103-510 Wt. 2½ lbs. . . . . . Retail **$8.45**

D06104-90 Marksman .177 Cal. Lead Pellets. For use with above Marksman Pistol. 500 pellets in tin. Retail **$1.80**

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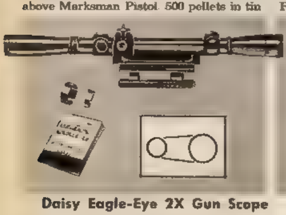
DAISY BB SHOT — Case of 100 pouches of copper coated steel BB's. For use in all Daisy Rifles and Pistols. Make exceptional savings by purchasing BB's in quantity. They travel straight.

D06028-348 Per Case of 00 Pouches, Retail **$5.00**

SHOOTS .177 CAL BB's, PELLETS, DARTS. Shoots with Amazing Accuracy . . Has Plenty of Power!

DAISY TARGETEER REPEATER BB AIR PISTOL—Looks and feels like the real thing. Smokeless . . noiseless . . . for use on indoor target ranges. Uses regular BB's—150 shot repeater. Rugged, heavy and balanced—10½" long. Has man-sized, hand-fitting grip. Adjustable peep-and-open rear sight for accurate shooting. Appeals to grown-ups as well as youngsters . . . for hours of fun filled, economical home target practice. Realistic finish—blued on steel. 2 tubes of BB shots plus 25 targets included.

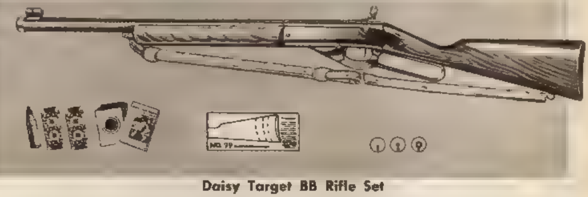
D06031-332 Shipping weight 1 lb. 7 oz. Retail **$4.95**



Daisy Eagle-Eye 2X Gun Scope

Easy to install on any Daisy Air Rifle. Gives older guns a new, modern, up-to-date look. Easily adjustable universal mount makes it possible to attach scope on rifle in a few minutes. Has excellent 4-lens system to give 2-power magnification. Cross-hair reticule for adjusting elevation and windage allowance to assure accuracy in shooting. Scope measures 11 inches overall length. Also included are two lens caps, Scope instruction book and mounting fixtures. Durable black finish stays bright and new looking.

D06038-332 Ship. wt. ¾ lbs. Retail **$4.95**



Daisy Target BB Rifle Set

Provides hours of fun-filled, thrilling sport! Just like the gun set used by the "Big hunter" contains everything needed for precision BB Rifle shooting and gun maintenance. Teaches the young hunter the proper technique of handling and caring for his rifle. The set features the famous Daisy Target Special "99" BB Rifle. Here's a rifle that puts the emphasis on low price and top performance . . . offers super accurate BB shooting at the Official NRA 15-foot range to marksmen of all ages. This big, husky rifle is a full 36½ inches long with a brawny man-sized wooden stock and wooden beaver-tail forearm. The hooded 3-way front sight, adjustable rear speed sight and match-shooting trigger squeeze puts you "right on target" . . . make this the most accurate Daisy BB Rifle ever! Thick top grain leather sling. The entire Daisy BB Rifle set includes: cut-to-fit stock template, aperture sighting discs, targets, BBs' tube gun oil and a 16-page 15-foot shooting range instruction booklet. Wt. 5¼ lbs.

D06043-867 Retail **$12.95**

A

B

WEAR-EVER ALUMINUM COOKWARE

(A) HALLITE ANNIVERSARY COOKWARE—Beautiful, useful, all-aluminum pans to grace any kitchen. Set consists of 1½, 2½ and 3½ quart sauce pans, and a 10½" fry pan. Specify choice of glowing copper or Turquoise covers. 12 lbs.
1P741X1997 . . . . Retail $29.95

(B) HALLITE HOSTESS SET—Now in colors. This 5-piece set includes 1½ and 2½ quart covered sauce pans, 8-cup percolator, 5½ quart Dutch oven and 10½" covered fry pan. Non-tarnish covers. Specify copper or turquoise covers. 19 lbs.
1P742X2665 . . . . Retail $39.95

(C) HALLITE SAUCE PANS — These versatile sauce pans will glamorize any kitchen. Non-tarnish covers. Specify glowing copper or Deep Sea Turquoise covers.
1N827X397 1½-Qt. 1½ lbs. Ret. $5.95
1N828X494 2½-Qt. 2¼ lbs. Ret. $7.45
1N829X560 3½-Qt. 2⅔ lbs. Ret. $8.45

(D) HALLITE DUTCH OVEN—An exciting new utensil for kitchen appeal. 5½-qt. capacity. Colored twist handles enhance the appearance. With trivet. Specify copper or turquoise covers. 3½ lbs.
1N835X665 . . . . Retail $9.95

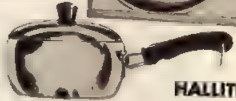
(E) HALLITE DOUBLE BOILER—Aluminum styled for beauty and practicality. 2¼-quart capacity. Specify choice glowing copper or Deep Sea turquoise cover. 3½ lbs.
1N834X730 . . . . Retail $10.95

(F) HALLITE TEA KETTLE—Be it tea or instant coffee, this aluminum beauty will heat water quickly, serve it gracefully—anywhere. Specify copper or turquoise cover. 2⅓ lbs.
1N830X665 . . . . Retail $9.95

(G) HALLITE FRY PANS—Made of extra hard, durable aluminum alloy that spreads heat with amazing speed—up the sides and over the cover as well as across the bottom. Specify copper or turquoise covers.
1N836X497 8"; 2¼ lbs. Ret. $7.50
1N837X665 10"; 4⅓ lbs. Ret. $9.95

(H) HALLITE CASSEROLES—New creation in range-to-table service. Colored twist handles and covers will never tarnish or requires special polishing Specify copper or turquoise covers.
1N832X583 8"; 2 lbs. . . Ret. $8.75
1N833X665 9"; 2⅔ lbs. . Ret. $9.95

(J) HALLITE PERCOLATOR — 8-cup aluminum percolator beautifully styled for range-to-table service. Bakelite handle with glass indicator. Cup markings Specify copper or turquoise cover.
1N831X597 2⅓ lbs. Retail $8.95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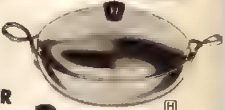
HALLITE
by
WEAR-EVER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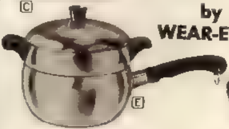
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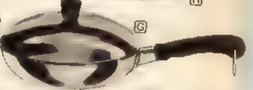
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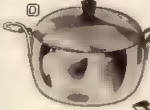
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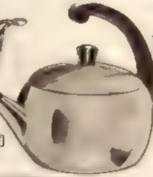
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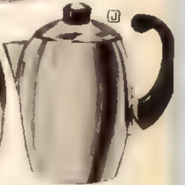
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EVANS-DRU DECORATED COOKWARE

EVANS ROYAL DRU-WARE. Colorful porcelainized cast iron cookware hand-crafted and hand-decorated by Old World craftsmen to add Dutch charm to your table. DRU-ware is burn-, stain-, and chip-resistant, designed to provide years of service and utility.

(K) EVANS ROYAL DRU-WARE 4 PIECE STARTER SET—Consists of 1½-Qt. covered sauce pan; 9½" open skillet; 10" open oval dish; 2¼-Qt. covered oval casserole. Specify green, yellow or blue.
1P7[illegible]1177 . . . . Retail $32 95

(L) EVANS ROYAL-DRU FRYING PANS — Colorful porcelainized cast iron cookware hand decorated in Holland Wooden handles. Specify green, yellow or blue.
1N838X597 8½" pan . Ret $ 8.95
1N839X297 8½" cover. Ret. $ 4.45
1N840X665 10¼" pan Ret $ 9 95
1N841X363 10¼" cover Ret. $ 5.45
1N842X730 11½" pan . . Ret. $10.95
1N843X430 11½" cover Ret. $ 6.45

(M) EVANS ROYAL-DRU COVERED ROUND CASSEROLE—Cast iron, porcelainized covered casseroles hand decorated in Holland. Use on stove, in oven or over open fire. Specify green, yellow or blue
1N850X665 1¼-Qt . . Retail $ 9.95
1N851X730 1¾ Qt. . Retail $10.95
1N852X865 3-Qt Retail $12 95
1P744X1330 6-Qt. Retail $19 95

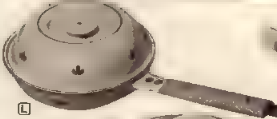
(N) EVANS ROYAL-DRU COVERED OVAL BAKERS—Cast iron porcelainized hand decorated cookware. Self-basting, perfect for slow-cook meats or roasting. Specify green, yellow or blue.
1N853X665 1¼-Qt. . . Retail $ 9.95
1N854X797 2¼-Qt. . Retail $11.95
1N855X930 3¼-Qt. . . Retail $13.95
1P745X1330 6-Qt. . . . . Retail $19.95

(P) EVANS ROYAL-DRU COVERED SAUCE PANS—Hollow handle, matching cover. Colorful hand decorated porcelainized cast iron cookware. Specify green, yellow or blue.
1N844X597 1-Qt. . . . . Retail $ 8.95
1N845X665 1½-Qt. . [illegible] $ 9 95
1N846X730 2-Qt Retail $10.95
1N847X797 3-Qt Retail $11.95
Double Boiler Unit.
1N848X1127 . . . . . Retail $16.90
Inset Unit for double boiler.
1N849X397 . . . . . . Retail $ 5.95

(R) EVANS ROYAL-DRU OPEN OVAL DISH—Porcelainized, hand decorated cast iron cookware. For cooking, carving and serving. Specify green, yellow or blue.
1N856X465 10" . . . . . . Retail $6.95
1N857X665 14" . . . . . Retail $9.95

(S) EVANS NESTED 3-BOWL SET—Fine china. Mix, cook and serve in them. Candy stripe design. Has ½, 1¼ and 2¾-qt. sizes.
1N858X397 . . . Retail $5.95

K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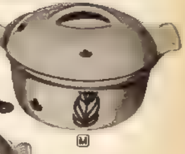
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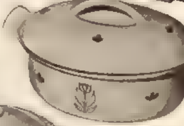
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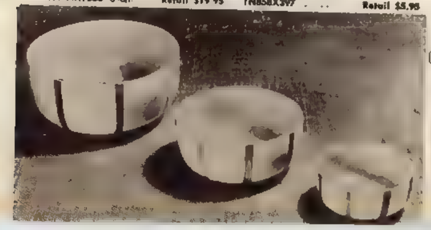
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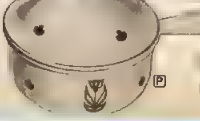
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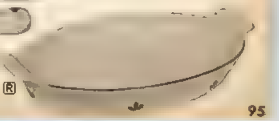
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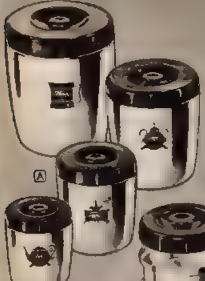
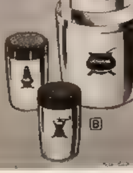
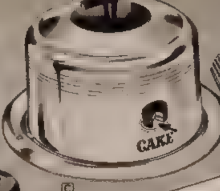
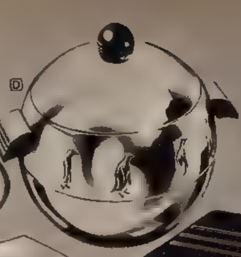
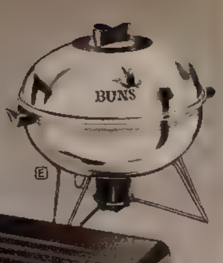
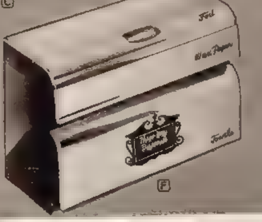


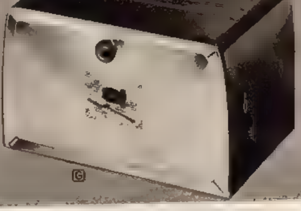












(A) WEST BEND 4 PC. CANISTER SET—Will enhance any kitchen! Unique colonial silhouette designs. Set has 5-lb. flour can; 5-lb. sugar can; over 1-lb. coffee can; ½-lb. tea can. Recessed knob handles in contrasting black covers. Heavy gauge metal construction. Each can identified by old fashioned silhouette with name.
1N875X663 Copper-Color Ret. $9.95
1N876X530 Polished Alum. Ret. $7.95

(B) WEST BEND RANGE SET—At home on any range. Matching salt and pepper shakers, grease container. Silhouettes quickly identify contents. Black contrasting covers.
1N877X283 Copper-color . . Ret. $4.25
1N878X250 Polished Alum. Ret. $3.75

(C) WEST BEND CAKE HUMIDOR—New bright item! New "lock-on" cover. Black plastic cover handle for easy one-hand carrying. Keeps foods fresh days longer. Reversible tray can be useful sandwich server. Porous stone in cover keeps bakery goods oven-fresh always.
1P831X463 Copper-color . . Ret. $6.95
1P832X367 Polished Alum. . Ret. $5.50

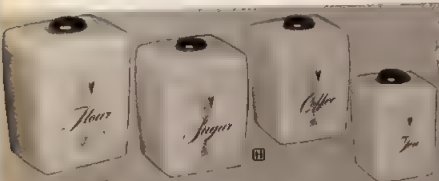
(D) WEST BEND PENGUIN HOT-AND-COLD SERVER—A refrigerator away from the refrigerator; also retains heat in hot recipes. Beautifully designed, yet rugged. Molded plastic handles and knob.
1N881X663 Copper-plated Ret. $9.95
1N882X530 Chrome-plated Ret. $7.95

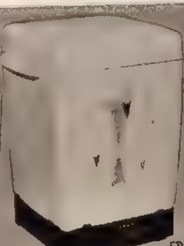
(E) WEST BEND SERVING OVEN—This practical oven bakes potatoes and apples, roasts corn on the cob, crisps crackers, heats rolls and baked goods, then serves them "oven-warm". Complete with candle warmer and stand. All-aluminum basket. Plastic handles. Holds 2 dozen tea rolls.
1N879X397 Copper-color . Ret. $5.95
1N880X363 Polished Alum. Ret. $5.45

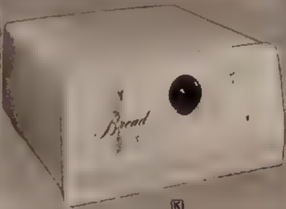
(F) WEST BEND 3-WAY DISPENSER—Dispenses wax paper, paper towels and aluminum foil quickly, conveniently. Easy operation. Serrated cutting edges. Positive locking action. Simple front loading. 8x12½x5½".
1P833X397 Copper-color . . Ret. $5.95
1P834X330 Polished Alum. Ret. $4.95

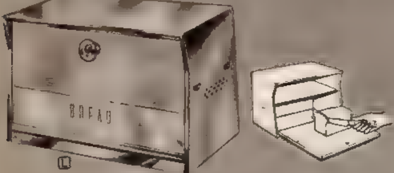
(G) WEST BEND BREAD BOX—This attractive West Bend Bread Box brings the capacity of a BIG bread-keeper and the modern beauty of sparkling aluminum to your kitchen. Two full loaves stay fresh in the bottom compartment with lots of room for extra rolls, biscuits and cakes on convenient upper shelf. A slide-out hardwood cutting board is built into bottom shelf . easily accessible for any cutting job. The Unique Colonial silhouette design matches the West Bend Pantry Ware line. Positive latch on the door keeps baked goods fresher. Heavy gauge aluminum construction thru-out. 10⅛x10x16" wide.

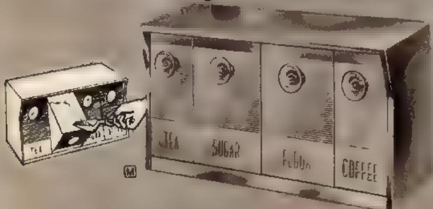
1P835X930 Copper-color . . Ret. $13.95
1P836X863 Polished Alum Ret. $12.95











(H) FEDERAL MODERNAIRE SNOW "N" GOLD 4 PIECE CANISTER SET—A complementary addition to any modern kitchen. Contemporary designs identify contents. Set includes canisters for tea, coffee, sugar and flour. Molded in special impact polystyrene.
1N883X255 . . . . Retail $3.98

(J) FEDERAL MODERNAIRE SNOW "N" GOLD STEP-ON CAN—No modern kitchen can afford to be without one. Molded in special impact polystyrene for beauty and durability. This latest contemporary design enhances kitchen decor. Attractive and functional. Large, 14 qt capacity. Size: 13x11⅝x13¾" high. 5 lbs.
1P840X445 . . . . .Retail $6.95

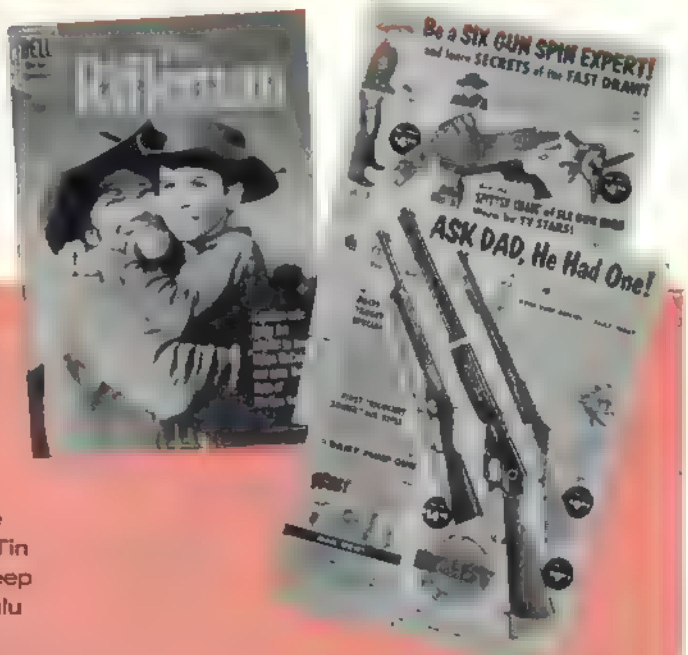
(K) FEDERAL MODERNAIRE SNOW "N" GOLD BREAD BOX—Ultra modern contemporary styling with giant capacity. Keeps bread, cake and cookies fresh! This molded polystyrene bread box is modern and attractive, yet durable for long service. Size. 14⅝" wide x 7¾" high x 14" deep. 3½ lbs.
1P839X345 . . . . .Retail $5.49

(L) KRESTLINE BREAD KABINET—No discriminating kitchen should be without this versatile bread box. Modern in design, perfect in detail. Rustproof removable shelf for rolls, crackers [illegible] cookies. Door with piano hinge has built-in hardwood slicing board and unique magnetic latch. Sparkling chrome finish; polished styrene knob. 17½" long x 10½" high x 10" deep. 8 lbs.
1P838X865 . . . . .Retail $13.95

(M) KRESTLINE KANISTER KABINET—Whether on a counter, or conveniently hung on a wall, the Krestline Kanister adds new dimensions to the kitchen. Contemporary styling. Bin type canister offers compact storage in one unit 2 lbs. of coffee and tea, 5 lbs. of flour and sugar. Bins tip out for convenient access with 1 hand. Easily removed for cleaning. The coffee bin has an inside cover to protect the aroma. Each bin is embossed with its contents. Chrome finish; polished styrene knobs. 18½" long x 9½" high x 7¼" deep. 8 lbs.
1P837X730 . . . . .Retail $11.98

Daisy teams up with Dell Comics

to corral customers for you...


DELL
Rifleman
Be a SIX GUN SPIN EXPERT!
and learn SECRETS of the FAST DRAW!
ASK DAD, He Had One!

These Daisy advertisements will be rounding up profitable sales for you at the height of the Christmas season in the following Dell Comic books:

- Lassie
- Beetle Bailey
- Sea Hunt
- Rifleman
- Rabor The Conqueror
- Three Worlds of Gulliver
- Maverick
- Wagon Train
- Quick Draw McGraw
- Nancy
- Tubby
- Roy Rogers
- Adventures of Mighty Mouse
- I Love Lucy
- Tarzan
- Bat Masterson
- Colt .45
- 77 Sunset Strip
- Rawhide
- Rin Tin Tin
- Beep Beep
- Little Lulu
- Popeye
- Huckleberry Hound
- New Funnies
- Tom & Jerry
- Donald Duck
- Looney Tunes
- Walt Disney
- Grandma Duck
- Porky Pig
- Daffy Duck
- Tweety & Sylvester
- Bugs Bunny
- Dondi
- Chip 'N Dale

In your community 9 out of 10 youngsters age 7 to 17 read Dell Comics. This is an impressionable, influential, and devoted following banded together by the most famous and beloved characters in the world of entertainment. No wonder you can count on these Daisy advertisements to make your cash register jingle a happy tune.

DAISY

IDENTIFY WITH DAISY

Set your store up as headquarters for the Daisy line. Cash in on the excitement among the kids in your town.

STOCK Daisy "Spittin' Image" Six Gun Rigs
STOCK Daisy Cheyenne* Ricochet Sound Smoke Rifles
STOCK Daisy Air Rifles

DISPLAY the Daisy line prominently

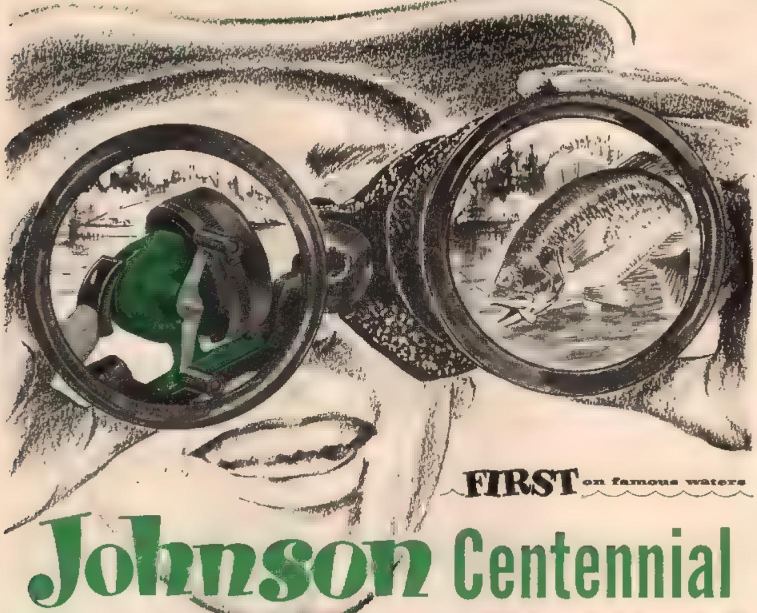
PROMOTE the Daisy line continuously; it pays off.

*cheyenne © 1960 Warner Bros Pictures, Inc

THE DAISY NAME HAS MAGIC

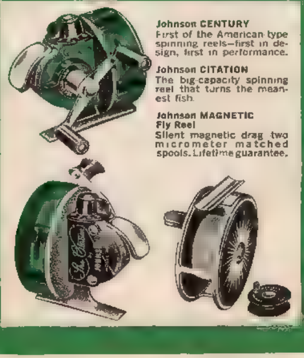
The sales magic of Daisy's name plus Dell Comics' influence means a pre-sold market! Write today for information on Daisy's 1960 Toys, Air Rifles . . . and the biggest Christmas National Advertising Program in 74 years! Address: Daisy Manufacturing Company, Rogers, Arkansas, U.S.A. (See at Fifth Avenue Building, N.Y.)

Closes the gap between Fisherman and Fish!



FIRST on famous waters

Johnson Centennial



Johnson CENTURY
First of the American-type spinning reels—first in design, first in performance.

Johnson CITATION
The big-capacity spinning reel that turns the meanest fish.

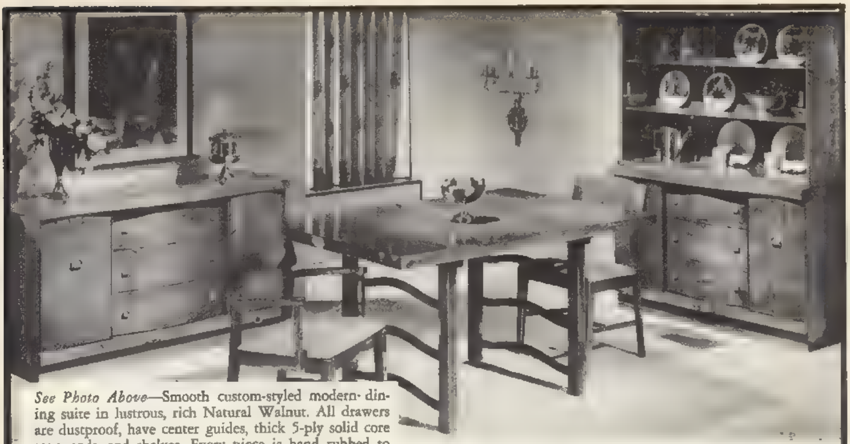
Johnson MAGNETIC Fly Reel
Silent magnetic drag two micrometer matched spools. Lifetime guarantee.

Sell more FEEL—more FUN!

Now, sell the *new* dimension in fishing . . . sell the reel that "closes the gap between fisherman and fish." *Combines* the spinning reel and the casting reel. The Johnson Centennial actually *is* a spinning reel on the cast . . . it is a bait-casting reel on the retrieve. Gives spinning ease, casting power. Add exclusive Duo-matic drag and you've got the *dream* reel—simple, powerful, sensitive to every move a fish can make. Sell it, you sell the best!

THE DENISON-JOHNSON CORPORATION
MANKATO 1, MINNESOTA

(For More Information Circle No. 24 on Page 229)



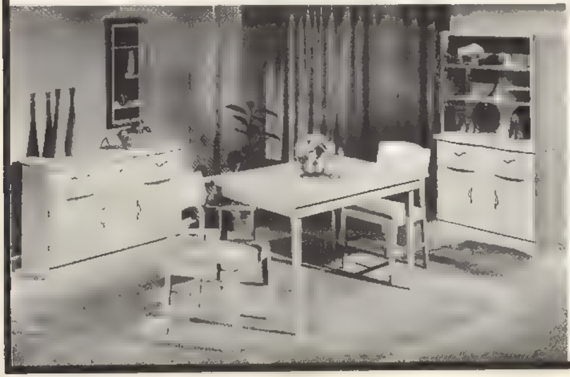
See Photo Above—Smooth custom-styled modern dining suite in lustrous, rich Natural Walnut. All drawers are dustproof, have center guides, thick 5-ply solid core tops, ends, and shelves. Every piece is hand rubbed to a high gloss.

Buffet, 3-drawer and doors, 56" x 19" x 32". Ship. Wt. 145 lbs.
4F682X7450 ....RETAIL **$152.00**
Set of 6 Chairs, 2 arm, 4 side. Ship. Wt. 110 lbs.
4F683X8250 ....RETAIL **$168.00**
Pedestal Table, 40" x 60". Ext. 96", 3 leaves Ship. Wt. 115 lbs.
4F684X7673 ....RETAIL **$155.00**
Pedestal Table, Plastic Top, 40" x 60". Extends to 96", 3 leaves. Wt. 115 lbs. Available in Walnut and Limed Oak only
4F685X9750 ....RETAIL **$197.00**
China, 50" x 17" x 66". Ship. Wt. 210 lbs.
4F686X10544 ....RETAIL **$213.00**
Leg Table, 40" x 60". Extends to 96", 3 leaves. Ship. Wt. 115 lbs.
4F687X6950 ....RETAIL **$143.00**
Leg Table, Plastic Top, 40" x 60". Extends to 96". 3 leaves. Ship. Wt. 115 lbs. (Available in Walnut or Limed Oak only.)
4F688X8950 ....RETAIL **$183.00**
Drop Leaf Table, 40" x 22" x 60". Extends to 96". 3 leaves. Ship. Wt. 115 lbs.
4F689X7277 ....RETAIL **$147.00**
Drop Leaf Table, Plastic Top, 40" x 22" x 60". Extends to 96", 3 leaves. Wt. 115 lbs. (Available in Walnut or Limed Oak only.)
4F690X9150 ....RETAIL **$186.00**
Also available in Limed Oak, Cordovan or Charcoal Mahogany

See Photo Below—Simple, modern styling makes this dining group unusually functional and attractive. Carefully selected, beautifully figured 5-ply solid core tops, fronts and ends. Full dustproof construction. Drawers are center guided. China has sliding plate glass panels and two grooved shelves for standing dishes. Case doors have magnetic catches. Delicately designed drawer pulls are of brass. Every piece has been hand rubbed to a glossy sheen. This suite will give you a lifetime of gracious dining service.

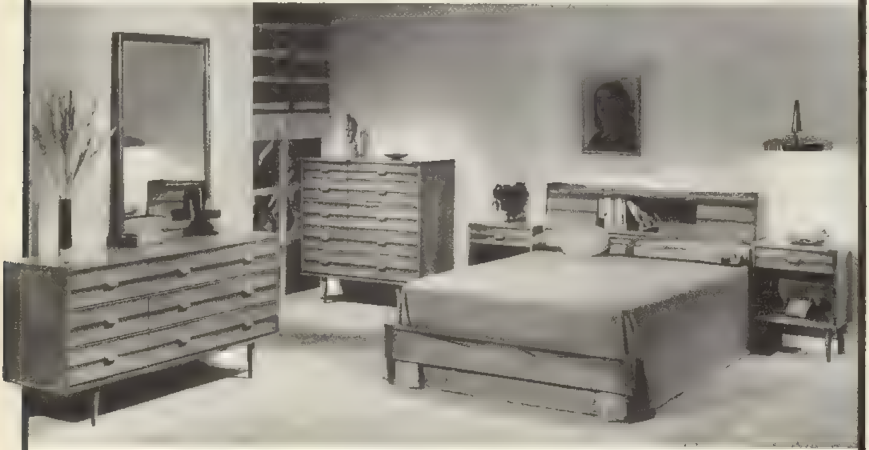
Available in luxurious Limed Oak
Buffet, 3-drawer and doors, 48" x 18" x 31". 100 lbs.
4F665X5665 ....RETAIL **$114.00**
Set of 6 Chairs, 2 arm, 4 side. 110 lbs.
4F666X8250 RETAIL **$168.00**
Leg Table 36" x 48". Extends to 60", 1 leaf. 85 lbs.
4F667X4485 RETAIL **$93.00**
Leg Table, Plastic Top, same as above. 85 lbs.
4F668X5875 ....RETAIL **$119 50**
Drop Leaf Table, Plastic Top, 40" x 22" x 60". Extends to 72" with 1 leaf 105 lbs
4F669X7850 RETAIL **$160.00**
Drop Leaf Table, Plastic Top, 40" x 22" x 60". Extends to 96" with 3 leaves. 115 lbs
4F670X9158 RETAIL **$185.50**
Pedestal Table, Plastic Top, 36" x 48". Extends to 60" with 1 leaf 90 lbs.
4F671X6633 ....RETAIL **$134.00**
China, 38" x 16" x 65". 145 lbs.
4F672X6950 RETAIL **$143.00**

Available in warm, rich walnut
China, 48" x 18" x 65" 200 lbs
4F673X9950 . RETAIL **$202.00**
Set of 6 Chairs, 2 arm, 4 side. 110 lbs.
4F674X8750 ....RETAIL **$168.00**
Pedestal Table, 36" x 48" Extends to 60", 1 leaf 90 lbs.
4F675X5346 ....RETAIL **$108 00**
Pedestal Table, Plastic Top, 36" x 48" Extends to 60", 1 leaf Wt. 90 lbs
4F676X6633 ....RETAIL **$134 00**
Drop Leaf Table, 40" x 22" x 60". Extends to 72", 1 leaf. Wt 105 lbs.
4F677X6287 ....RETAIL **$127.00**
Drop Leaf Table, 40" x 22" x 60". Extends to 96", 3 leaves. Wt. 115 lbs.
4F678X7277 ....RETAIL **$147.00**
Drop Leaf Table, Plastic Top, 40" x 22" x 60" Extends to 72". 1 leaf. 105 lbs.
4F679X7850 ....RETAIL **$160.00**
Drop Leaf Table, Plastic Top, 40" x 22" x 60" Extends to 96", 3 leaves. 115 lbs.
4F680X9150 RETAIL **$185.50**
Leg Table, Plastic Top, 36" x 48". Extends to 60", 1 leaf. 85 lbs
4F681X5850 RETAIL **$119 50**

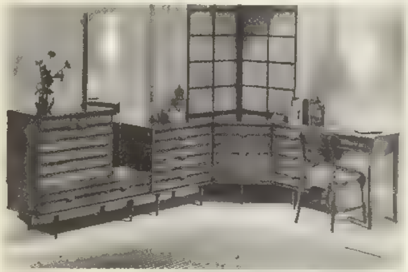


TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

Bedroom Suites by CALDWELL



It's a new classic . . this modern setting in striking, mellow Light Walnut offers a rich classic charm to modern living The warm hue of elegant Walnut now lends its soft, subtle richness to add new glamour to any bedroom Carefully matched and crafted, this grouping (see Photo above) *also features fully dust-proofed, center-guided drawers, recessed case backs for flush-to-wall setting, thick 5-ply tops, fronts and ends. Tilting plate mirrors. Oak interiors. Hand-rubbed. Quality wood bed rails.*



Triple Dresser 9-drawer 60"x18½"x30½", Mirror 40"x26"
4F691X7330 (Mirror Framed, Wt 195 lbs RETAIL **$148.00**

Triple Dresser 9-drawer, 60"x18½"x30½", Mirror 38"x28".
4F692X7330 (Mirror Beveled) Wt 195 lbs. RETAIL **$148.00**

Chest 5-drawer, 42"x18"x42½". Wt. 130 lbs.
4F693X5555 ....RETAIL **$112.00**

Bookcase Bed 4/6. Wt. 80 lbs.
4F694X3960 ....RETAIL **$ 80.00**

Bookcase Bed 3/3. Wt. 70 lbs.
4F695X3960 ....RETAIL **$ 80.00**

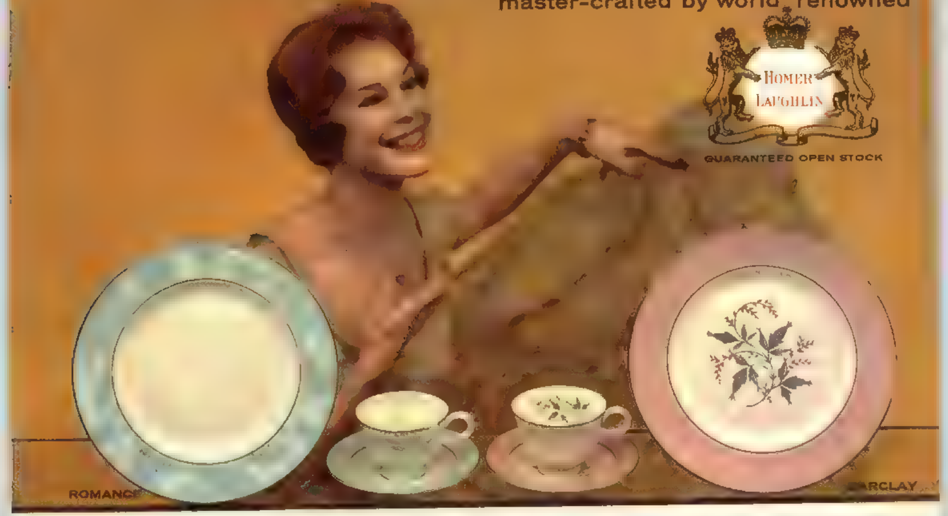
Night Stand 1-drawer, 20"x13"x26". Wt. 30 lbs.
4F696X2475 ....RETAIL **$ 50.00**

These functional groupings **(See photo at left)** *make more storage out of limited space than ever dreamed possible . . . and yet look so handsome doing it! In Light Walnut to match perfectly the bedroom group shown above.*

Vanity Base 2-drawer, 47"x18½"x16" Ship. Wt. 70 lbs.
4F697X3630 ....RETAIL **$73.00**
Utility Cabinet (doors) 30"x18½"x30" Ship. Wt. 75 lbs.
4F698X3630 ....RETAIL **$73.00**
Vanity Mirror Plate, 52"x16". (Beveled). Ship. Wt. 45 lbs.
4F699X1980 ....RETAIL **$40.00**
Utility Chest 3-drawer, 30"x18½"x30½". Ship. Wt. 75 lbs.
4F700X3630 ....RETAIL **$73.00**
Corner Chest 3-drawer, 34"x34"x30½". Ship. Wt. 75 lbs.
4F701X4263 ....RETAIL **$86.00**
Chair. Ship Wt. 15 lbs.
4F702X1795 ....RETAIL **$37.00**
Desk 4-drawer, 44"x18½"x30½". Ship. Wt. 80 lbs.
4F703X4475 ....RETAIL **$91.00**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

cavalier egg-shell **DINNERWARE** edged in priceless PLATINUM
master-crafted by world renowned



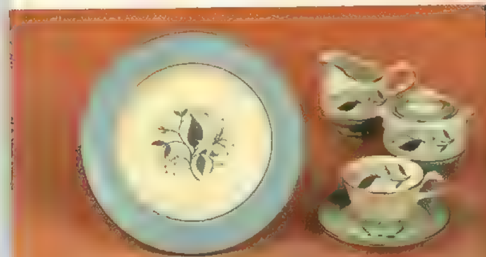
We proudly present 8 nationally acclaimed patterns by Homer Laughlin . . . world's largest manufacturer of fine semi porcelain dinnerware. Each lovely piece is TRIPLE SELECTED . . . GUARANTEED FOREVER against checking or crazing. Each piece is completely oven-proof . . . bake in them and serve right to your table. Choose from service for 6, 8 or 12 . . . all patterns available in the banquet compositions shown on the reverse of this page.

ROMANCE—So smart . . . so new. Dainty and delicate pastel leaves dotted with pink buds grace the full turquoise rim band. Here's real elegance with PLATINUM edging and stunning Cavalier shape.

1P184X1662	32 Pc Set, serves 6	Retail $24.95
1P185X2015	35 Pc Complete service for 6	Retail $30 25
1P186X3162	53 Pc Complete service for 8	Retail $47 50
1P187X5510	93 Pc Complete service for 12	Retail $82 75

BARCLAY—Delightfully refreshing. You'll adore the everlasting beauty of the bud pink band framed with PLATINUM edge lines on Cavalier shape. Center has pretty pink flowers with stylized grey leaves and stems.

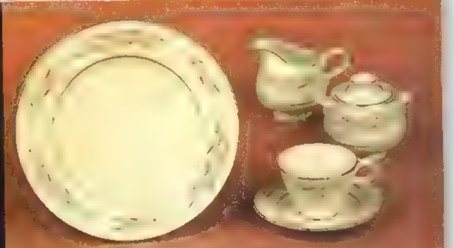
1P188X1662	32 Pc Set serves 6	Retail $24 95
1P189X2015	35 Pc Complete service for 6	Retail $30.25
1P190X3162	53 Pc Complete service for 8	Retail $47 50
1P191X5510	93 Pc Complete service for 12	Retail $82 75



SPRING SONG

SPRING SONG—Softly delicate . . . elegantly sophisticated. A perfect blend of turquoise and grey with that just right touch of scarlet. The choice of America's most discriminating hostesses. PLATINUM rim, of course. Cavalier shape

1F719X1662	32 Pc Set, serves 6	Retail $24.95
1F720X2015	35 Pc Complete service for 6	Retail $30 25
1F721X3162	53 Pc Complete service for 8	Retail $47 50
1F722X5510	93 Pc Complete service for 12	Retail $82 75

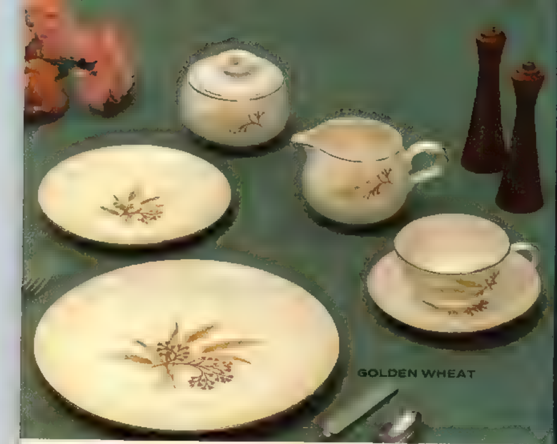


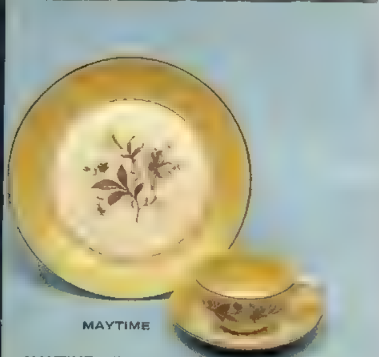
SOMERSET

SOMERSET—A most enticing decoration. Delightfully simple with its border of sun-drenched, ripened wheat . . . and pale blue field flowers. Graceful Cavalier shape is trimmed with priceless PLATINUM

1F723X1538	32 Pc Set, serves 6	Retail $23.25
1F724X1874	35 Pc Complete service for 6	Retail $28 25
1F725X2966	53 Pc Complete service for 8	Retail $44 50
1F726X5141	93 Pc Complete service for 12	Retail $77 25

See other side for set composition.





HOMER LAUGHLIN

semi-porcelain dinnerware

lavishly designed in
22K GOLD
AND PLATINUM

GOLDEN WHEAT—Everyone will always love this ever popular pattern with warm and friendly tones of yellow tan and sepia embellished with rich 22K GOLD edge lines. *Rhythm* coupe shape is both graceful and modern

1P196X1397	32 Pc Set serves 6	Retail $20.95
1P197X1662	35 Pc Set serves 6	Retail $24.95
1P198X2651	53 Pc Set, serves 8	Retail $39.79
1P199X4629	93 Pc Set, serves 12	Retail $69.50

CAPRI—You'll adore the appealing center with feathery charcoal lines tipped with pink . . . modern coupe shape ENRICHED with PLATINUM edge lines. For breakfasts . . for banquets . . . you'll always be proud of the table you set.

1P192X1397	32 Pc Set, serves 6	. . Retail $20.95
1P193X1662	35 Pc Set serves 6	Retail $24.95
1P194X2651	53 Pc Set, serves 8	Retail $39.79
1P195X4629	93 Pc Set, serves 12	Retail $69.50

MAYTIME—Wide sunny yellow band sets off soft white and yellow blossoms and stylized tan leaves. PLATINUM edged *Rhythm* coupe shape.

1F731X1538	32 Pc Set serves 6	Retail $23.25
1F732X1874	35 Pc Set, serves 6	Retail $28.25
1F733X2966	53 Pc Set serves 8 . . .	Retail $44.50
1F734X5141	93 Pc Set, serves 12 . .	Retail $77.25

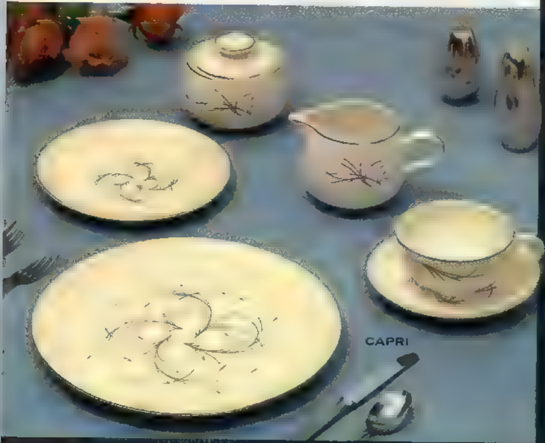
COMPOSITION OF SETS

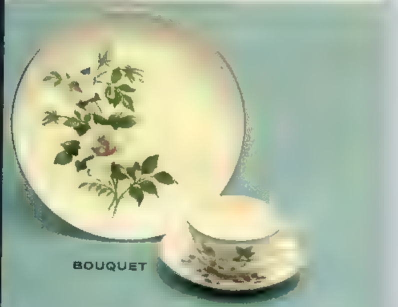
32 pc Set Service for Six Shpg Wt 2[illegible] lbs
Six each Tea Cups Tea Saucers Bread and Butter plates 6" **Large** Dinner Plates 10", and Sauce Dishes
One each Platter 11½" Round Open Vegetable Dish

35 pc Set COMPLETE Service for Six Shpg. Wt 25 lbs
Same as 32 pc Set above **PLUS** Covered Sugar Bowl (2 pcs.) and **Creamer**

53-pc. Set Service for Eight—Shpg Wt. 38 lbs
Eight each—Tea Cups, Tea Saucers, Bread and Butter Plate 6", **Large** Dinner Plates 10", Soup Plates, and Sauce Dishes.
One each Large Platter 13½" Round Open Vegetable Dish Covered Sugar Bowl (2 pcs) and Creamer

93-pc Set Service for Twelve Shpg Wt. 73 lbs.
Twelve each Tea Cups Tea Saucers, Bread and Butter Plates 6", Pie or Salad Plates 7", **Large** Dinner Plates 10" Soup Plates, and Sauce Dishes
One each Platter 1[illegible]" **Extra Large** Platter 15½" Gravy Boat Gravy Boat Stand, Covered Sugar Bowl (2 pcs) and Creamer
Two each—Round Open Vegetable Dishes





BOUQUET—A best seller in fine stores throughout the country White roses with pink centers and fresh green leaves trim both plate centers and cup sides. Lavishly trimmed with PLATINUM edge lines.

1F727X1397	32 Pc Set, serves 6 . . .	Retail $20.95
1F728X1662	35 Pc Set serves 6	Retail $24.95
1F729X2651	53 Pc Set serves 8 .	Retail $39.79
1F730X4629	93 Pc Set serves 12 .	Retail $69.50

GUARANTEED OPEN STOCK • GUARANTEED FOREVER AGAINST CHECKING OR CRAZING • GUARANTEED PACKING ASSURES SAFE ARRIVAL

TEXAS·WARE

fine melmac® dinnerware

Guaranteed
TWO FULL YEARS
Against Breaking,
Cracking or Chipping in Normal
Use.

The finest melamine dinnerware available
. . . beautiful patterns on beautiful shapes to ensure lovely table settings, combined with such sturdy durability that TEXAS WARE is guaranteed against breakage. It's safe even in the hands of children and so easy to care for . . . it cleans with the swish of a cloth, with never a worry about chipped edges or broken handles. *Perfectly safe in scalding water or your dishwasher.*

Coronado

53 piece Special Service for 8. . . . only $29.95

Lovely rainbow in turquoise, pink, yellow and white . . graceful coupe shape . . full service for eight. Sets a beautiful table for any occasion and *Now* at this new low, low price . . . TEXAS WARE's most economical set. See page at left for set composition and weight

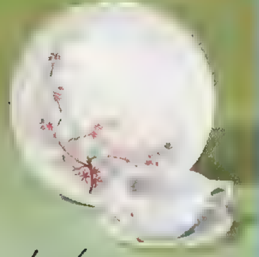
1P728X1997 53 pc. Service for Eight, Rainbow . . . . Retail **$29.95**

Four fresh new florals on translucent white . . . more decorated pieces than ever in a popular priced set. All plates, bread and butters, saucers and medium platter decorated . . . other pieces in matching solid color.

Forsythia

. . . combines the sunny warmth of yellow blossoms with the softness of sandalwood branches.

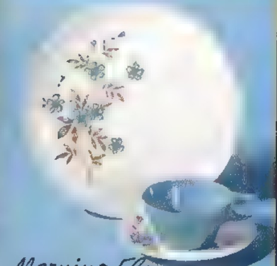
1P729X2663 53-pc. Service for Eight. . Ret. **$39.95**
1P730X3997 79-pc. Service for Twelve. Ret. **$59.95**



Larkspur

. . . only hidden meadows yield the beauty of this wild dusky pink flower. Gray foliage and brown branches.

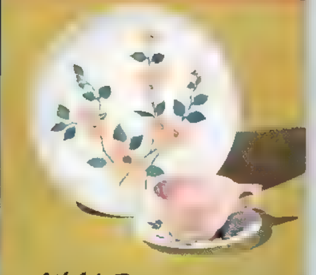
1P735X2663 53-pc. Service for Eight. . . . . Retail **$39.95**
1P736X3997 79 pc. Service for Twelve. . . . . Retail **$59.95**



Morning Flair

. . . captures the dewy freshness of early morn with new turquoise petals and sandalwood leaves.

1P731X2663 53 pc. Service for Eight . . . . Retail **$39.95**
1P732X3997 79-pc. Service for Twelve . . . . Retail **$59.95**



Wild Rose

. . . airy woodland flowers in fragrant pink, blooming delicately amid leaves of green.

1P733X2663 53-pc. Service for Eight. . . . . Retail **$39.95**
1P734X3997 79-pc. Service for Twelve. . . . . Retail **$59.95**

See reverse side of page for set compositions and weights.

TEXAS·WARE

fine melmac® dinnerware

Guaranteed
All TEXAS WARE is guaranteed for two full years against breaking, cracking or chipping in normal use.

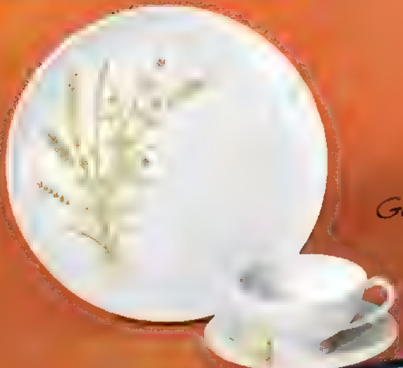
Lovely patterns styled for gracious dining. TEXAS WARE is molded of melamine for greatest resistance to breaking, cracking or chipping, for safety in boiling water or electric dishwasher. Beautiful decorations are molded in, will never fade or wear away. Choose any pattern and know you have the best in elegance and quality.

Set Composition

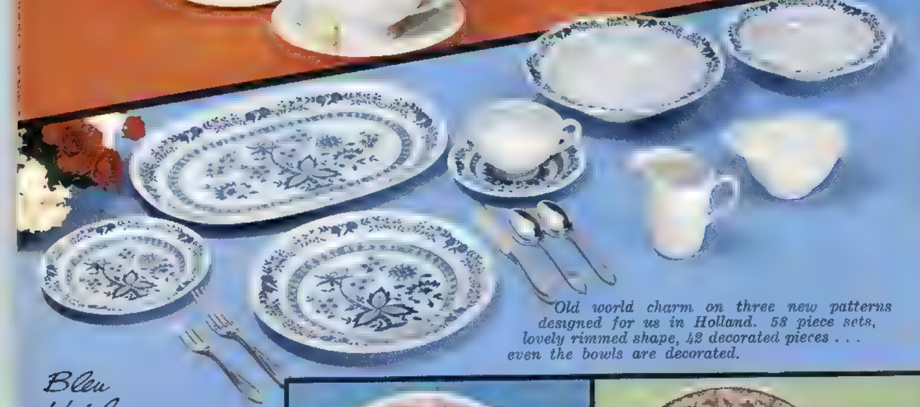
45 Piece Service for Eight: 8 each dinner plates, salad plates, cups, saucers soup bowls 1 each platter, serving bowl, creamer, sugar and lid Wt. 15 lbs.

53 Piece Service for Eight: Same as above except eight dessert bowls are added. Wt 36 lbs.

79 Piece Service for Twelve: 12 ea dinner plates, bread and butter plates, cups, saucers, soup bowls, dessert bowls; 2 each platters, serving bowls, 1 each creamer, sugar, sugar bowl lid. Wt. 22 lbs.

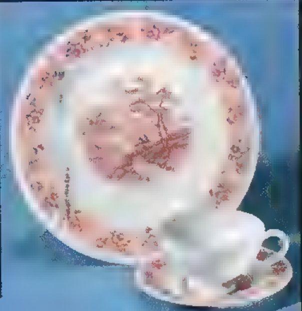


Gold Wheat . classic gold on glistening translucent white. Lovely for dining by candlelight . durable enough for years of day in, day out family use. Dinners, salads, saucers, platter decorated, cups and bowls in lustrous white
1P737X3330 45-pc Service for Eight. . ..... .Retail **$49.95**

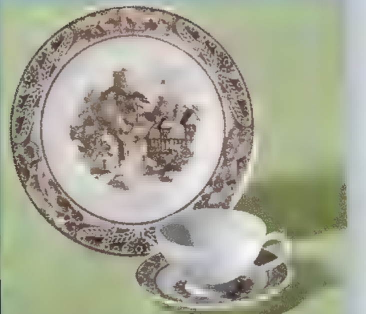


Old world charm on three new patterns designed for us in Holland. 58 piece sets, lovely rimmed shape, 42 decorated pieces . . . even the bowls are decorated.

Bleu Heirloom
. . . a faithful reproduction of the ever-popular "onion" pattern. It will become a prized family possession.
1P738X3330 53-pc. Service for Eight ....Retail **$49.95**



Rose Pompadour . . . a lovely scene in delicate shades of rose and pink adapted from an 18th Century Sevres design.
1P739X3330 53-pc. Service for Eight..........Retail **$49.95**



Countryside Idyll
a traditional Staffordshire pattern in rich brown with a different village scene on each size plate
1P740X3330 53-pc. Service for 8 . Retail **$49.95**

JEWEL TONES

EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT

AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED-IN PATTERNS. SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set. Shipping weight 6 lbs Set consists of 4 each 10-in Plates 6-in Plates, Cups Saucers
45 Piece Set. Shipping weight 14 lbs Set consists of 8 each 10-in Plates 6-in Plates Cups Saucers, and Cereal Bowls A [illegible] each 14-in Platter Creamer Covered Sugar Bowl and Veg Serving Dish

OPEN STOCK ON ALL SETS

Minimum order $10.00 at retail value. Allow 10 days for shipping Pay postage from Ohio M-E Stain Remover Cleaner available for all Melamine dinnerware. Sold at end of open stock solid-color listings

BEVERLY OPEN STOCK DECORATED

Available in choice of four patterns Exotic Rose Golden Garland Hampton and Blue Spray SPECIFY PATTERN

Stock No	Description	Wt. Ea	Retail
4F59X167	10-in Dinner Plate	9 oz	$2.50
4F60X93	6-in B & B	[illegible] oz	1 40
4F61X383	14-in Platter	12 oz	5.75
4F62X383	Cream & Sugar	10 oz	5 75

BEVERLY OPEN STOCK SOLID COLORS

Turquoise, pink white or yellow SPECIFY COLOR

Stock No.	Description	Wt Ea	Retail
4F63X100	10-in Dinner Plate	8 oz	$1 50
4F64X73	7-in Salad Plate	4 oz	1.10
4F65X60	6-in B & B	4	.90
4F66X83	Saucer	4	.80
4F67X60	[illegible]	[illegible]	.90
4F68X83	20-oz Soup Dish	[illegible]	1.25
4F69X73	[illegible] Cereal Bowl	4	1.10
4F70X53	[illegible]	2	.80
4F71X150	Open Veg Dish	7	2 25
4F72X183	Divided Veg Dish	[illegible]	2 75
4F73X217	14-in Platter	12	3.25
4F74X264	Cream & Sugar	10	3.95
4F75X80	M-E Cleaner	1	1 20

CHILD'S SET

JEWEL TONES . . . of soft lustrous decorator colors . . . beautiful, economical and break-resistant. Available in solid color sets of turquoise, pink, or rainbow assortment of equal pieces of pink turquoise, yellow and white.

2N303X730	16-pc	Rainbow	Retail $10.95
2P132X1663	45-pc.	Turquoise	Retail $24 95
2P133X1663	45-pc.	Pink	Retail 24.95
2P134X1663	45-pc.	Rainbow	Retail 24.95

EXOTIC ROSE . . . an attractive soft pink rose and gray pattern. Dinner plates, bread and butter plates, and platter decorated Saucers, creamer and sugar bowl white, other pieces pink.

2N304X1063	16-pc Set	Retail $15 95
2P135X1997	45-pc Set	Retail 29 95

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and turquoise flowers. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white, other pieces yellow

2N305X1063	16 pc Set	Retail $15.95
2P136X1997	45 pc Set	Retail 29 95

HAMPTON . . . combines new styling with traditional charm in pink and charcoal Dinner plates, bread and butter plates and platter decorated Saucers, creamer and sugar bowl white Other pieces pink

2N306X1063	16-pc Set	Retail $15.95
2P137X1997	45-pc Set	Retail 29 95

BLUE SPRAY . . . carries the charm of summer to the table with turquoise flowers on translucent Melamine Dinner plates, bread and butter plates and platter decorated Saucers, creamer and sugar bowl white, other pieces turquoise

2N307X1063	16-pc Set	Retail $15 95
2P138X1997	45 pc Set	Retail 29 95

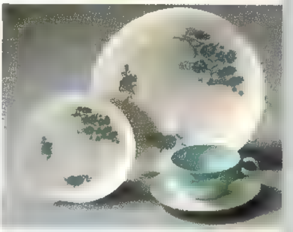
DECORATED CHILD'S SET

Mug has easy to-grasp handle· ample capacity Bowl perfect for soup, cereal or strained foods Deep rim on plate makes self feeding a joy.
Colors: Pink or Yellow. Wt. 1½ lbs.

2N308X263 Spec[illegible] Retail $3 95

GOLDEN GARLAND

HAMPTON



BLUE SPRAY

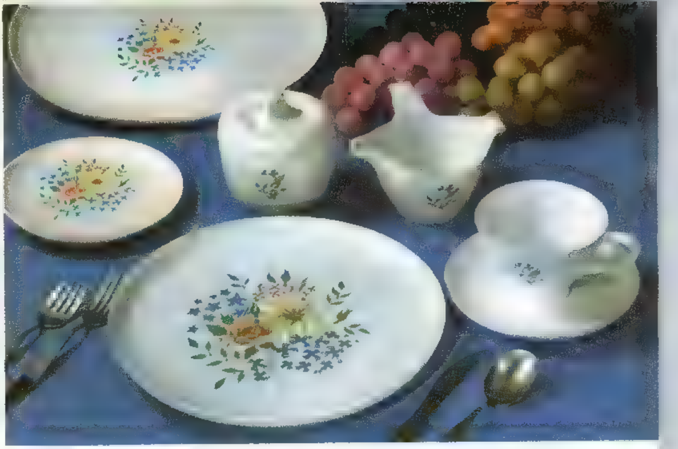
GUARANTEED TWO YEARS against cracking, breaking, or chipping in normal use.

Florence
by
PROLON

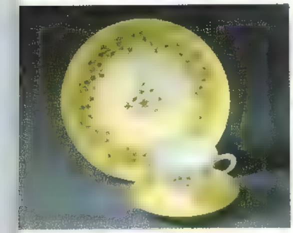
America's Finest Quality
27 Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

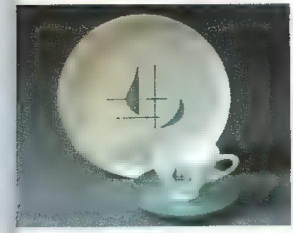
Beautiful, deep coupe styling with a [illegible] the table [illegible] Melamine [illegible] supreme [illegible] Florence [illegible] fine [illegible] you [illegible] in Melamine [illegible] Wash [illegible] or washer [illegible]



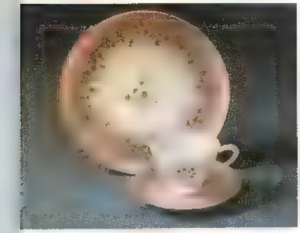
ROYAL GARDEN



PRINCESS



REGATTA



DUCHESS

ROYAL GARDEN . . a [illegible] and gay floral [illegible] rose, blue, yellow and olive green. Dinner plates, cups, bread & butter plates, platter, cream and sugar decorated on [illegible] white [illegible] pieces [illegible]

2N310X1330 16-pc Set Retail $19 95
2P142X3330 45-pc Set Retail 49 95

PRINCESS . . . [illegible] golden leaf [illegible] yellow with white center. Dinner plates and bread & butter plates decorated [illegible] yellow [illegible] cups [illegible] creamer and sugar bowl decorated on [illegible] white. Bowls white [illegible] vegetable serving dish yellow.

2N311X1330 [illegible] Set Retail $19 95
2P143X3330 45-pc Set Retail 49 95

REGATTA . . . [illegible] breeze [illegible] modern in its symbol [illegible] Dinner [illegible] bread & butter plate [illegible] platter, creamer and sugar bowl decorated on [illegible] white [illegible]

2N312X1330 16-pc Set Retail $19 95
2P144X3330 45-pc Set Retail 49 95

DUCHESS . . a rhythmic gold pattern of classic elegance on Regal Rose with white [illegible] Regal Rose [illegible] platter [illegible] creamer and sugar [illegible] decorated [illegible] white. Bowls white, saucers and vegetable serving dish Regal Rose.

2N313X1330 16-pc Set Retail $19 95
2P145X3330 45-pc Set Retail 49.95

JEWEL TONES [illegible] with harmonic beauty [illegible] assortment of equal pieces of Regal Rose, Turquoise, Bone White and Primrose Yellow.

16-pc Dinner Set

2N309X997 Rainbow . . Retail $14 95

45-pc. Dinner Set

2P139X2663 Turquoise Retail $39 95
2P140X2663 Regal Rose Retail 39 95
2P141X2663 Rainbow Retail 39 95

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc Set [illegible]

45-pc Set [illegible]

OPEN STOCK ON ALL SETS

Minimum order $[illegible] at Retail. Allow [illegible] days for shipping [illegible]

OPEN STOCK DECORATED PIECES

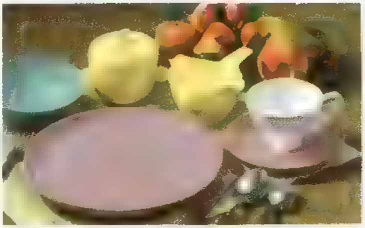
[illegible] 4 patterns, Royal Garden, Princess, Regatta, and [illegible] SPECIFY PATTERN

Stock No.	Description	Wt ea	Retail
4F76X217	[illegible] Plate		$3 25
4F77X123	6-in. Bread & Butter		1 85
4F78X123	[illegible]		1.85
4F79X417	[illegible]		6 25
4F80X397	[illegible]		5.95

FLORENCE SOLID COLORS

[illegible] in four solid colors Turquoise, Bone White, Primrose Yellow and Regal Rose SPECIFY COLOR

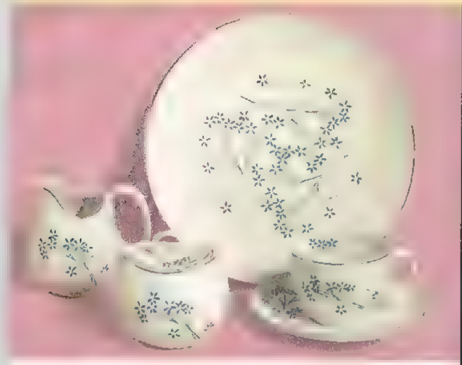
Stock No.	Description	Wt ea.	Retail
4F81X150	[illegible] Dinner Plate	[illegible] oz	$2 25
4F82X100	[illegible]		1 50
4F83X80	[illegible]		1 20
4F84X90	[illegible]		1 35
4F85X73	Saucer	4 oz	1 10
4F86X90	14-oz Soup Cereal Bowl	4 oz	1 35
4F87X73	[illegible] bowl	3 oz	1 10
4F88X250	[illegible] in. Oval Platter	[illegible] oz	3.75
4F89X317	14-in. Oval Platter	[illegible] lb.	4.75
4F90X250	Open Vegetable Dish	10 oz.	3.75
4F91X300	[illegible]		4 50
4F92X330	Cream & Sugar Set	14 oz	4 95
4F93X397	11-in. Salad Serv. Bowl	2½ lb	5 95



JEWEL TONES

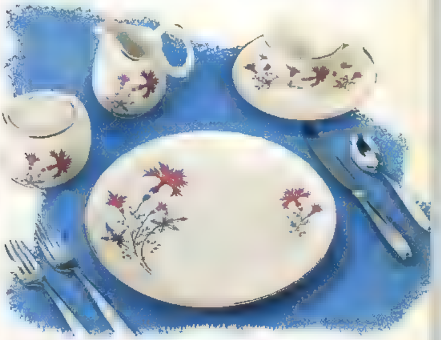
Modern Beauty by ROYAL

Contemporary shapes blended with deft touches of color
quality semi-vitreous ware



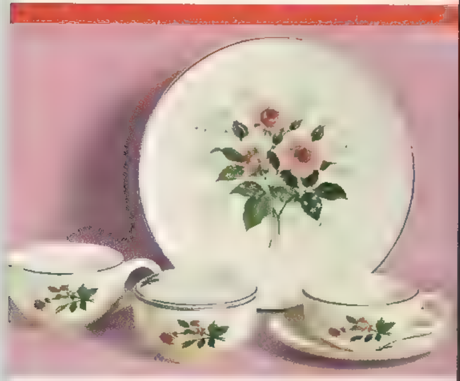
SORRENTO—A Royal example of the richness of restraint .. flower freshness and simple elegance feature this colorful platinum edged dinnerware. Shape and decoration harmonize beautifully

1F357X1192	32 Pc. Set, serves 6	Retail $18.65
1F358X2122	53 Pc. Set, serves 8	Retail $33.25
1F359X3666	93 Pc. Set, serves 12	Retail $57.35



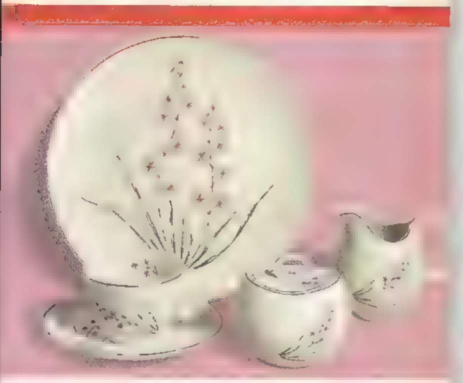
FESTIVE—A smart magenta floret sparked by delicate blue buds and flattered by soft gray leaves on a Royal shape that bespeaks modern cleanness.

1F360X1192	32 Pc. Set, serves 6	Retail $18.65
1F361X2122	53 Pc. Set, serves 8	Retail $33.25
1F362X3666	93 Pc. Set, serves 12	Retail $57.35



QUEEN'S ROSE—A delicate pink rose bouquet blended with Baby's Breath on a white background with a rich platinum edge. Here is a set that harmonizes in many surroundings and makes a lovely table.

1F363X1192	32 Pc. Set, serves 6	Retail $18.65
1F364X2059	53 Pc. Set, serves 8	Retail $32.20
1F365X3594	93 Pc. Set, serves 12	Retail $56.25



EXOTIC A modern floral motif with the clean freshness of simple beauty, flawlessly produced Pattern and form are a lovely entity in this adaptable Royal masterpiece.

1F366X1192	32 Pc. Set, serves 6	Retail $18.65
1F367X2122	53 Pc. Set, serves 8	Retail $33.25
1F368X3666	93 Pc. Set, serves 12	Retail $57.35

32-PC. SET—SERVICE FOR SIX Ship. Wt. 21 lbs.

6 Cups
6 Saucers
6 Fruit Dishes
6 Dinner Plates
6 Bread & Butter Plates
1 Medium Vegetable Dish
1 Meat Platter 11½"

53-PC. SET—SERVICE FOR EIGHT Ship. Wt. 36 lbs.

8 Cups
8 Saucers
8 Fruit Dishes
8 Bread & Butter Plates
8 Lug Soup Dishes
8 Dinner Plates
1 Medium Vegetable Dish
1 Meat Platter 13"
1 Covered Sugar
1 Creamer

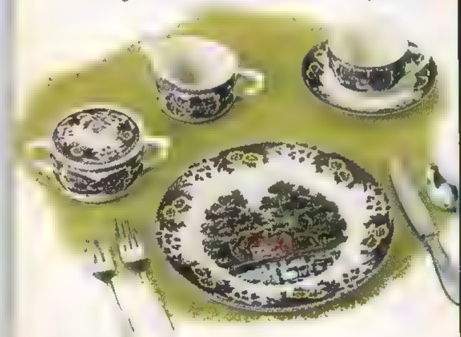
93-PC. SET—SERVICE FOR TWELVE Ship. Wt. 67 lbs.

12 Cups
12 Saucers
12 Fruit Dishes
12 Bread & Butter Plates
12 Salad Plates
12 Dinner Plates
12 Lug Soup Dishes
1 Medium Veg. Dish
1 Deep Veg. Dish
1 Meat Platter 11½"
1 Oval Platter 13"
1 Gravy Boat
1 Boat Tray
1 Covered Sugar
1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

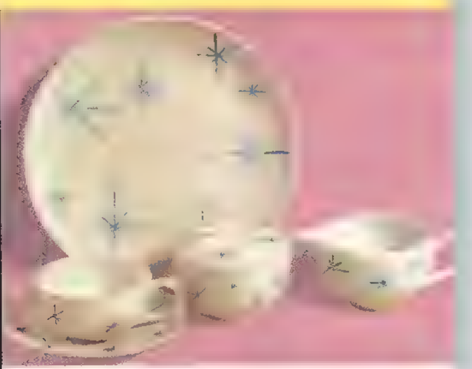
ROYAL *Offers Everyday Elegance*

by America's Finest Craftsmen



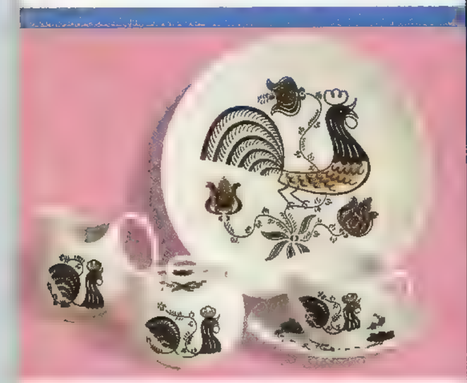
FAIR OAKS—A warm remembrance of a well loved period, this authentic 19th century decoration will be cherished wherever tradition is revered

1F369X1133	32 Pc. Set, serves 6	Retail $17.95
1F370X2030	53 Pc. Set, serves 8	Retail $31.95
1F371X3470	93 Pc. Set, serves 12	Retail $54.95



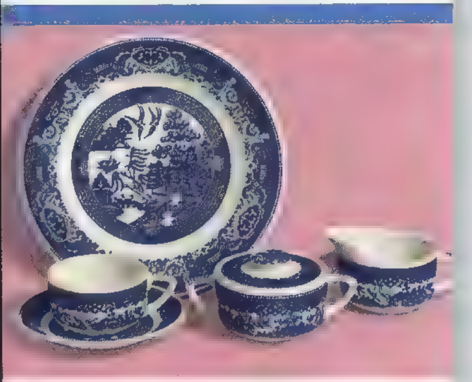
CELESTE—New and different and truly exciting Terraza background with sprightly Turquoise decorating accents. This is truly sensational for casual living.

1F372X1003	32 Pc. Set, serves 6	Retail $15.75
1P140X1712	53 Pc. Set, serves 8	Retail $26.75
1F373X2954	93 Pc. Set, serves 12	Retail $46.15



GOOD MORNING—Cheerfully vigorous and warmly inviting . . . this Royal Special reflects the perfect blend of informal charm, gay style and color for the smartest settings. This should be yours.

1P141X1053	32 Pc. Set, serves 6	Retail $16.45
1P142X1883	53 Pc. Set, serves 8	Retail $29.45
1F374X3235	93 Pc. Set, serves 12	Retail $50.55



BLUE WILLOW—Who does not have warmly fond memories of this ageless Chinese pattern which has served in cottages and mansions for generations. Here it is now on a modern Royal shape.

1F375X1003	32 Pc. Set, serves 6	Retail $15.75
1F376X1757	53 Pc. Set, serves 8	Retail $27.45
1F377X3024	93 Pc. Set, serves 12	Retail $47.25

32-PC. SET—SERVICE FOR SIX Ship. Wt. 21 lbs.

- 6 Cups
- 6 Saucers
- 6 Fruit Dishes
- 6 Dinner Plates
- 6 Bread & Butter Plates
- 1 Medium Vegetable Dish
- 1 Meat Platter 11½"

53-PC. SET—SERVICE FOR EIGHT Ship. Wt. 36 lbs.

- 8 Cups
- 8 Saucers
- 8 Fruit Dishes
- 8 Bread & Butter Plates
- 8 Lug Soup Dishes
- 8 Dinner Plates
- 1 Medium Vegetable Dish
- 1 Meat Platter 13"
- 1 Covered Sugar
- 1 Creamer

93-PC. SET—SERVICE FOR TWELVE Ship. Wt. 67 lbs.

- 12 Cups
- 12 Saucers
- 12 Fruit Dishes
- 12 Bread & Butter Plates
- 12 Salad Plates
- 12 Dinner Plates
- 12 Lug Soup Dishes
- 1 Medium Veg. Dish
- 1 Deep Veg. Dish
- 1 Meat Platter 11½"
- 1 Oval Platter 13"
- 1 Gravy Boat
- 1 Boat Tray
- 1 Covered Sugar
- 1 Creamer

IMPORTANT NOTICE: All Compositions Include Full Size Dinner Plates. Allow two weeks for Delivery from factory in Sebring, Ohio.

New

this Christmas

3-Story Playhouse

only **4.88**

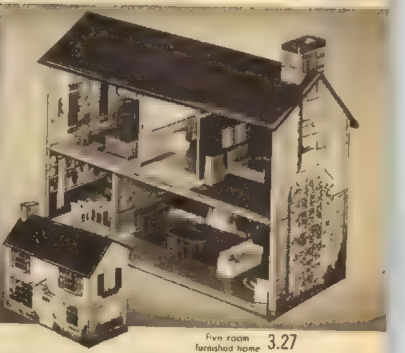
- ✱ **New Fun!** Big 52-in. high, largest play area ever!
- ✱ **New Features!** 3 rooms beautifully furnished!
- ✱ **New Savings!** Elsewhere $5.98, save over $1.00

Brownstone home . . . a brand new idea in playhouses! 3 stories high, it's an exact replica of a townhouse—and completely furnished too.

Sturdy fiberboard construction, tastefully furnished with chipboard pieces. Ground level's a kitchen with built-in appliances plus table chairs and cabinet. Second floor's a bedroom with holly wood bed, chest, vanity; top level's a living room with a 6-pc. set of furniture. Easy to assemble 24x12x52-in. high.
R36 J 5960. Mailable. (11 lbs.) 4.88

happy House hunting!

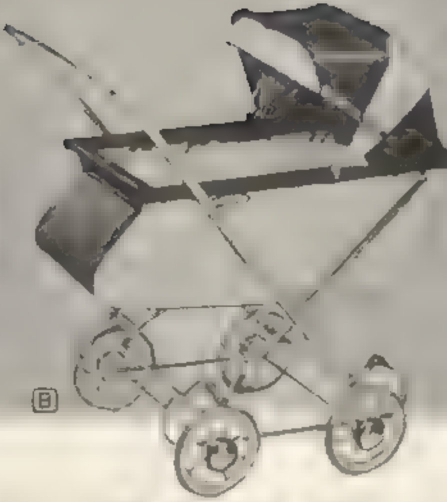
Split level furnished home with pool 8.66



Five room furnished home 3.27

SPLIT LEVEL HOME, so smart and modern, so luxurious too even has a patio and swimming pool! Sturdy heavy-gauge metal construction. Five rooms, fully furnished downstairs is a living-dining area with an 11-pc set of furniture 14-pc. kitchen, 4 pc laundry room incl washer dryer and mangle! Upstairs is a 5 pc. bedroom and a complete bathroom. The lovely patio has a 5 pc set of lounging furniture, the 10x11 in. pool has diving board ladder 2 ducks, a sail boat and a life preserver. Also included are 2 plastic figures of a boy and a girl.
R36 J 5965. 30x16x14 in high. Mailable (11 lbs.) 8.66

COLONIAL 2-STORY HOME -a terrific value! This beautiful doll house has five rooms, completely decorated and furnished. A wonderful gift for any little girl and it costs so very little. Sturdy steel construction with safety turned edges, Colonial designed exterior is authentically lithographed. Included are five sets of tastefully styled furniture -even a combination TV and hi fi! There's a living room with an 8 pc set of furniture a 6-pc. kitchen, a 4 pc bedroom a 3 pc bathroom and a 3 pc nursery. It's easy to assemble; instructions included. 20x9x16-in high.
R36 J 5963 Mailable. Shipping weight 6 lbs 3.27



Playtime's CARRIAGES FOR DOLLY'S STROLL

(C) 22" FOLDING DOLL CARRIAGE—A colorful carriage to please proud little mothers from 3 to 7 years. Tough, washable 22¼" x 10" white and blue body with 3-bow hood and sun visor. Chrome tubular handle 26" high. 5" wheels with ⅜" tires. Note this low, low price!

10-1372-397 5 lbs.... Retail **$5.95**

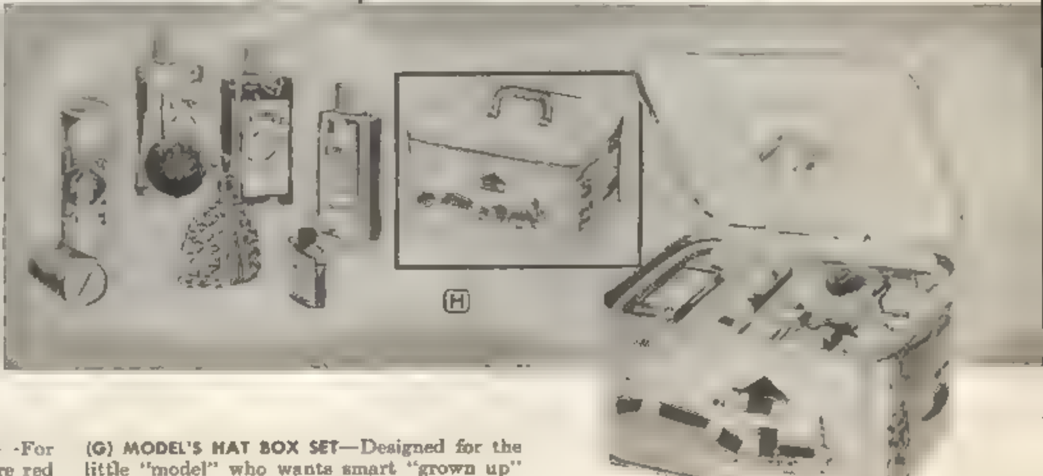
(B) 24" FOLDING DOLL CARRIAGE—Will please particular little "mothers" from 3 to 9 years. Durable, washable fabric body (24" x 11") is blue and white with full draft rail, 4-bow hood, sun visor. 29" high chrome handle, "Dutchess" undergear. 6" wheels with ½" white tires.

10-1371-663 10 lbs Retail **$9.95**

(A) 28" DELUXE FOLDING DOLL CARRIAGE—A "real" baby carriage for "moms" 5 to 12 years. Washable 28½" x 13" body in white and gray with full padded rail, 4-bow hood sun visor. Chrome handle 31" high, "Dutchess" undergear, brake, chrome fenders. 7 [illegible]" whls., ¾" tires.

10-1370-997 13 lbs Retail **$14.95**

Playtime



(E) PYRAMID KIDDY LUGGAGE ENSEMBLE—For carrying toys or dolly's clothes. Both are red plaid with white 2-toning, plastic binding, snap latches, bright star lining. Durable plastic handles. 9" hat box fits into matching 12" case. for storage.

10-1980-270 3 lbs .... Retail **$4.50**

(F) DEBUTANTE MATCHED SET—For the youngster ready to see the world in style. Large 15" weekend case in blue plastic has quilted rayon lining, full shirred pocket in lid. Train case has plastic cosmetic tray and large mirror. Re-enforced with binding stitched through wood frames, white piping, plastic handles, nickeled locks.

10-1820-770 6 lbs... Retail **$12.50**

(G) MODEL'S HAT BOX SET—Designed for the little "model" who wants smart "grown up" luggage. Matching 11" hat box and 12" wood frame vanity have protective bindings, snap catches, plastic white handles. Washable plastic covering resembles natural rawhide

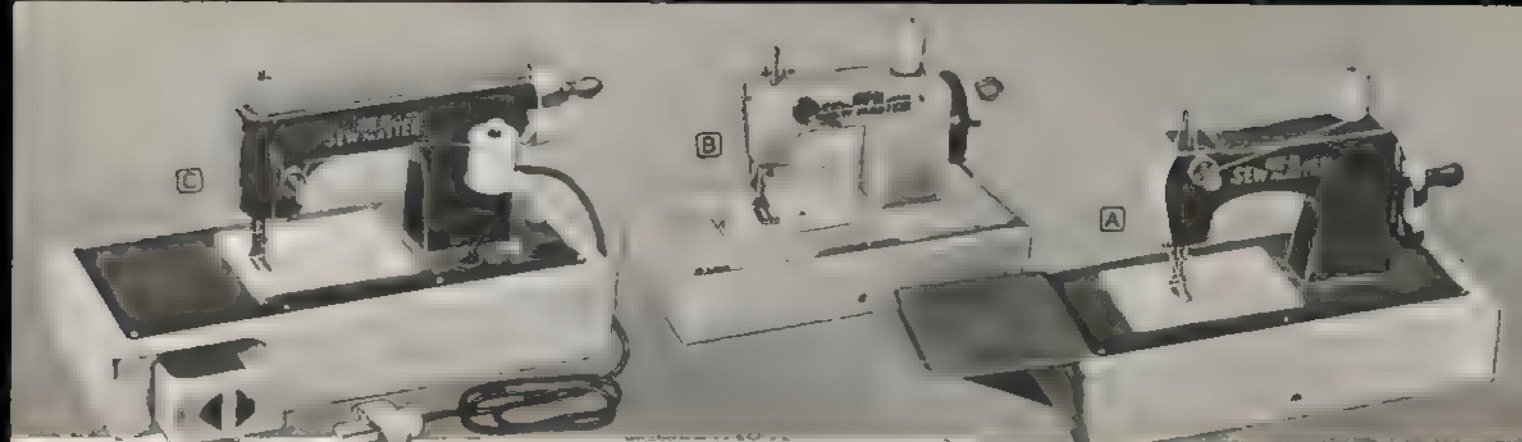
10-2135-470 5 lbs .... Retail **$7.50**

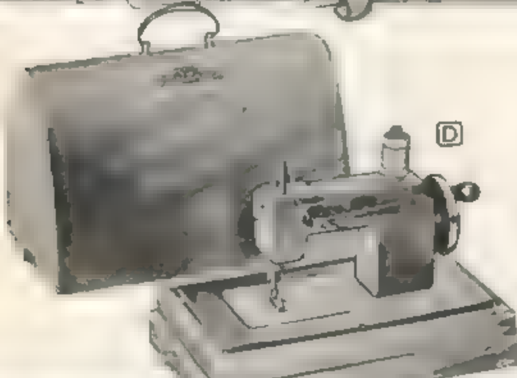
(H) FITTED TRAIN CASE—A veritable treasure chest for Junior Miss. Case of white washable calf grain vinyl has "Zip-Around" lid with handle, lift-out cosmetic tray filled with highest quality cosmetics. Includes: bubble bath, shampoo, cologne, atomizer, toilet water, talcum and sachet powder. See-thru cover. 10" x 7" x 5½" high.

10-2136-397 2½ lbs Retail **$6.00**

(D) PLAYTIME DELUXE FOLDING DOLL STROLLER—The younger set will love taking dolly along on shopping trips in this classy stroller. Roomy body with 10½" x 10" seat of blue and printed white washable, durable fabric. Has matching detachable fringed canopy and large removable shopping bag. Chrome tubular handle 28½" high. 6" wheels with ½" white tires. For girls 3 to 9 years.

10-1580-397 6 lbs Retail **$5.95**





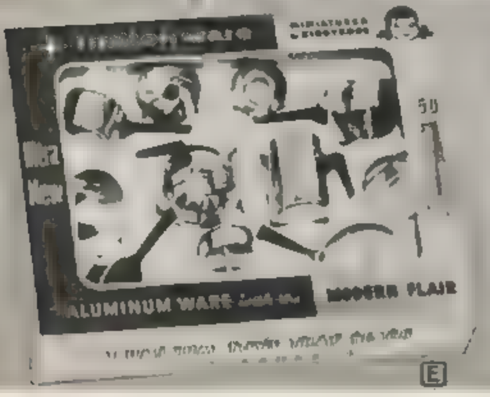
Teach Little Miss to Sew on a Sewmaster

(A) DELUXE SEWMASTER—Really works! Comes threaded ready to sew strong chain stitch. Has extension table for extra space. Precision built sturdy steel body on hardwood base. Safe to operate. Uses standard needles. Metal clamp holds it to table 3½ lbs.
10-1622-660 13½x5⅓x7¾" Retail **$10.00**

(B) STANDARD SEWMASTER—A smaller version of above deluxe model that comes threaded to sew strong chain stitch. Precision steel body on hardwood base. Metal table clamp. 2½ lbs.
10-1775-460 9x5x6¾" Retail **$7.00**

(C) ELECTRIC SEWMASTER—Sews strong chain stitch electrically! Safe protective presser foot. Precision built body on large hardwood platform with drawer. 6 lbs.
10-1776-1325 12x5x7½"........Retail **$20.00**

(D) BATTERY OPERATED SEWMASTER—Safely sews strong chain stitch using 2 flashlight batteries! Automatic clutch for hand operation, preserves batteries. Carrying case matches hardwood base. 3¾ lbs.
10-2137-990 9½x5⅓x8"..... Retail **$15.00**
10-1764-29 Set of 2 Batteries.... Retail **40¢**



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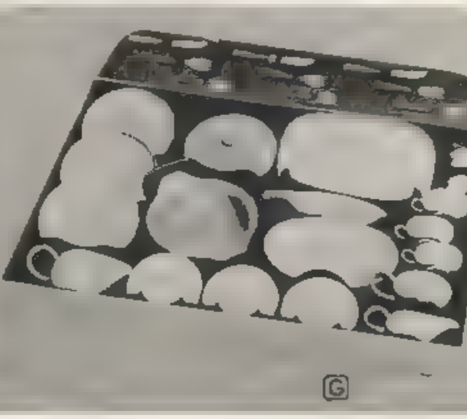


G

Kitchen Fun Galore for Junior Homemakers

(E) 9-PC. KIDDYKOOK CHELTONWARE SET—Will delight any tiny cook. Contemporary styling in polished aluminum . . . just like mother's. Smart black handles and knobs of styrene. She'll have hours of fun with the whistling tea kettle, percolator, covered saucepan, pudding pan, large pudding pan, fry pan, large windsor saucepan, and medium windsor pan.
10-2138-197 1½ lbs.......Retail **$3.00**

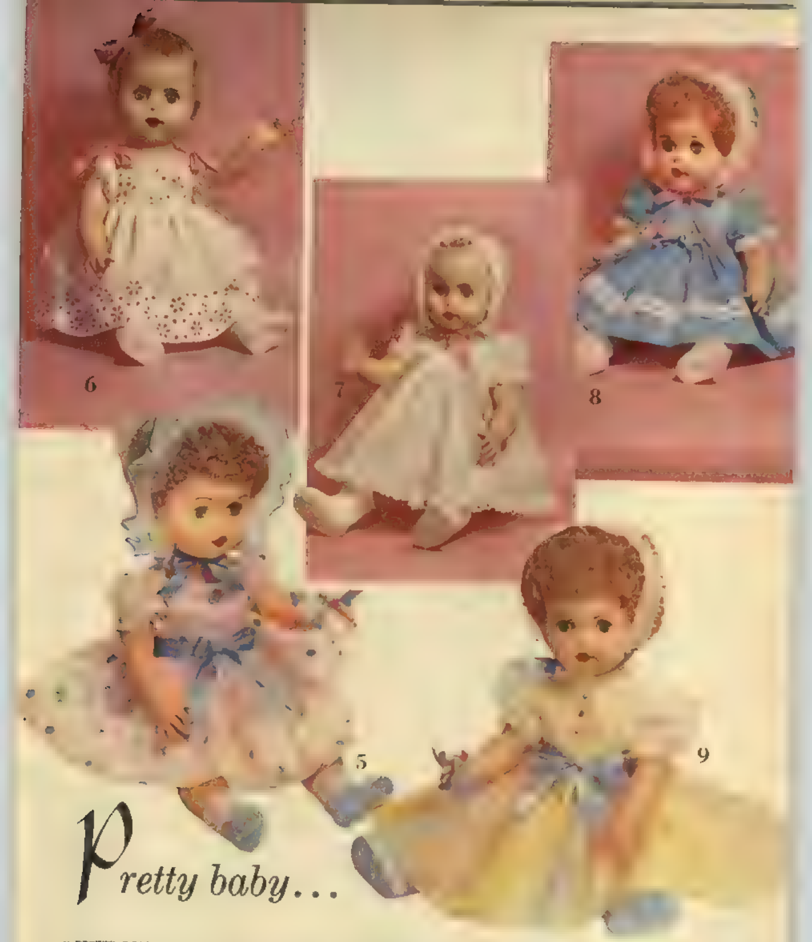
(F) SHIRLEY TEMPLE TEA SET by IDEAL—What fun she'll have with this elegant Shirley Temple tea service for 3. Metal plates and saucers lithographed with Shirley's monogram. The plastic cups, teapot, sugar and creamer have a cameo of Shirley Temple. Metalized plastic knives, forks and spoons complete set
10-2140-197 2½ lbs ... Retail **$3.00**

(G) 28-PC RUSSEL WRIGHT DINNER SET—by IDEAL—Created by America's outstanding designer to delight little home-makers. High impact plastic in stylish pastel colors. Service for 3 includes: large turned edge plates, cups, saucers, sugar bowl with cover, creamer, teapot with cover, large platter, casserole and cover, gravy boat and stand. Also has knives, forks and spoons of aluminum with wood-grained plastic handles
10-2139-335 3 lbs ....Retail **$5.00**

(H) JUNIOR CHEF FAMOUS BRAND BAKING MIX SET—With this big baking kit youngsters can make their own delicious frosted cakes with Swans Down Instant Ready Mix, luscious pies with Flako Pie Mixes, cookies with Flako Cookie Mix, Junior Chef gingerbreadmen, yummy Aunt Jemima pancakes with Log Cabin Syrup, Light Flako Biscuits and Flako Corn Muffins. Decorate pastries with the Junior Chef Decorator. Utensils include: cake pans, pie tin, bread pan, muffin tin, cookie sheet, gingerman and cookie cutters, mixing bowl, decorator with nozzles, rolling pin, spoons, pancake turner. Easy-to-follow Recipe Book. Full of delicious fun.
10-1345-330 5 lbs........Retail **$5.00**

JUNIOR CHEF BAKING MIX KIT Smaller than above with many famous brand ready mixes and utensils.
10-1346-197 2½ lbs.... Retail **$3.00**

H
NAME BRANDS
Baking Mix Set



Pretty baby...

5 **PRETTY POLLY . . .** our 25-in darling loves to be bathed and have her hair combed. Drinks 'n wets too!

Cuddly jointed vinyl plastic with rooted hair, moving eyes. Lacy nylon dress, slip 'n bonnet, panties, socks, shoes Mailable.
R36 J 3641 (6 lb) 7.97

6 **"MAMA VOICE"** doll Just tilt her in your arms and she softly cries mama Cuddly 20-in body, moving eyes [illegible]. wets her panties after her bottle

Jointed vinyl plastic; rooted hair. Lacy dress, panties, socks 'n shoes. Mailable.
R36 J 3592. (5 lb) 6.47

7 **MEET SALLY .** cute as can be in 2 sizes! Jointed vinyl plastic body, molded hair She drinks, wets, moves her eyes. She wears a lacy nylon dress 'n bonnet; panties, slip, shoes, socks. Mail.
25-in. Baby Doll
R36 J 3666. (6 lbs) 6.97
20-in Baby Doll
R36 J 3667 (5 lbs) 4.97

8 **"CURLY-Q"..** a 20-in. darling with the curliest rooted hair! She's softest jointed vinyl plastic, with alert moving eyes

She drinks, wets, loves to be cuddled! So sweet in a nylon dress. slip, panties, socks and shoes. Mailable
R36 J 3668. (5 lb). 5.97

9 **SLEEPY SUE .** a 28-in Christmas charmer who dozes at the drop of a hat! She'll keep mom busy 'cause she loves her bottle, wets her diaper.

Jointed vinyl plastic, rooted hair moving eyes. Lacy nylon dress, bonnet, slip, panties, socks 'n shoes. Mailable.
R36 J 3642. (6 lbs). 9.97

We drink,

1 **BETSY-WETSY 'N BATH** fits right in the big tub with little mother ... makes bath-time twice the fun for both of them

Adorable 16-in Betsy wants someone to feed 'n change her dry her tears give her a warm bath and shampoo. She's a cuddly bundle of love with life-like vinyl skin, jointed arms and legs, shiny "go-to-sleep" eyes and rooted Saran hair. She brings a 2-pc. romper suit and 12 piece layette.

Her sturdy plastic bathtub is 23x11x5-in. . . . fits on any adult tub, perfect to carry Betsy in the car or from house to house. Mail.

R36 J 3729 (7 lbs.). 12.77

2 **TINY TEARS 'N SHOWER** . . a Christmas thrill for little Mom! She brings a 12-pc. outfit 'n baby bath with spray-shower attachment that really works

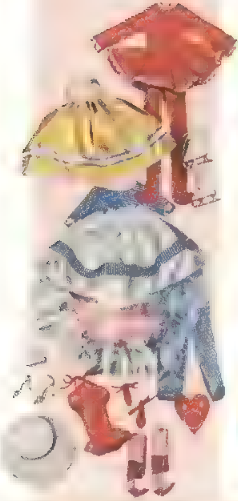
Tiny's a lovable 20-in. beauty who cries real tears, blows bubbles, too. She drinks 'n wets, won't sleep unless you rock her. Molded velvety rubber skin, jointed arms, legs, plastic head, Saran hair.

Molded polyethylene Spray Bath won't rust, leak, peel or puncture Battery-driven pump recirculates water—no other attachments needed. 26x14x5 in deep tub; 27-in brass-finished stand. Use 3 "D" cell batteries (sold on p. 386)

R36 J 3633. Mail. (13 lbs.). 21.88

BATH ONLY. Mailable.

R36 J 3634. (7 lbs.).... 9.97



SKATER'S WALTZ

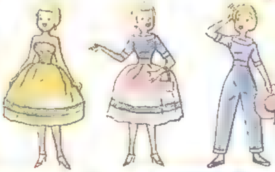
Our lovely versatile Valentina Ballerina adds ice-skating to her repertoire This 20" completely jointed doll that bends her knees and her ankles moves her arms and legs and twists her torso or turns her head, now also skates like a champion, with her same walking mechanism which permits her to walk and dance when held

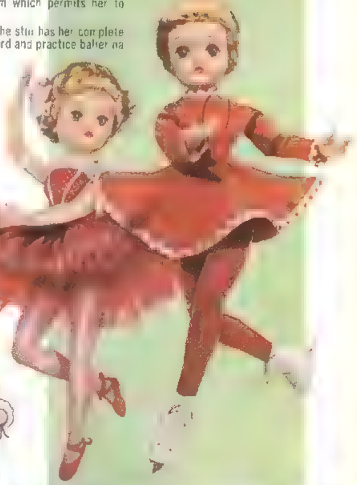
Of course, she could not forget to be a ballerina as she still has her complete ballerina outfit, plus a wardrobe that includes a leotard and practice ballerina slippers, a formal dress for evening wear along with high heel shoes and full length nylon hose. A lovely two-piece street dress with a blouse that doubles for her lounging slacks, and many accessories which include a hat and purse, and even personal jewelry—as a pearl necklace and earrings

This completely coordinated gift package has more play value than we have seen in many a year.

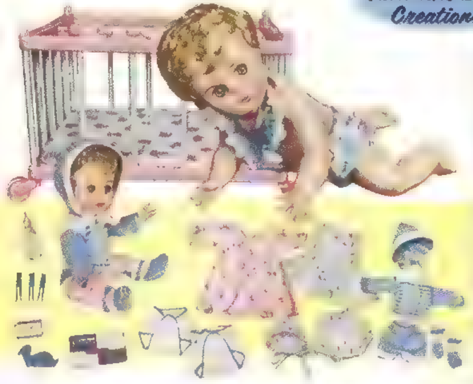
1T306X1000 Skater's Waltz with complete wardrobe . **Ret. $14.95**

1T307X665—Valentina in her complete ice-skating costume plus leotard and practice shoes only ....**Ret. $9.95**





Valentine Doll Creations



PATTI

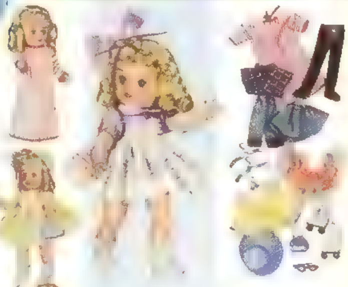
This is our special adjustable crawling doll.

Doll is 14" fully jointed, all vinyl with moving arms and legs and head. Rooted hair Head adjusts on special neck to normal or crawling position. Drinks and wets and has her own nursing bottle

She comes dressed in a lovely playsuit and in addition has a layette consisting of a party dress with matching hat and panty, two diapers. flannel robe, gorgeous five piece knitted outfit consisting of panties, sweater, hat and booties, a foam sponge, Kleenex and three clothes pins.

Also included is a beautiful 13" real playpen made of unbreakable plastic and wood with real rolling casters that also swivel, and has beads for Patti to play with

1T308X735—Doll Layette and playpen complete.................... **Ret. $10.95**
1R183X400—Patti and her playsuit with Kleenex, sponge, diaper, party dress and bottle only without playpen ....**Ret. $5.95**



CURLY-LOCKS

AND HER TWENTY PIECE ENSEMBLE

She's everybody's sweetheart. All vinyl and a full 12" tall She has jointed arms and legs

This little Toddler has a head full of long lustrous curls of rooted Saran, which can be washed, waved and combed again and again

Her outstanding wardrobe consists of the following:

A cute little Toddler's pinafore and blouse type dress, made of piqué. A sheer party dress for her first social A matching plastic hat and bag. Peppermint striped flannel nightgown. Bouffant half slip. Full length tights. Three piece outfit, consisting of blouse, skirt and pants Pair of roller skates. Pair of sunglasses. Two hangers. One pair of shoes. One pair of stockings. A pair of panties.

1R184X665—Doll and wardrobe complete.......**Ret. $9.95**

POLLY

THE POSING DOLL

Polly is the last word in almost human movement. Full 20″ tall, she not only has jointed ankles, knees hips torso, shoulders and head but elbow joints as well She can be put into countless human poses and as you can see has many different costumes to wear as her mood and positions change

In addition to the lingerie she is wearing under her housecoat, she has a street dress, a blouse and pedal pusher for play, a lovely formal, a bouffant petticoat, a heavy pile simulated fur jacket and accessories which include her own little hat box, a comb brush and mirror, sun glasses and jewelry.

All her accessories and clothes come to you in an outfitted trunk with carrying handle and hinges so that Polly can travel in style anywhere

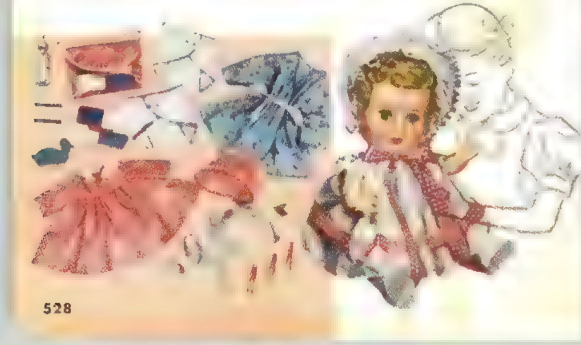
1T309X1065—Complete with trunk .... **Ret. $15.95**

TAMI TOT

Completely jointed, all vinyl baby doll with moving arms, legs and head, sleeping eyes and rooted hair She drinks and wets and is a big 19″.

She is dressed in a lavishly trimmed taffeta party dress with a matching coat and bonnet. But that's not all—she also has a travelling layette for little mothers including a water proof plastic carry all bag, tissues, diaper, sponge, soap, clothes pins and nursing bottle and her own robe

1T310X665—Doll and Layette complete.......................... **Ret. $9.95**



CANDY TEAR DROP

Candy is a lovable bundle of fun and mischief. She drinks, wets sleeps, sits and is completely washable vinyl from her pink little toes to the top of her rooted ponytail hair. Has her own nursing bottle, of course, and will cry really wet tears when squeezed.

1T311X465—Candy Tear Drop 16″ size **Ret. $6.95**
1T312X665—20″ size, as above.......... **Ret. $9.95**

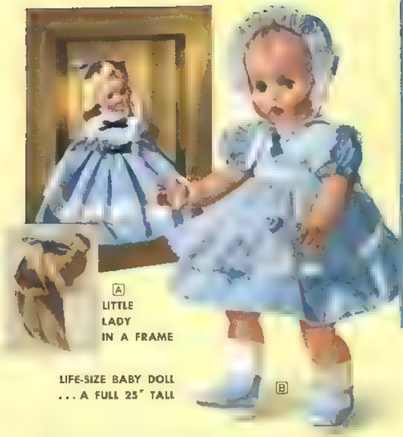
Valentine Doll Creations

PRINCESS BRIDE

15″ All vinyl glamour Bride, wears high heel shoes and has jointed arms and legs. She's beautiful in her Satin and Net gown, with fingertip veil Her hair is rooted and can be washed, waved, combed and set

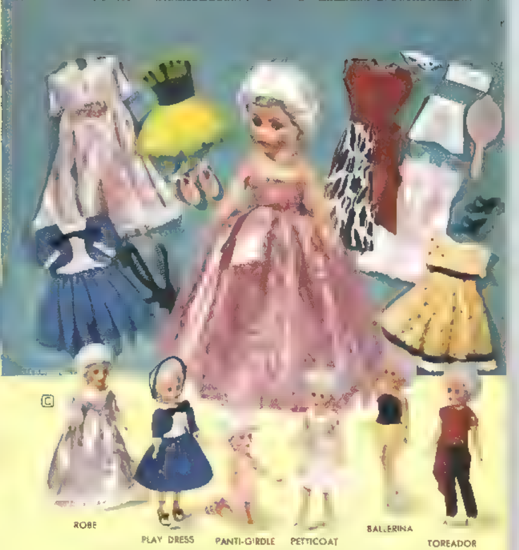
Like every bride, she has a trousseau which includes a formal dress for evening wear, a lovely street dress for travel and a beautiful sheer housecoat She has her own personal jewelry of simulated pearl and a bonnet

1R185X535 Doll with wardrobe comp. . . **.Ret. $7.95**



A "YOUNG LADY IN FRAME," 13" DOLL . . . Pretty as a picture! Leaves her shadow box home for a child's make believe world Long flowing tie-back hairdo is dreamy —rooted can be combed washed She wears a darling moiré storybook dress trimmed with lace, net crinoline, lace edged panties, black hose, plastic wedgy shoes. All vinyl body, fully jointed for any position Eyes move Sh. wt. 2¼ lbs
1T25X465 . . . Retail **$6.95**

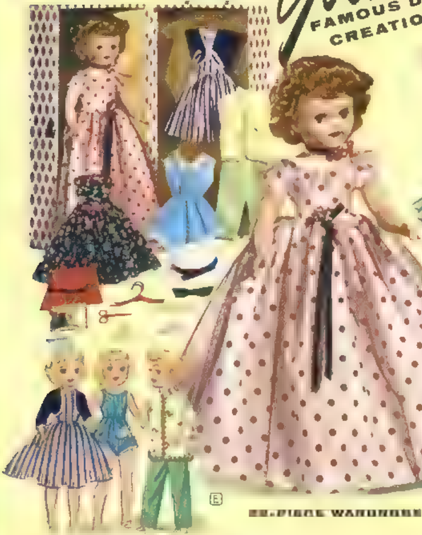
B "LIFE-SIZE" BABY 25" DOLL . . . Little doll mommy will just love to hug this sweet, soft "armful", to close those "big" eyes Baby drinks from a vinyl nursing bottle and wets. Lace-trimmed blue taffeta dress, bonnet, satin ribbon white dotted nylon pinafore Molded hair Cotton panties shoes. Sh. wt. 3 lbs.
1T21X795 . . . Retail **$11.95**



C "MISS 1959" WALKING TEENAGER 10½" DOLL—AND HER 25-PIECE WARDROBE . . . Petite "dream come true doll" lovely mode, ready for a miniature fashion show Stands, sits walks, kneels, turns head from side to side, swivels her hips, does the split, curls up like a kitten, moves her eyes! Dressed in all-lace evening dress, taffeta petticoat, pearl earrings, panties, high heeled shoes. Wardrobe Illustrated above plus shoes, hose, bonnet, accessories, etc Sh. wt 1 lb
1T22X665 . . . Retail **$9.95**

Yvonne FAMOUS DOLL CREATIONS

- *Just like the "real" thing!*
- *As a basket to carry baby everywhere!*
- *As a bassinette for baby's nap!*
- *As a bathinette to bathe baby!*

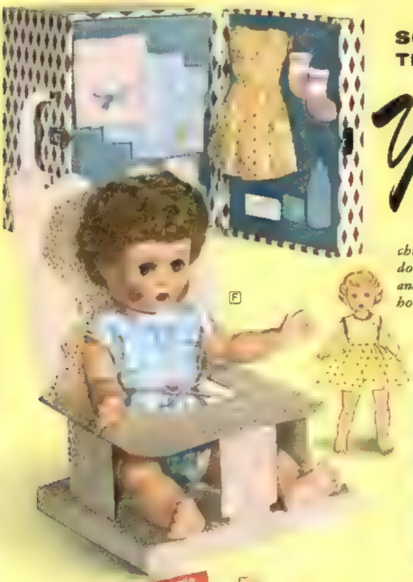


D "YVETTE" DARLING BABY IN BASKET, 16" DOLL . . . She's tucked in for dreaming in a big easy carrying plastic basket; satin lined, net over skirt She rests her curly head (rooted hair) softly on a satin lace edged pillow, fluffy flannel blanket trimmed with satin bow Drinks wets tears. Comes dressed in striped flannel jacket diapers Plastic rattle nursing bottle, basket 16x11x5". Sh. wt. 3 lbs
1T24X795 . . . Retail **$11.95**

E "MADELINE"—MISS GLAMOUR 19" DOLL—AND HER 22-PIECE WARDROBE IN STEAMER TRUNK . . . She's the eye-filling doll of the ball in her formal of printed taffeta with net over skirt, flower trimmed and golden evening purse! A tall beauty, Madeline's body is life-like vinyl, fully jointed, her eyes move beneath long eyelashes Party hairdo is rooted Wardrobe: Afternoon taffeta dress w/matching bolero, sun-dress w/matching stole straw-hat, rayon pajamas, playsuit sun glasses, 4 plastic hangers grooming accessories. Sh. wt 6 lbs
1T23X1135 . . . Retail **$16.97**

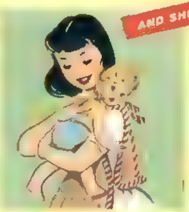
SOME DRINK AND WET AND CRY TEARS . . . AND ONE EVEN BURPS

Yvonne DOLLS

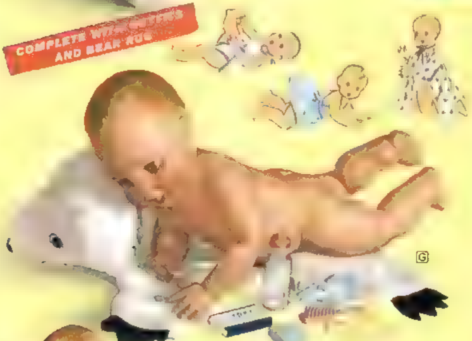


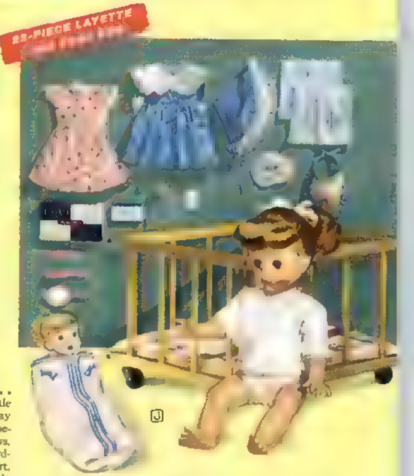
Into the magical dreamy make believe world of children come these selected YVONNE DOLLS *. . . so life-like, adorable, cuddly and captivating . . . dolls for every child's blessed play moments—story-book dolls, toddlers, teenagers, walkers, baby-dolls, and "Burpee." A* YVONNE DOLL *is for childhood . . . and the dreams of tomorrow!*

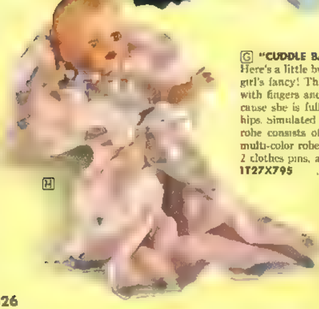
AND SHE EVEN BURPS!



Ⓕ **"BURPEE" BABY 16" DOLL—AND HER 12-PIECE WARDROBE CASE . . .** New, exclusive, patented! This love-me-up burps just like a real baby, cries real tears, wets, drinks from bottle. An adorable "little dickens" from every bit of her soft washable vinyl body to her individually rooted hair. For hours of play, dress baby in plaid romper, sit her in high chair, feed, and **burp** her! Afterwards make her party-pretty in taffeta dress. Accessories include: 3 diapers, 2 booties, soap, sponge, feeding bottle, full size feeding apron. Sh. wt. 3¾ lbs.
1T26X665 . . . . Retail **$9.95**





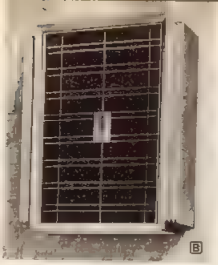


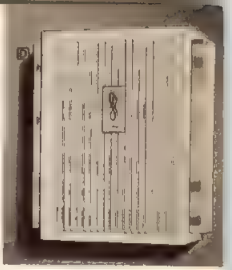
Ⓖ **"CUDDLE BABY ON BEAR RUG," 20" DOLL . . .** Here's a little bundle of softness that captivates a little girl's fancy! This little mischief in soft vinyl can play with fingers and toes, pose in many life-like ways because she is fully jointed at knees, shoulders, elbows, hips. Simulated bear rug of plush. Cuddle Baby's wardrobe consists of Pique rompers with applique shirt, multi-color robe, 3 powder puffs, sponge, shower brush, 2 clothes pins, and soap. Sh. wt. 4½ lbs.
1T27X795 . . . . Retail **$12.00**

Ⓗ **"MY BABY," 16" DOLL . . .** A "new born" baby. Goes to sleep, drinks and wets! Delicate features, molded tinted hair. Soft baby vinyl. Turns head, moves jointed legs, arms. In lace-edged kimono, flannel diapers, knitted booties, fluffy pink receiving blanket, pink bow, bottle. Wt. 1½ lbs.
1T28X465 Retail **$6.95**

Ⓙ **"YVETTE," 16" DOLL—HER PLAY PEN AND 22-PIECE LAYETTE . . .** Love this "real like" baby that drinks, wets, cries real tears, sleeps! Hug and cuddle the soft vinyl body; move arms, legs, turn head! Wash, comb, curl Yvette's cute pony-tail hairdo with white bow! Her attire: Striped flannel jacket, diapers, fluffy pink receiving blanket w/shirred edging. Wardrobe: printed lace-edged dress, rayon moiré coat w/lace collar and cuffs, matching bonnet, 2 flannel diapers, accessories. Play pen w/casters, pad. Sh. wt. 5 lbs.
1T29X995 Retail **$14.95**

"YVETTE," 16" DOLL AND 22-PIECE LAYETTE . . . Same as above but without play pen. Sh. wt. 3½ lbs.
1T30X735 Retail **$10.95**





(A) NU-TONE "CHAMPION" CHIMES—Modernistic plastic cover is smart in line and design. Sounds 2 notes for the front door, one note for the rear door. Compact—only 7½" wide, 4⅝" high, 2½" deep. Uses transformer 2N195 listed below. Specify white and silver or ivory and gold.
2N196X322 1¼ lbs......**Retail $4.95**

(B) NU-TONE "CHORD TONE"—Sparkling new silhouette features Desert Sand cover with gold finish grille pattern and gold-flecked grille cloth. Sounds 2 notes for front door, one for the rear door. Compact — 7½x9⅛"x 2⅞". Uses transformer 2N195 listed below 13 lbs.
2N197X907 ....**Retail $13.95**

(C) NU-TONE "HARMONY"—Slim design with double taper that gracefully meets in the center. Smart choice of colors: plastic cover in ivory finish with gold tubes or white plastic with silver tubes. Sounds 2 notes for front, one for rear door 7x7⅛x2½". Uses trans. 2N195 listed below.
2N198X517 2½ lbs......**Retail $7.95**

(D) NU-TONE "RHYTHMATIC" — As rhythmic in line as its name! Has repeating chime for 3 doors! Repeating chime for front door, 2 notes rear door, 1 note for 3rd door. Choice of white and silver anodized or ivory and gold [redacted] Specify. 6⅜x7⅝x2⅝" Uses trans. 2N195 below.
2N199X647 ....**Retail $9.95**

NUTONE

(E) NU-TONE "CORONET" — The classic tube-type door chime has an excitingly clean, modern line which employs all the natural beauty of wood-grain and smart satin brass. Not only serves as a cheery greeting for all your guests, but it also enhances the appearance of the entrance way with its high-fashion styling. Three satin brass tubes — 2 notes sound front door, one note sounds for rear. Specify choice of Walnut or [redacted] Oak finish cover. Case is 8½x2⅞". Overall length is 39¾". Uses transformer 2N195 listed below. 6⅓ lbs.
2P15X1102 ....**Retail $16.95**

(F) NU-TONE "MAYFAIR"—Lovely, short gold anodized tubes and gold insert are a beauty to behold. 2 notes for front, 1 for rear door. Specify Limed Oak or Walnut finish cover. Uses trans. 2N195 below. 7⅝x11¾x3".
2N200X582 ....**Retail $8.95**

(G) NU-TONE "MT. VERNON"—Antique hammered gold finish for classic beauty in traditional interiors. 2 notes for front, 1 for rear. 7"x11¾". Uses trans-2N195 below. 3⅓ lbs.
2N201X792 ....**Retail $10.95**

(H) NU-TONE GREETER — 2-note non-electric door chime with gold anodized nameplate outside and handsome, compact 2⅝x2⅞" unit on inside. Fits metal or wood doors ⅞ to 2¼" thick. Specify oyster white or Walnut.
2N202X322 1 lb. 5 oz..**Ret. $4.95**

(J) NU-TONE "SUPREME" — The most deluxe model in the [redacted] Magnificently elegant with satin brass tubes to contrast ideally with either Ebony or Limed Oak finish whichever you choose. Case is further enhanced by goldtone grille pattern. Selector switch lets you choose 8 or 4 notes for the front door; 2 for rear door, 1 for third door Transformer included. 10⅝x 5x48½". Specify finish choice.
2P16X2997 11 lbs .**Retail $49.95**

NU-TONE TRANSFORMER — For use with Nutone door chimes 2N196, 2N197, 2N198, 2N199, 2P15, 2N200, 2N201. Thermal cut-out protective feature.
2N195X179 16v., 10W., AC ....**Retail $2.54**

(K) YALE LONG-SHACKLE COMBINATION PADLOCK—Genuine Yale security. Get no-key convenience plus the versatility of the long-shackle! For all wheeled units and hundreds of other items. With secret combination. Rust-proof aluminum case, steel shackle.
2N208X123 ....**Retail $1.86**

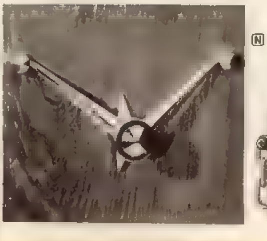
(L) YALE PIN TUMBLER PADLOCK—Enjoy peace of mind with your possessions secure. 1" wide extruded brass case has hardened steel shackle 3/16" diam., with ½" clearance. Phosphor bronze springs and four pin tumblers. Masterkeyed. 2 keys included.
2N207X160 ....**Retail $2.40**

(M) YALE SUPER PIN TUMBLER PADLOCK—Protect your most prized possessions. 1¾" wide forged brass case. 5/16" diam. shackle of hardened steel has full 15/16" clearance. Five or 6 tumblers, phosphor bronze bearings. Masterkeyed, grand masterkeyed.
2N206X367 2 keys included.... .... ..**Retail $5.80**

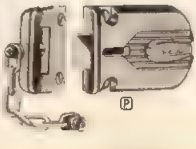
(N) YALE DOOR KNOCKER—Exclusive new cadillac-type Vee design that lends modernistic elegance to your front door. Made of polished brass for gleaming brilliance. The newest look ever introduced 6½" wide, 3⅛" high.
2N205X665 ....**Retail $10.00**

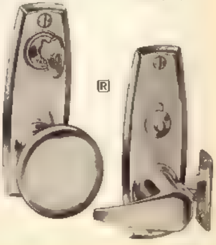
(P) YALE DUAL-DUTY NIGHTLATCH—Special new design—key releases both the latch and chain—simply set chain with pin in. Can be used with latch released by leaving pin out . . can't be unlatched by stolen key or by inside knob until button is flipped.
2N204X297 ....**Retail $4.50**

(R) YALE STORM & SCREEN DOOR LOCKSETS—Decorative escutcheon plus key-unlocking features. Template locates two bored holes instantly. For right or left hand. Lever handle from inside . . . knob from outside. Brass finish. 2 keys. 4 tumblers.
[redacted] . ...**Retail $3.90**



YALE





Labor Pacts Signed by Doll And Stuffed Toy Producers

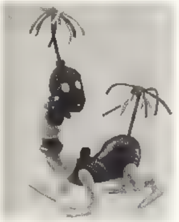
L-r, seated: David Rosenstein, union manager Harry O. Damino Abraham Swedlin Marc Estern. Standing: Louis Rubin, David Aberman, Louis Issacson of Local 223, union counsel S. E. Pollack.

After many months by protracted negotiations the National Association of Doll Manufacturers, Inc., and the Stuffed Toy Manufacturers Association which represent most of the unionized American manufacturers of dolls and stuffed toys—each signed, on July 28, separate industrywide collective agreements with the Toy and Novelty Workers of America, Local 223 AFL-CIO. The agreements are said to contain substantial increases in wages and other benefits for all doll and stuffed toy workers

A joint statement issued by David Rosenstein, president of the National Association of Doll Manufacturers, Inc.; Abraham Swedlin, president of the Stuffed Toy Manufacturers Association; Marc J Estern, executive secretary of both associations, and Harry O. Damino, manager of the union, proclaimed the agreement to be "one of the best of its kind" At the formal signing, which took place at the offices of Aberman & Greene, attorneys for both associations, Mr Damino stated that, notwithstanding the hard bargaining and frequent bitter words which had been exchanged by the parties over the many months devoted to bargaining, labor-management relations in both the doll and stuffed toy segments of the toy industry were good and that the agreement was satisfactory and represents another forward step. Mr Rosenstein stated that he was proud to lead an industry in which there had not been a strike since 1932 and in which the wages, hours and working conditions of the workers were "excellent." Mr. Swedlin stated that he was also pleased, in his own behalf and in behalf of his fellow stuffed toy manufacturers, that the industry had been able to avoid labor strife, that the agreement which he was signing was another demonstration of industrial democracy at work, and that he hoped that increased productivity would help meet the increase in labor cost. The new contracts run until June 30 1962, assuring labor peace for at least that period of time

EASIER FIT ENGINEERED INTO DR. SEUSS ZOO KITS

Tingo the Noodle Topped Stroodle, shown below, is one of the four charter members of the Dr Seuss Zoo which have been completely re-engineered by Revell, Inc, Venice, Calif., to incorporate a polyethylene design concept referred to as "magic s-n-a-p-fit." This new feature is said by the manufacturer to enable even the youngest child to snap the animal parts together and pull them apart easily—without sacrificing firmness of fit.



All four of the Zoo animal kits retail at $1.98 each. Besides Tingo there are Gowdy the dowdy grackle, Norval the bashful blinket, and Roscoe the many-footed lion

EARLY WEDDING BELLS

Today 65 per cent of the women in the 20-24 age range are married and the outlook for the sixties is for a leveling off at about that percentage.—*National Retail Merchants Association.*

LEVENSON DISPLAYING FULL LINE OF WEAR EVER COACHES

Julius Levenson, Inc., 1107 Broadway, New York City, has on display in his elaborate showroom the distinctive line of doll coaches made by the Wear Ever Baby Carriage Company. The Levenson sales organization, which caters to syndicate chains, department stores and premium outlets, was appointed by the manufacturer several months ago.

Among the full range of Wear Ever doll coaches that can be seen in Mr. Levenson's showroom is the herein-illustrated #JL 103, a 27½" high, metal bodied number handsomely finished with chrome plating on the fenders, tubular gear and pusher. It also features a spring-type action gear, 10" wire wheels with white tires, a handbrake, four-bow vinyl hood, sun visor, and clear plastic storm shield. Finished in white and gold or white and blue, the coach is packed one per carton weighing 29 pounds.

Wear Ever is located at 240 Newport Street, Brooklyn 12, N. Y.

NICHOLS' REVOLVING RACK 18" SQUARE, HOLDS 55 ITEMS

A new revolving, three-tiered rack designed to display the Circle N line of cap pistols, die-cast toys and plastic toys made by Nichols Industries, Inc., is now being made available.

The Nichols firm, of Jacksonville, Texas, has developed the rack which occupies only 18" of display space—for those many retail outlets not formerly associated with heavy toy sales. These include outlets such as airport shops, supermarkets, roadside restaurants and motel offices, drug stores, and newsstands

The rack is designed to display $50 worth of "blister"-packaged merchandise consisting of 55 separate pieces of 14 different items ranging from 29¢ to $3.98 in price.

For instance, it will show nine different models of the popular Circle N guns, including the Stallion 45 and the Tophand 250; "U-Bildit" snap-together toys made of polyethylene; round and roll caps, and two sizes of new Nichols die-cast cars.

President Talley W. Nichols described the appeal of the rack—whose initial tests have reportedly exceeded expectations—in these words: "This rack opens up a whole new field for the toy retailer, gives the toy jobber new retail outlets and a reason for more frequent calls, and puts any retailer, no matter what his major business, in the toy business with only a $50 inventory."

K9 NEW, SAFE, RIDE 'EM FIRE ENGINE

Junior firemen 2 to 5 can steer it themselves! Seat swings out of the way for ladder to raise, lower, extend, and swivel—just like the real thing Hoses unroll and siren works. 27" long. 14" high of unbreakable Fortiflex by Eldon, safe for indoors and out. **$10.00**

L9 WORK-HORSE PICK-UP TRUCK

You can even change the wheels on this realistic, unbreakable Fortiflex truck by Eldon—over 15" long. Tool box contains wrench, bumper jack and spare wheel! Tailgate opens; windshield has wipers. 3 to 7 yrs. (barrels not included) **$3.00**

ELDON TOW TRUCK **$5.00**

M9 7 PC. TRUCK TRANSPORT

Lower ramps and load 'er up! Unbreakable Fortiflex 26½" "bulldog of the highway" by Eldon, comes with 4 trucks and a trailer. Top level shifts down for loading and unloading. 3 to 8 yr olds hitch and unhitch the cab. **$5.00**

N9 LAND AND SEA FIREFIGHTER

Pull plunger cord, hull chamber fills with water valve control propels Eldon's unbreakable poly boat and fires water guns that swivel. New floating replica of seagoing fireboats is 16" long, perfect for pool or tub, wheels for floor play. Adjustable rudder for steering. 3 to 7 yrs. **$3.00**

ELDON CAR FERRY **$3.00**

P9 RINGING DIAL POLY PHONE

Spring action dial rings concealed bell—ages 2 to 6 can have long, made-up talks with anyone they like. Of smooth, rugged poly, with clear Lucite dial. By Steel Stamping .... **98¢**

MUSICAL POLY PHONE **$1.98**

Q9 ELECTRIC TRAIN AND TRACK SET

Unbreakable poly train with locomotive, coal tender, freight car and caboose, goes backward or forward 'round the 8 ft. poly track; zooms through the 12" tunnel. Uses 2 standard batteries* Safe for ages 3 to 7, by Tico Toys **$2.98**

R9 TRUCK HAS AUTOMATIC TAILGATE!

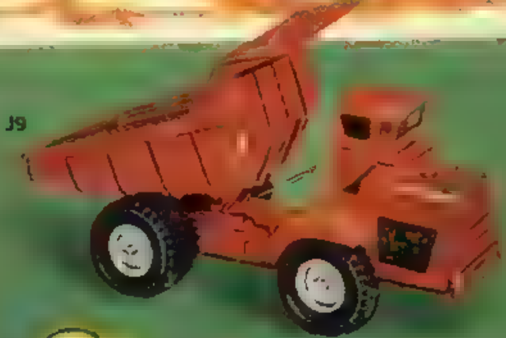
Eldon's 19½" action truck has removable stake sides. Crank the handle, tailgate goes up and down, opens and closes—can be used to lift a load too! Of unbreakable Fortiflex, over-engine type cab has clear windshield and wipers. For 3 to 8 yr. old "truckmen." **$4.00**

*Batteries not included

LOOK FOR THE LARK—our own proud label—only the finest toys can wear it. Skillfully designed of quality materials, they help stimulate your child's imagination and hold his interest over a number of years. Because "LARK" toys are made to our exacting specifications for safe, dependable wear, they are good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.

Use Our Lay-Away Plan

J9



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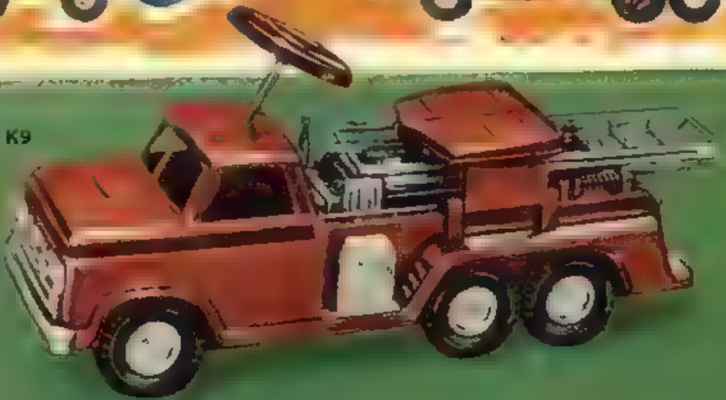

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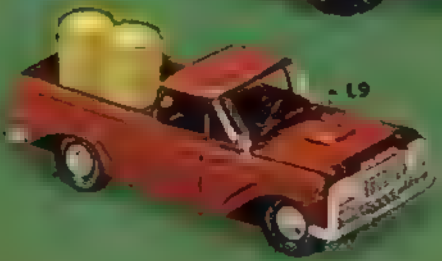

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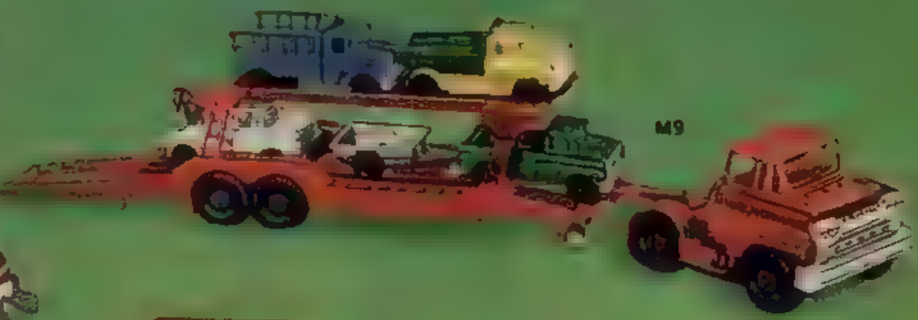

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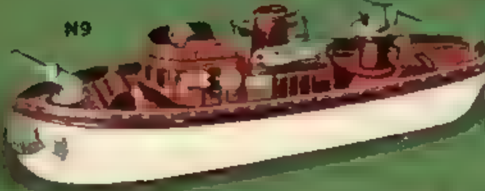

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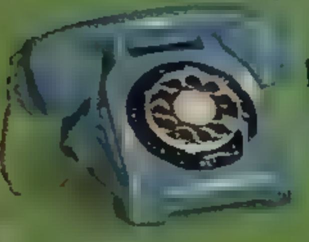

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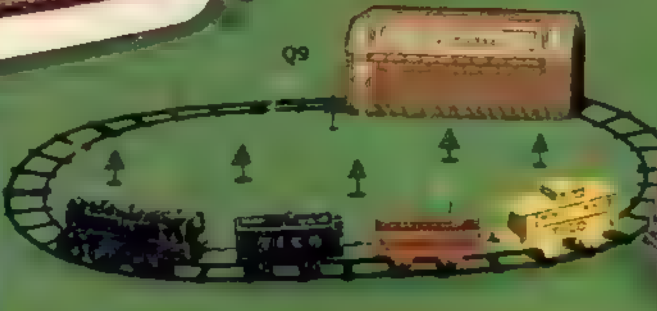

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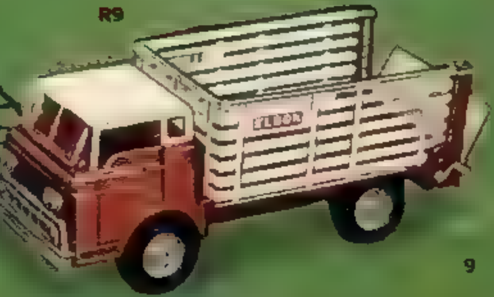
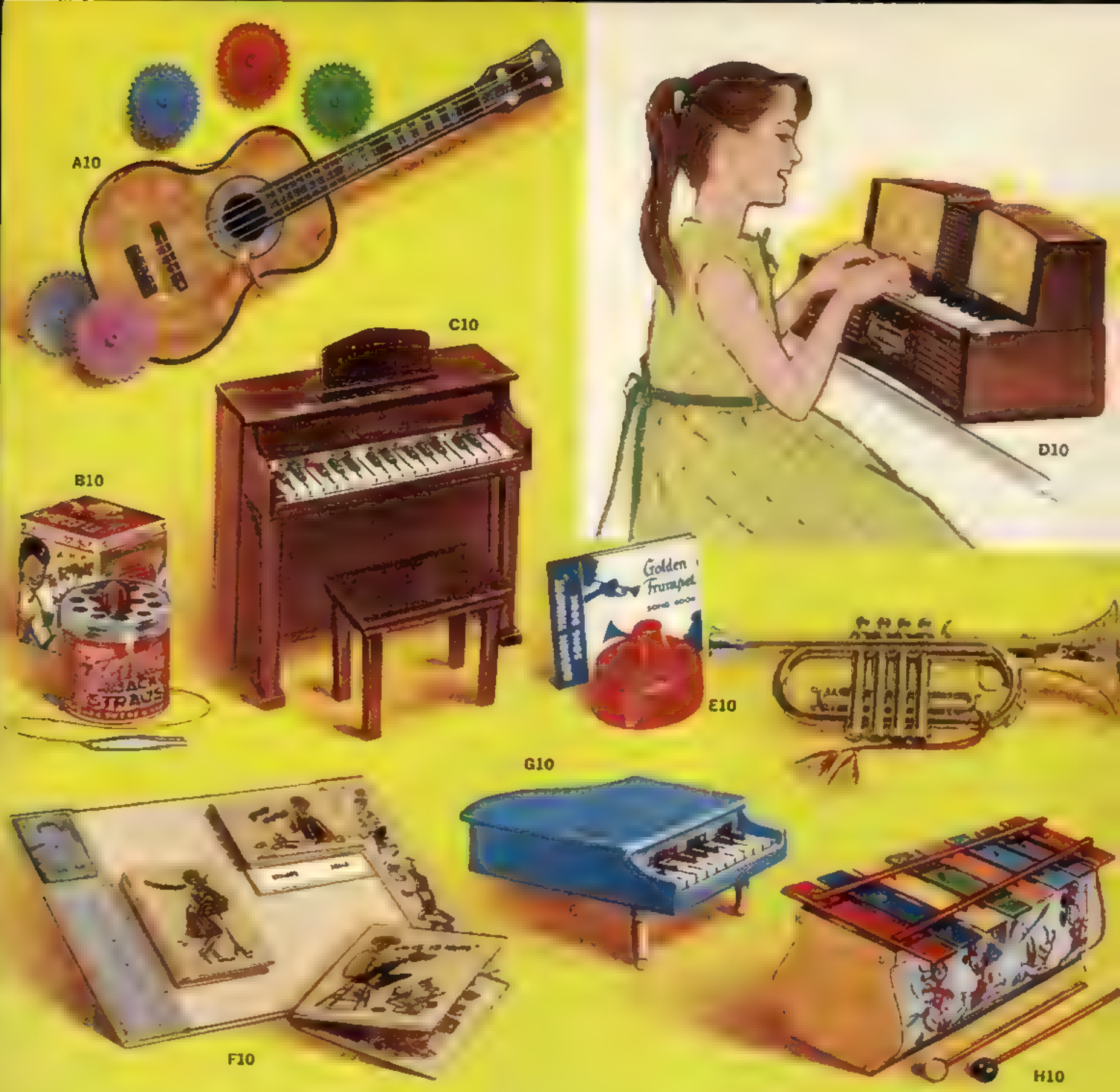




A10 8 TUNES ON STRUM FUN GETAR

You can play "Oh Suzanna," "Jingle Bells" and other favorite songs—just strum proper rhythm and hidden music disc plays automatically! A new, easy way to learn music and rhythm! Mattel's Getar with nylon strings has pick, extra tuning string, colorful song book, and 8 interchangeable music discs for ages 4 to 8. .... **$4.98**

MOUSEGETAR, JR. **$1.98**

B10 TRICKY ELECTRIC JACK STRAWS

You'll need a steady hand! Try to pick the Jack Straws out of the holes at the top—but touch the cover and you're caught! A red light flashes and buzzer sounds! Battery-operated; fun and laughs for all ages by Electric Games . . **$1.49**

LOOK FOR THE LARK

C10 WALNUT FINISHED SPINET, BENCH

Schoenhut's beautiful 18¼" high Spinet with 30 standard plastic keys, plays 2½ full octaves. Steel tone rods are precision ground; piano and bench of fine quality plywood, walnut lacquer finish. Ages 4 to 10 learn to play quickly with simplified color chart and music book. **$19.98**

37-KEY SPINET, 3 octaves **$29.98**

D10 ROYALE ELECTRIC CHORD ORGAN

Resonant chords at the touch of a finger! This Emenee organ plays over two full chromatic octaves, plus the automatic chord player push buttons. Key selector makes playing easy as A-B-C, and in no time you'll be playing all your favorite songs. 6 yrs. and up. . . . **$29.95**

ELECTRIC CHORD ORGAN **$19.95**

Use Our Lay-Away Plan

Prices shown are Manufacturers' List Prices. See us for today's prices.

E10 TRUMPET FOR SWEET MUSIC

Emenee's 13" golden trumpet of unbreakable plastic, in carrying case with sanitary mouthpiece and mute. Music book with easy-to-play songs marches, bugle calls. 4 to 12 yrs. **$3.98**

EMENEE SILVER CLARINET **$3.98**

F10 TEEN-AGE DATE LINE DESK SET

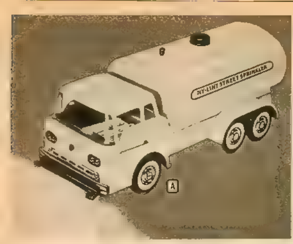
Luxurious ivory vinyl calf desk ensemble by Teen Time—perfect gift for the room of any teenager! Consists of: Desk blotter, pad for swapping notes, picture frame, and dictionary. **$3.98**

DATE LINE BANDSTAND SET **$1.98**

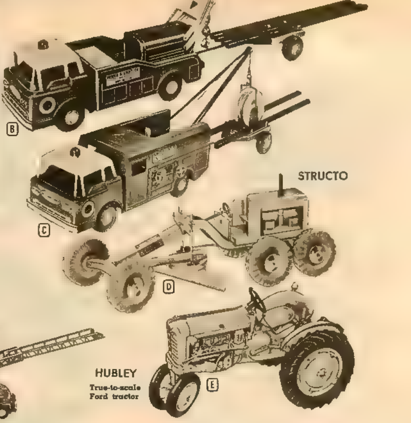
DATE LINE MALT SHOP SET **$2.98**

G10 BABY GRAND PIANO FOR TOTS

Color chart and simplified music book make it easy for 1 to 3 yr. olds to play a tune on their own size piano by Schoenhut. Of finest lacquered

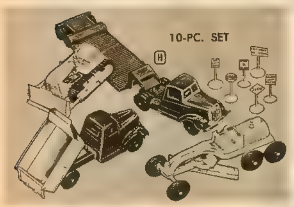


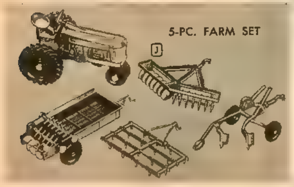
NY-LINT



Authentic Scale Models Promote Imaginative Play

FIRE DEPARTMENT SET
G





Ⓐ NEW NY-LINT STREET SPRINKLER

New! Swish, swish—it's a real-action street sprinkler designed for hours of playtime fun! Fill tank with water, push down pump button—water sprays from two nozzles in front of cab! Built-in pressure pump works smoothly. Authentic scale model of the Ford C-600 tilt truck cab with wrap-around windshield. Equipped with whitewall tires, chrome-plated hub caps, and simulated motor Durable metal construction with white enamel finish. Street sprinkler measures 17⅞ in. long

81-0515 A 599—Wt. 6 lbs.. . . **$8.98**

Ⓑ NY-LINT POST-HOLE DIGGER SET

Heavy-duty replica of Power and Light Company trucks equipped with rugged earth auger that really digs post holes! Powerful screw feed penetrates firm soil readily Detachable pivoted trailer carries four power poles that fit snugly in holes. Truck has simulated "flasher" light, wrap-around windshield, plastic tires, tool storage box with hinged lid Heavy-gauge steel with red-and-yellow enamel finish. Measures 35¾ in. long overall.

81-1455 W 535—Set. Wt. 7 lbs.....**$7.98**

Ⓒ NY-LINT LINEMAN TRUCK SET

Scale model of Power and Light Company trucks equipped with usable rope coils, wire, tools! Adjustable crane hoist operates by two self-locking hand wheels. Detachable, pivoted trailer carries cable reel with special bridle and hoist hook, two power poles, hand tools. Modern design cab has wrap-around windshield and simulated cab-top "flasher" light. Heavy-gauge steel with red-and-yellow enamel finish. Measures 35¾ in long overall.

81-1414 W 599—Set Wt. 7 lbs.....**$8.98**

Ⓓ STRUCTO ROAD GRADER

Authentic scale-model grader that really works! Just the thing for young construction engineers building super highways! Scraper blade rotates, rises, lowers, and tilts clears a smooth path through sand or dirt. Bright yellow "motor." Front wheels steer—floating tandem rear wheels. Sturdy steel construction with brown enamel finish. Six vinyl tires. Road grader measures 18¾ in. long

87-8363 A 269—Wt 3 lbs.........**$3.98**

Ⓔ HUBLEY FORD TRACTOR

True-to-scale model of Ford 961 Power-Master tractor—made by Hubley, a leader in the manufacture of toy vehicles. Tricycle-type wheels turn when child turns the steering wheel Realistically detailed "engine." 3-point hitch for accessories. Heavy-gauge metal construction with red-and-gray enamel finish Black rubber wheels—rear wheels with simulated tractor treads. Tractor measures 10½ in. long

87-9865 A 275—Wt. 3 lbs.........**$3.98**

Ⓖ CRAGSTAN FIRE DEPT. SET

Fascinating set of miniature fire-fighting equipment—just right for hours of exciting make-believe! Real-action hook and ladder truck—manually operated extension ladder goes up and down, rotates in a complete circle. Also includes emergency truck and car, fire chief's car—plus traffic warning signs, fire box, hose, hydrant, and whistle. All vehicles have friction motors, rubber tires Durable metal construction. Bright lithographed finishes. Hook and ladder truck measures 13 in. long

87-2622 A 200—Set. Wt. 1½ lbs...**$3.00**

Ⓗ 10-PC. ROAD CONSTRUCTION SET

Tootsietoy set with all the necessary equipment the young highway engineer needs to build roads and turnpikes! Built-to-scale models with authentic details, realistic moving parts Set consists of Caterpillar bulldozer, motor grader, rugged Mack dump truck, machinery hauler and cab. Also includes traffic road warning signs. Die-cast metal construction with durable enamel finishes in assorted colors. Units measure 4½ to 12 in. long

81-0184 A 200—Set. Wt. 2 lbs.....**$3.00**

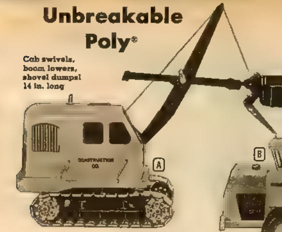
Ⓙ TRU-TOY 5-PC. FARM SET

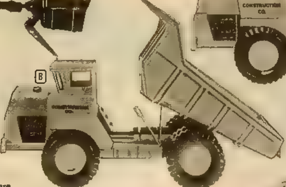
Little "farmers" love this authentically detailed set of scale-model machines—designed just like the ones they've seen on the farm! Set includes all the vehicles a well-run farm needs—5-in. tractor, 6-in. plow, 4-in. disc harrow, 3¼-in drag, and 6¼-in spreader. All vehicles have moving parts for realistic fun-packed play. All are made of die-cast steel and aluminum. In bright assorted colors. With smooth-rolling rubber tires

87-9973 A 169—Set. Wt. 1½ lbs...**$2.49**

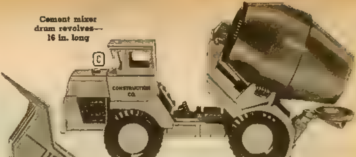
Unbreakable Poly®

Cab swivels, boom lowers, shovel dumps! 14 in. long





Cement mixer drum revolves—16 in. long



UNBREAKABLE POLYETHYLENE TOYS

ELDON LOS ANGELES

Ⓐ TO Ⓙ SOFT POLYETHYLENE TOYS

Made by Eldon—famous name in toy manufacture. Big rugged toys of soft, flexible polyethylene. Safe for little tots! Will not mar or damage furniture. They're long-lasting—will not break.

[A] Power Shovel. Heavy-duty replica of the workhorse of the construction industry. Cab swivels. Treads really move. Hand crank raises and lowers the boom. Shovel arm is operated by separate crank. Shovel opens for dumping, locks in position after dumping. 14-in. overall length

87-4503 A 335—Shpg. wt. 2½ lbs. .Retail **$5.00**

[B] Heavy-Duty Dump Truck. A rugged, massive dump truck provides lots of action for hours of fun! Truck bed is raised by hand lever. Tailgate automatically swings open to discharge load! Dual rear tires. Measures 18 in. long.

87-4370 A 269—Shpg. wt. 3 lbs. . . . Retail **$4.00**

[C] Heavy-Duty Cement Mixer. Mixer drum automatically revolves as truck is pushed. Lever raises drum platform to position for dumping. Dumping trough swings from side to side, has movable spout for directional pouring. 16 in. long

87-4461 A 335—Shpg. wt. 3 lbs. . . . Retail **$5.00**

[D] Truck Transport and Trucks. Authentic looking—lots of realistic details! Carries stake truck, tow truck, dump truck, pickup truck with trailer. Top level of trailer shifts down for loading and unloading. Loading ramps slide out. Cab unhitches from trailer. 26½ in. long.

87-2812 A 335—Set. Wt. 2 lbs. . . . . Retail **$5.00**

[E] Aerial Ladder Fire Engine. Authentic-looking aerial ladder rises and lowers to any position—rotates—extends to 2 ft. Mechanically operated. Authentic Tillerman's seat and two firemen. Red with simulated chrome. 21 in. long.

81-1232 A 200—Shpg. wt. 1½ lbs. Retail **$3.00**

[G] Battery-Operated Cargo Ship. Put it to sea in tub, pool, or lake—it really goes! Rolls on wheels, too. Equipped with workable mast and boom, two lifeboats, three barrels and crates. Deck hatches open and close. Operates on 2 "D" flashlight batteries (not included). 21 in. long.

87-2937 A 235—Set. Wt. 1½ lbs. . Retail **$3.50**

[H] Car Ferry with 18 Vehicles. Ferry carries 18 assorted vehicles—station wagons, convertibles, and trucks—all with movable wheels. Ferry floats and rolls. Retractable ramps both fore and aft—slide in and out. Locking gates on deck. Four lifeboats. Ship is 17 in. long.

87-4511 A 200—Set. Wt. 1 lb. . . . . Retail **$3.00**

[J] Navy Cargo Plane. It rolls and floats! Complete with three vehicles: jeep with machine gun, armored car, and a rocket launcher truck with rocket. Also includes loading ramp. Authentic model plane is 22 in. long, wings 22 in. wide.

87-5906 A 200—Set. Wt. 1½ lbs. . Retail **$3.00**

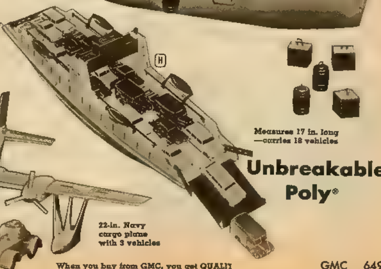
Safe, Soft Action Toys!

BIG, REALISTIC TOYS FOR HOURS OF FUN!

Unbreakable Poly®

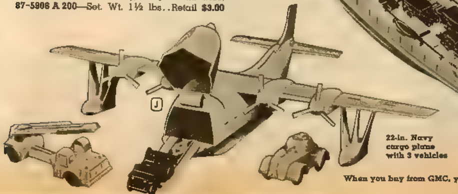
21-in. fire truck—aerial ladder extends 2 ft., rises and lowers, rotates

Battery-operated 21-in. cargo ship rolls and floats!



Measures 17 in. long—carries 18 vehicles

Unbreakable Poly®



22-in. Navy cargo plane with 3 vehicles

Games for Fun and Sport

(A) DELUXE ELECTRIC HOCKEY GAME—All the action of a real rink! Players pass, carry forward, swing stick, scrimmage, drive magnetized puck up and down giant size 35½" long by 20" wide field. Buzzer sounds, red light flashes when goal is made. All steel with easy finger manipulation. Battery operated

10-2303-975 12 lbs. ....Retail $14.95
10-1764-29 2 batteries for above . . .40

As above without buzzer sound, light flash, magnetized puck.

10-1844-725 Non-electric game 10.95

(B) TRU-ACTION ELECTRIC FOOTBALL GAME—Unbelievably realistic! Players run, kick, pass, tackle, fumble and score! Runner actually carries ball. 22 lifelike molded plastic men, 1 team in yellow, 1 team in red. All metal. AC.

10-1232-463 25" x 15½". 4 lbs.... Retail $6.95

(C) TRU-ACTION ELECTRIC SPORTS CAR RACE—A real action game that let's you participate in the nation's latest sports car craze. 4 realistic plastic sports cars speed around colorful plastic track. All metal. AC.

10-2039-463 25" x 15½". 4 lbs... Retail $6.95

(D) PUSH BUTTON MAGNETIC BASEBALL—For fans of all ages! Just push button and pitcher throws curves, slow balls, fast balls, balls and strikes! Hit to all fields—catch line drives, fly balls. Includes 9 metal players, balls, pitching arm, bats. Colorful metal grand stands and field 18⅞" square.

10-1845-463 5 lbs...............Retail $6.95

(E) ALL AMERICAN FOOTBALL—Simulates real football to an amazing degree. Gain or loss is in line with recent experience play. With 22 play discs for offense and defense, 10 yard marker, plastic football, 2 spinners, peg tally for downs, quarters, and plays. Scoreboard 19¼ x 12½ x 1½".

10-2301-172 1¾ lbs. .... Retail $2.50

(F) BAS-KET—Real basketball in miniature with action and thrills every minute of play! Players operate mechanically controlled levers which throws ball at basket. Rules and scoring same as real basketball. All gear included. 1 to 6 players. 20¾ x 12¼".

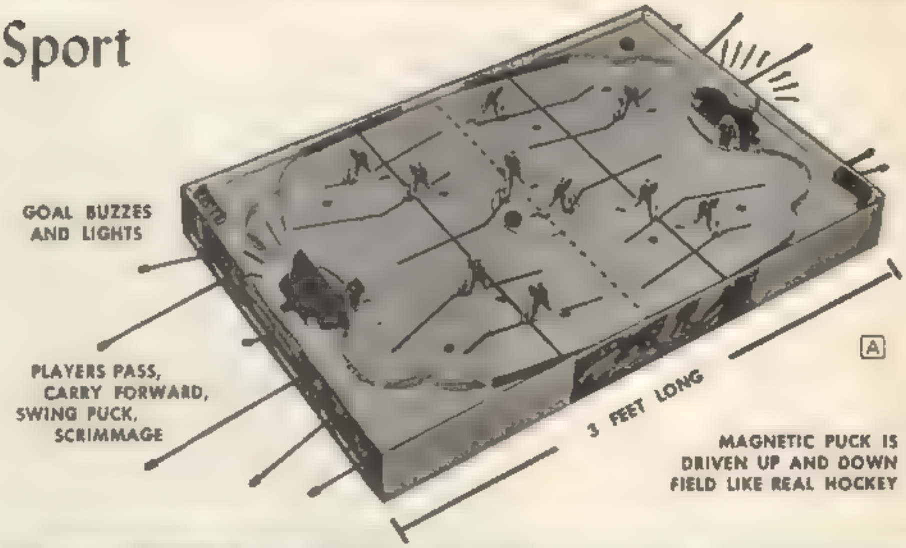
10-1235-330 3½ lbs... ..... Retail $5.00

(G) ALL STAR BASEBALL—Using batting records of Major Leaguers on player discs, this game scientifically mirrors their performance. 40 current Leaguers and 20 all-time Stars

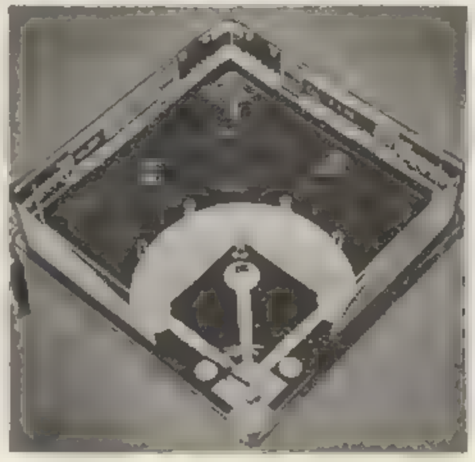
10-2302-172 19¼ x 12½ x 1½". 2 lbs. $2.50

(H) CARROM BOARD—Play 85 different games! Includes many old favorites as well as new ones. Rule book tells how to use complete playing equipment. Official 28½" square wood construction, fitted with round corner-rims, reversible net pockets, green felt cushions, 2 hardwood cues. 2 to 4 plays.

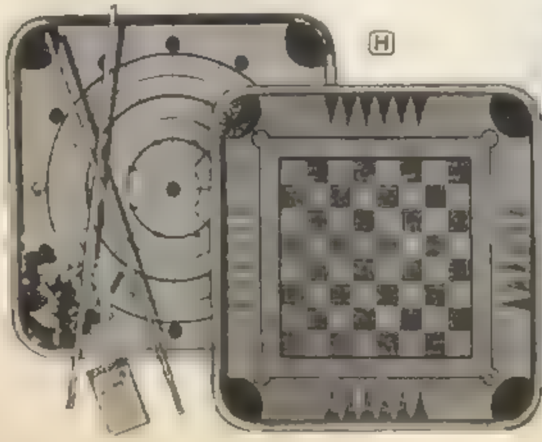
10-1240-663 9 lbs.. .... Retail $9.95

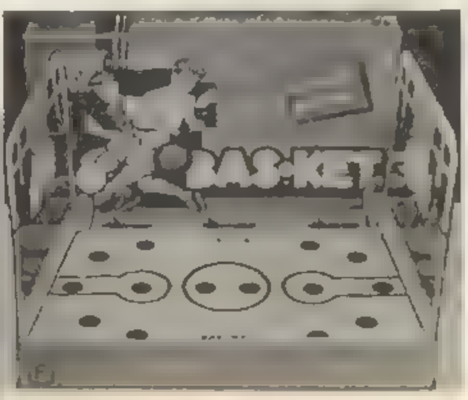

GOAL BUZZES AND LIGHTS
PLAYERS PASS, CARRY FORWARD, SWING PUCK, SCRIMMAGE
3 FEET LONG
A
MAGNETIC PUCK IS DRIVEN UP AND DOWN FIELD LIKE REAL HOCKEY

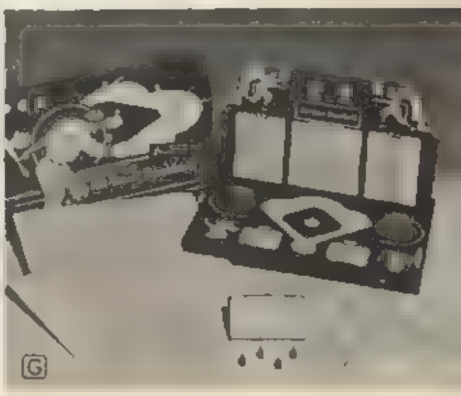
Electric sports car race
C

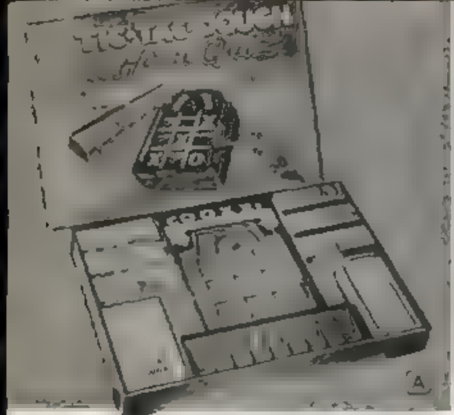


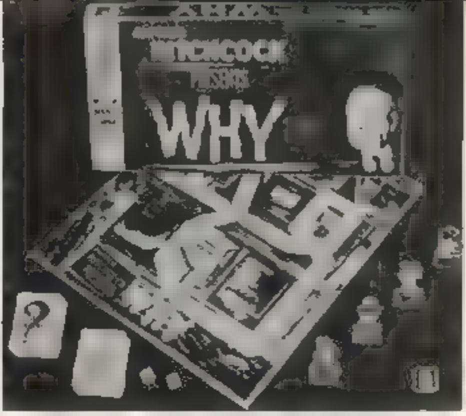
All-American FOOTBALL

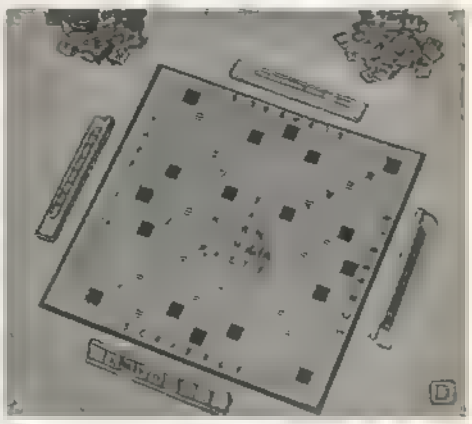






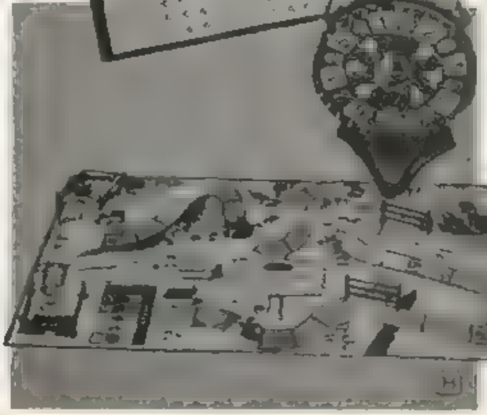






Magnetic
FLIP-TOP BINGO
BINGO
E

MONTE CARLO
BINGO
F
BINGO



Popular Family Games

(A) "TIC-TAC DOUGH" GAME—Popular TV game with 540 questions and answers in two different age groups: Ages 10 to 14, and adult. Big mechanical selector has lever which automatically changes position of the question category headings over each square. Identical to the popular TV program. Play money included, plus a rack with separators to pile each group of questions.
10-2332-263 3 lbs. . . . . Retail **$3.98**

(B) MILTON BRADLEY "WHY?" GAME—An Alfred Hitchcock murder thriller game with haunted house, mysterious murders and crimes. Every player has chance to solve the mystery and arrest the guilty party in this spine-tingling game. For 2 to 4 players. Folding playing board is 18½x15¾". 64 clue cards, 8 playing pieces and dice included.
10-2322-197 2 lbs . . . . Retail **$3.00**

(C) 20 FAMILY FUN GAME KIT—Famous games in one chestful of fun: Anagrams, Dominoes, Checkers, Dealer's Choice, Backgammon, Horse Race, Lucky Roll, Michigan Rummy, etc. Ivory plastic card tiles and racks, chips, dice, etc. 19½x12¾" carrying case with metal handle and snap locks. Keeps games handy anywhere.
10-2331-330 4 lbs. . . . . Retail **$4.98**

(D) SCRABBLE GAME—Loaded with fun and challenge, still America's most popular game for 2, 3 or 4 players with satin finished wooden tiles and beautiful pastel playing board, 14½" square. Four nicely finished racks, 100 playing tiles imprinted with clear letters and numbers. Full directions printed on box.
10-1840-197 1½ lbs . . . . Retail **$3.00**

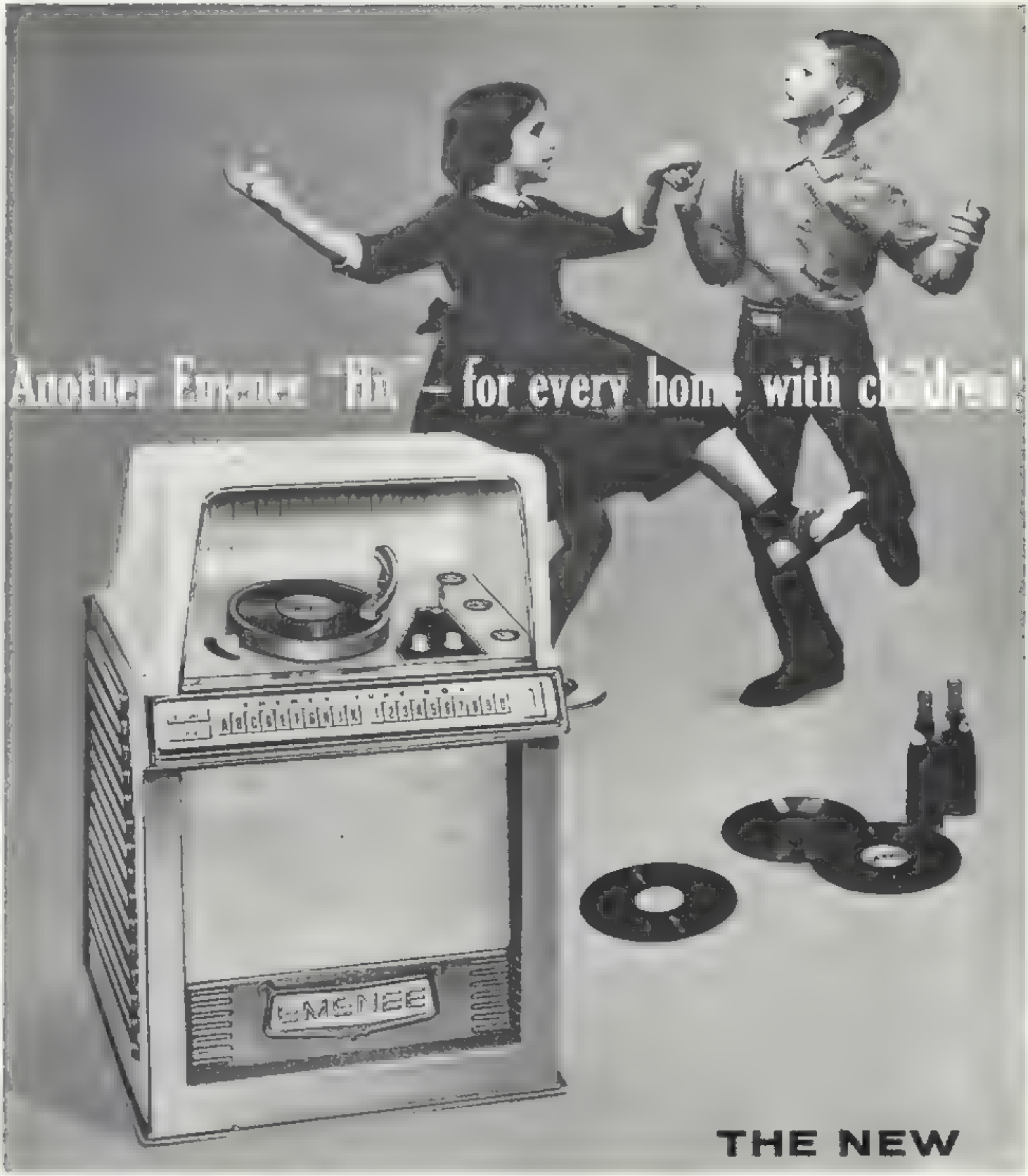
(E) FLIP-TOP BINGO GAME—Just shake the barrel, flip open the lid, and remove the number from the magnetic top. Plastic barrel. Complete with Bingo board, embossed plastic markers and Bingo cards. Fun for the whole family.
10-2329-145 1½ lbs. . . . . Retail **$2.00**

(F) MONTE CARLO BINGO GAME—A semi-professional set with an 18" diameter metal cage and wooden ball numbers. Turn the cage with its metal arm and one number is automatically selected. Complete with depressed number board, 24 Bingo cards and markers. The real thing! Ideal for fund-raising or social functions.
10-2330-263 2¾ lbs . . . . Retail **$4.00**

(G) DELUXE PARCHEESI GAME—Deluxe version of the 91-year old game of India still a leader in adult games. Handsome green leatherette box stamped in gold. Heavy folding board covered in red kalvar paper, measures 18¼ inches square. 8 catalin dice, 16 large upright wooden pawns and 4 matching dice cups included. Full instructions with each set. 2, 3 or 4 can play. Always a good family gift.
10-1841-197 2½ lbs . . . . Retail **$3.00**

(H) REMCO GIANT WHEEL "COWBOYS and INDIANS"—Shades of the wild and woolly West! Watch Junior Cowpokes thrill when they see this gigantic plasticized playing board 4 ft. long, almost 2 ft. wide! Watch the fun on their faces when they spin the king size wheel a foot high. They'll play for hours with this simple fascinating game. Includes 3 plastic cowboys and Indians on horses, 8 corral fences.
10-2030-263 4 lbs. . . . . Retail **$3.98**

(J) STADIUM CHECKERS GAME—Easy-to-play stadium checkers has terrific appeal for the entire family. As thrilling as football as thought-provoking as checkers. Exciting for 2, 3 or 4 players. Players race to home base manipulating their marbles without advancing their opponents, by rotating multi-colored plastic rings. You must think ahead to win! Includes marbles, 10" diam. stadium and instructions.
10-1973-197 1 lb . . . . Retail **$3.00**

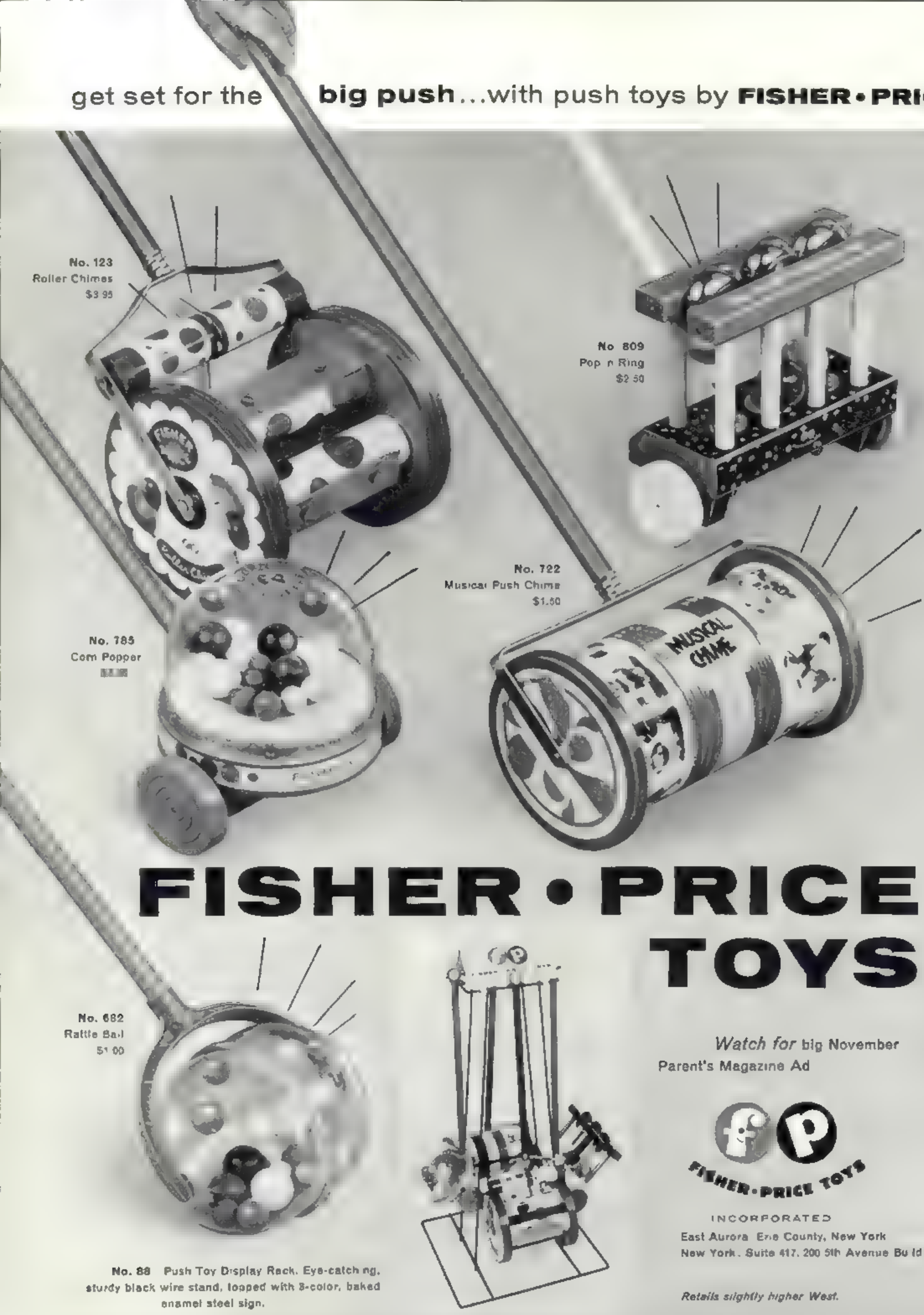


EMENEE
JUKE BOX

Handsome, colorful addition to the den, playroom or any "kid's" room. • Beautifully designed like a professional machine, with interior lighting. • Plays all size records—all speeds: 78, 45, 33-1/3, 16 r.p.m. • Superior tone quality, 6-inch speaker; powerful amplifier. • Tone and volume controls. Permanent type synthetic Sapphire needle. • Comes completely assembled, ready to play. • High impact styrene construction. Built to "stand up" under rough treatment ...wipes clean with a damp cloth. • Operates on AC house current. No. P50 Suggested List. $50.00

EMENEE INDUSTRIES, INC. 200 FIFTH AVENUE, NEW YORK 10, N. Y. A Division of Audion-Emenee Corporation
WORLD'S LARGEST MANUFACTURER OF MUSICAL PLAYTHINGS

get set for the **big push**...with push toys by **FISHER • PRICE**



No. 123
Roller Chimes
$3.95

No 809
Pop 'n Ring
$2.50

No. 722
Musical Push Chime
$1.50

No. 785
Corn Popper
[redacted]

No. 682
Rattle Ball
$1.00

FISHER • PRICE TOYS

Watch for big November
Parent's Magazine Ad

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INCORPORATED
East Aurora, Erie County, New York
New York, Suite 417, 200 5th Avenue Building

No. 88 Push Toy Display Rack. Eye-catching, sturdy black wire stand, topped with 3-color, baked enamel steel sign.

Retails slightly higher West.

Exquisite EUROPEAN DINNERWARE

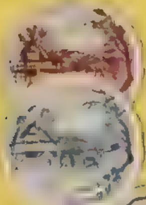
- ENGLISH STAFFORDSHIRE and
- ROYAL SCANDINAVIAN from NORWAY

FLORAL SPRAY—53 PIECE DINNERWARE SET
COMPLETE SERVICE FOR 8
"Royal Fayance" made in a renowned Scandinavian factory in Norway. Rich multi-colored hand-engraved quasi-porcelain. Acid and detergent resistant. Truly beautiful flower design in full rich colors found only on the most exclusive china. FREE 9-PC. MATCHING "DESSERT" PREMIUM.
94A0627H2595 Ret. $39.90

FREE!

Shipping Weights on all sets including premium — 36 lbs.

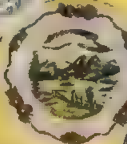
FREE PREMIUM as shown above, with the purchase of any dinner set. Premium consists of 9 PIECE MATCHING DESSERT SET; 1 large cake serving plate, 4 individual cake or dessert dishes, and 4 ash trays. "Peaceful Valley" premium described below



DEVONSHIRE ROAD—50-PC. DINNERWARE SET
COMPLETE SERVICE FOR 8
Made in world famous Staffordshire, England. Hand engraved pattern depicting a charming early American scene—in acid and detergent resistant rich colors. Choice of Blue or Pink. FREE 9-PC. MATCHING "DESSERT" PREMIUM.

94A0625H2595	Pink	Ret. $39.90
94A0626H2595	Blue .	Ret. $39.90

← *"Devonshire Road"*



"Peaceful Valley" →

PEACEFUL VALLEY—
53-PC. DINNERWARE SET
COMPLETE SERVICE FOR 8
Richly decorated in multi colors that are acid and detergent resistant. FREE MATCHING PREMIUM for this set consists of 8 egg cups, salt & pepper.
94A0628H2595 Set. $39.90

SET COMPOSITION

50-PIECE DINNERWARE SET

8 Dinner Plates	8 Cups
8 Bread and Butters	8 S[redacted]
8 Soups	1 Large Vegetable Dish
8 Desserts	1 Large Meat Platter

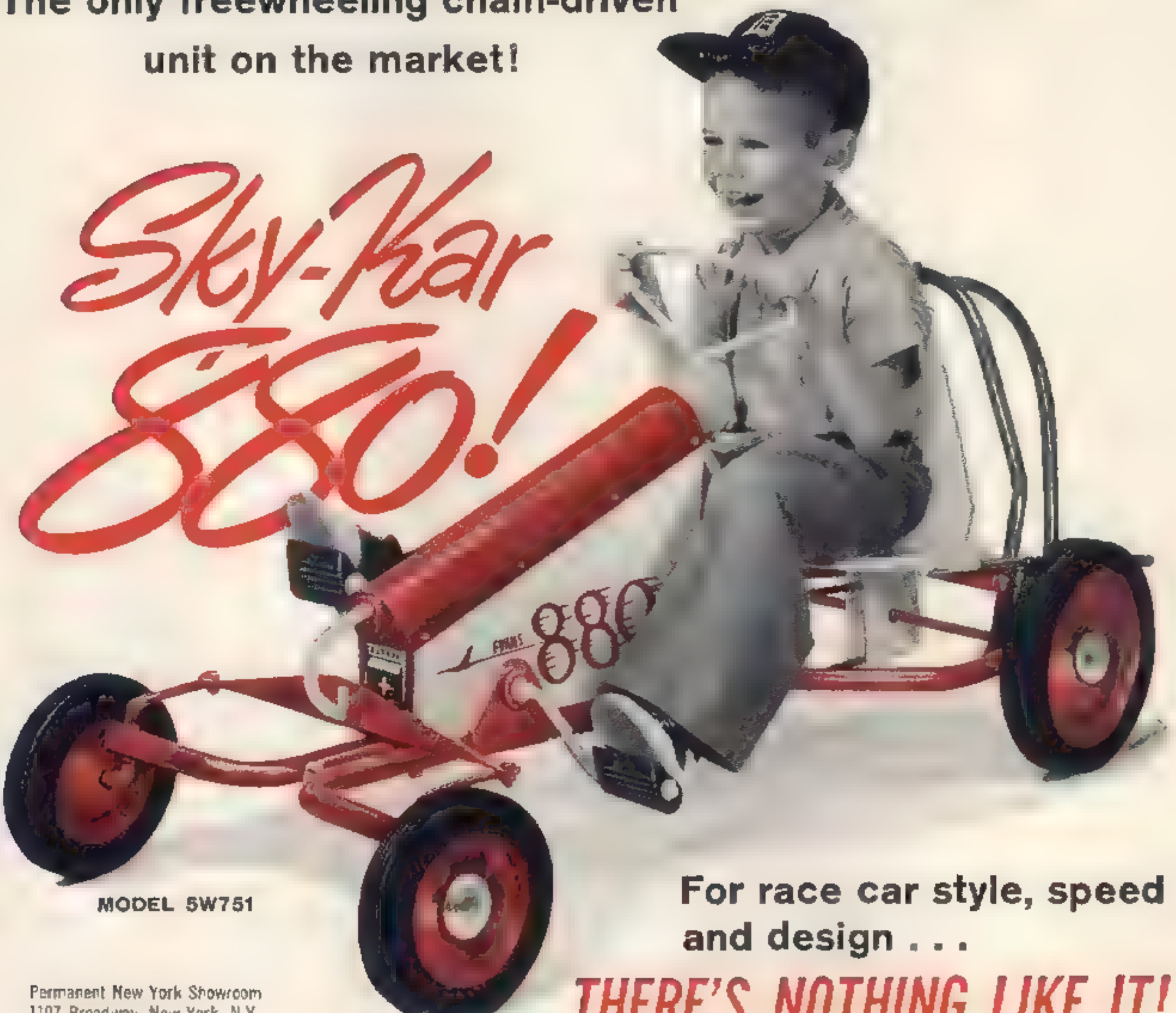
53-PIECE DINNERWARE SET

8 Dinner Plates
8 Bread and Butters
8 Soups
8 Desserts
8 Cups
8 Saucers
1 Large Vegetable Dish
1 Large Meat Platter
1 Sugar Bowl with Cover
1 Creamer

"Floral Spray"

ANOTHER FIRST FROM EVANS...

The only freewheeling chain-driven unit on the market!



MODEL 5W751

Permanent New York Showroom
1107 Broadway, New York, N.Y.

For race car style, speed and design . . .

THERE'S NOTHING LIKE IT!

- **FREEWHEELING:** "Pedal-Matic" ball bearing crank . . . chain-driven
- **RACING CLUTCH:** Forward and reverse, plus neutral coasting
- **RACING BRAKE:** Positive locking, heavy-duty hand brake
- **STEERING:** Exclusive adjustable steering post . . . airplane-type wheel and race car nimbleness
- **SEAT:** Adjusts to driver . . . designed to insure comfort
- **RACING WHEELS:** 8" front wheels . . . 10" rear wheels for better traction and speed
- **RACING FRAME CONSTRUCTION:** Heavy-duty, welded bicycle tubing

There isn't a youngster in town who won't be goggle-eyed over this sleek, new Evans Sky-Kar 880! It *looks* like a real "midget" race car . . . and scoots along like a speed demon. The Sky-Kar 880 can be pedaled backwards or forwards—or coasted . . . and don't forget, *chain-driven freewheeling action is exclusive with Evans!* Your profit potential from this speedster will be burning up the track too. Check the many *Evans* features and you'll see why the Sky-Kar 880 will soon be one of your fastest-selling items!

For further information, write . . .

EVANS PRODUCTS COMPANY
Plymouth, Michigan

Starflite II, Evinrude's 75-hp V-four

A NEW EVINRUDE 75-HP. V-FOUR, the Starflite II, heads that manufacturer's 1960 line of eight outboard motors ranging from three to 75 hp. With 50% more power than last year's largest Evinrude, the new Starflite has a slimmed lower unit designed to minimize water drag at high speed. This model incorporates a double-action hydraulic shock absorber which cushions the impact felt in striking an underwater object and reduces the blow ordinarily taken by the transom as the motor returns to its running position. Another Starflite II feature is a transom bracket for mounting the motor to the boat, which bolts directly to the transom, eliminating clamp screws. In turn, the motor is bolted to the bracket which remains on the boat as a permanent installation.

Three propellers, are available for the Starflite II: a 10 x 11 for normal use on medium weight runabouts; a higher speed 10 x 12 for light, planing hulls, and a 10¼ by 10 for large, displacement, cruisers, utilities and workboats. All are three-blade

Both the Starflite and the 40-hp. Lark II are built with an automatic choke which is attached directly to the carburetor and is activated by its own water jacket according to temperatures within the engine. Besides working automatically, the choke can also be set for manual operation

The Lark II, Evinrude's most highly-styled model, is a 2-cyl., alternate-firing motor with thermostatically-controlled cooling. Counterpart to the electric-starting Lark II is the manual-starting Big Twin, also rated at 40 hp., designed for heavy duty applications.

The other motors in Evinrude's 1960 line are: the 18-hp. Fastwin; 10-hp. Sportwin; 5.5-hp. Fisherman, 3-hp., 33-lb. Lightwin and 3-hp Ducktwin, identical to the Lightwin except for its marsh-brown color.

EVINRUDE MOTORS, Milwaukee 16, Wis

Evinrude Lark II, a 40-hp twin

Trojan 23' Sea Breeze model 242

TROJAN has complete lines of both inboard and outboard boats for 1960, with new features added to several models in each line. There are six outboard models including the 17' Fisherman and Runabout, two sizes of Bimini Sports Fishermen at 18' 4" and 21' l.o.a. and two Sea Breeze Express Cruiser models at 18' 4" and 21'. Biggest of the Trojan fleet, and heading the inboard list is the Sea Breeze Model 304 Express Cruiser, a 29' boat with walk-around decks and full accommodations for four.

Other inboards include a 25' Sea Breeze Express Cruiser, a Sedan Cruiser and Express Cruiser at 23', Bimini Sports Fishermen at 23' and 21', a 21' Express Cruiser and 17-footers in Ski-Bee Runabout and Marlin Fisherman models.

Trojan features include custom-engineered motor mounts for outboard models, self-bailing cockpits for safety at sea and while untended at moorings, single-length planking panels of marine plywood, on the boats built by this method, white oak structural members, solid lumber decks, starboard steering positions and many other items of style and construction designed to give top performance.

The cabin cruisers use space in their layouts to include many big boat features not normally found on craft this size, such as stand-up headroom throughout cabins, separate private toilet rooms with hanging locker space, extra ventilation through front and side windows, non-reflecting instrument lights for night operation and conveniently located reading lamps.

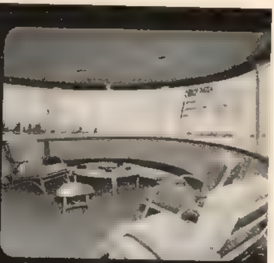
TROJAN BOAT CO., Eden Road, Lancaster, Pa.

Trojan Sea Breeze model 264, a 25-footer

SAILS FOR INLAND RACING SCOWS and Skeeter Class iceboats are specialties of Kenneth A. Nelson Co., Inc. All Nelson sails are built with heavy duty Dacron tape, for smooth set and efficient drive. Tape luffs on the headsails allow draft to be adjusted for wind strengths. A large spherical nylon parachute has proved highly successful during the past few years.

KENNETH A. NELSON CO., INC., 4725 No. Damen Ave., Chicago 25, Ill.

THE HIGHLANDER—100' Twin-Screw Motor Cruiser
Owner: Forbes, Inc. *Captain Sylvia*



Open afterdeck for gracious entertaining

Wheel house equipped with all navigational aids

BUILDERS OF THE WORLD'S
FINEST CUSTOM-DESIGNED YACHTS . . .

Feadship

Feadship-Holland, comprising a group of the leading yacht builders in The Netherlands, has been acknowledged throughout the world as the master of luxury yacht design and construction. More than 100 years of superior shipbuilding experience go into each custom-built *Feadship*, resulting in the most extraordinary yachts ever built... elegant accommodations...superb seaworthiness...and the finest joiner work and finish. All American equipment. *Feadship*—world's leader in fine yachts from 40' to 200'.

Write for illustrated brochure of all Feadship custom-built cruisers.

OVINGSTEEL, INC. • 30 CHURCH STREET • NEW YORK 7, N.Y.
Coop. FEADSHIP-HOLLAND U.A. • 18, Zonnelaan, Haarlem, Holland

Elegantly appointed dining area

Handsomely designed 60' STEEL MOTOR CRUISER

Beautifully arranged deck lounge in teak

FISHER PRICE TOYS

POP
POP
POP
FISHER-PRICE

STOP
SCHOOL BUS

ROLLER CHIMES

Gay push toy for ages 1-3. As wheels activate roller, 2 clappers strike 4 steel xylophone keys, producing a melodious choir of chimes! Color-harmonized wood construction; steel sound pipes; safe plastic knob. 7½" wide, 16½" handle, 25" overall. Ship. wgt. 3 lbs.

22A-1081 B265 . ...Retail **$3.95**

CONCRETE MIXER TRUCK

Hours of entrancing floor play for vigorous 2-5 year olds. Massively proportioned heavy-duty wood body and chassis; unbreakable plastic drum and grill; tandem wheels and heavy steel axles. Colorful perpetual tumbling action. 13¼"x6½"x6¼". Ship. wgt. 3 lbs.

22A-1080 B335.... ... Retail **$5.00**

SAFETY SCHOOL BUS

Educational toy of the year for 2-5 year olds! Unbreakable transparent plastic top, strong enough for child to straddle! Movable eyes, polyethylene STOP sign, comical engine sound; sturdy wood body 14" x 6" x 5" in non-toxic enamels. Delightful removable wood figures. Ship. wgt. 2½ lbs.

22A-1078 B400.... .. .. Retail **$5.95**

(A) HUFFY PUFFY TRAIN. Ingenious play train for ages 2-5. Brightly painted wood engine, cars and wheels; heavy steel axles; unbreakable acetate face. Pistons pump in and out of rotating cylinders . . . car doors slide open . . . brakeman swings his lantern. Clever acetate couplers hold fast, yet easy to unhook. 27" long, 5" high, 5¼" wide. Ship. wgt. 3 lbs. Retail

22A-1079 B335... ..**$5.00**

(C) MOO-OO COW. Endless fascination for 1-4 year olds with this clever pull toy! Sturdy wood construction safely enameled. Spring tail swishes at gaily painted butterfly. Unbreakable acetate horns, flexible vinyl ears. Concealed patented sound device . . . tosses her head and sounds a long, low "moo-oo!" 10" long, 9½" high, 4¼" wide. Wgt. 2 lbs. Retail

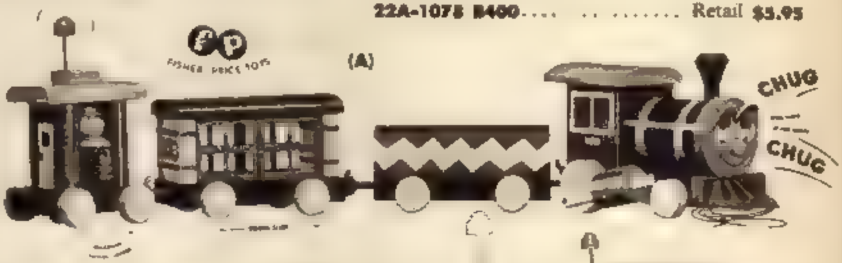
22A-1086 B200 ... **$3.00**

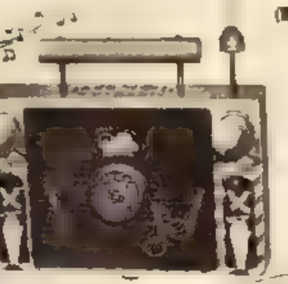
(B) JACK 'N JILL TV-RADIO. Delightful manipulative toy for ages 2-6! Genuine Swiss unbreakable music box, concealed behind plastic speaker, plays "Jack 'n Jill" melody when wound by the large tuning knob. As music plays, dial revolves. Spring aerial is raised by small knob Solid wood case beautifully lithographed with nursery rhyme characters. 7¼" x 6" x 2". Wgt. 1¼ lbs. Retail

22A-1083 B200... **$3.00**

(D) POP 'N RING. Youngsters 1-3 can make music wherever they go with this gay push toy! Spring-activated mechanism throws 3 acetate balls in rapid succession against shiny nickeled bells, making "popding" sound. Sturdy wood construction, color-styled in confetti-bright, non-toxic enamels. 20" handle with safe plastic knob. 8½" wide, 23" overall. Wgt. 1¾ lbs. Retail

22A-1085 B170.....**$2.50**





EARLY AMERICAN FRONTIER SET

Authentic detail and life-like colors in soft, unbreakable, scratchproof vinyl. 44-pc. set includes covered wagon and team, log cabin 6½" x 7½" x 5¼", 3 Indian wigwams, 6 fighting Indians, 5 frontiersmen, 1 frontierswoman, 1 Indian horse and rider, 1 frontier horse and rider, 20 wild North American animals. Ship. wgt. 3 lbs.

22A-748 B265..................Retail **$4.00**

ROADBUILDERS SET

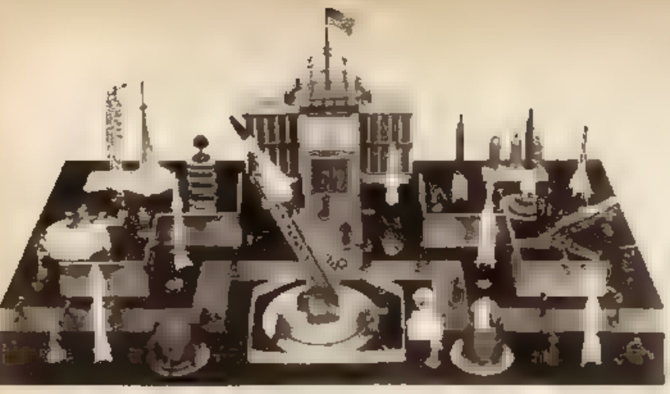
This 7-pc., all rubber-like vinyl set has exceptional play value . . . is safely engineered for the smallest child. Soft . . . flexible . . . harmless. Set includes bright red and yellow earthmover 10¾" long, bulldozer 8" long, road scraper 10½" long and four life-like roadworker figures each 3" high. Safe and sanitary. Ship. wgt. 3⅓ lbs.

22A-749 B165 .. . .Retail **$2.50**

NOAH'S ARK SET

An exciting set with lots of play value! A colorful ark 10¼" x 5¼" x 4⅜" of bright red and yellow unbreakable polyethylene . . . floats for water play, has wheels for floor play 40 soft, flexible, rubber-like vinyl animals in pairs . . in assorted bright colors. Noah and his wife in excellent detail 3" high Safe, durable, harmless. Wgt. 2⅓ lbs.

22A-751 B200...... . . ...Retail **$3.00**



CAPE CANAVERAL MISSILE BASE

Count down! . . . 3 . . . 2 . . . 1 . . . BLAST OFF!! Excitement and suspense—just like the well-known Florida base. Army, Navy and Air Force rocket missiles, moon probes and satellite launchers stand ready and really take off at final count down. Lots of fun for junior spacemen to use replicas of the famous rockets that are pioneering space age travel. By Louie Marx

22A-1043 B535 . . . . Retail **$8.00**

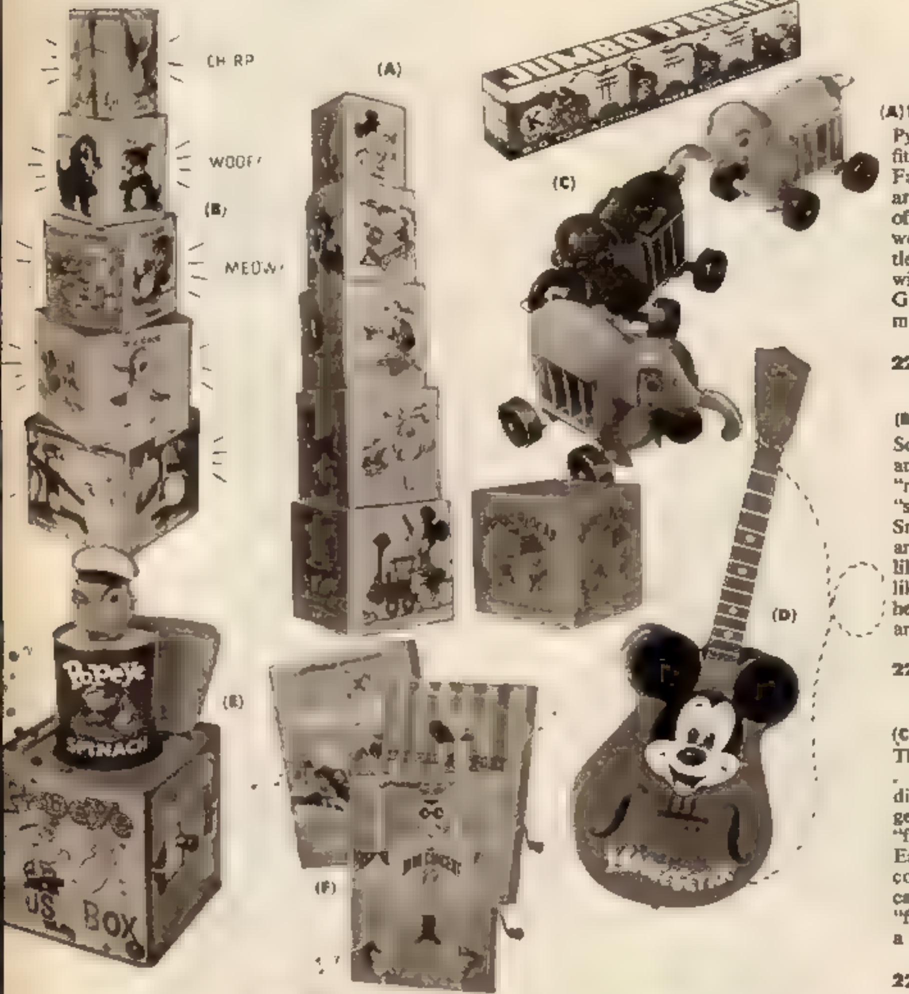
launches 3 ways

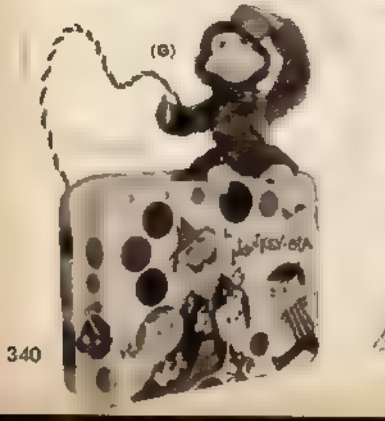
MATTEL SUPER THRUST H_2O MISSILE SET

Has special extra-thrust adapter. Missile can be launched by water-pressure, air and water pressure or air pressure only. Completely portable . . . fires anywhere! Set includes complete two-stage missile, three extra rockets, hand launcher and air pump with adapter hose attached.

22A-854 B665 . . . . Retail **$10.00**

22A-841 B330 Powered by water pressure only. . . . . Retail **5.00**





(A) DISNEY JUMBO BLOCKS

Pyramid-stack blocks that fit one inside the other. Famous Disney characters are painted on four sides of each block. Colorful, wonderful pictures that little folks (and big folks) will be crazy about. Pluto, Goofy, Bambi, Mickey and many others, all in color.

Retail

22A-987 B265 . . . . . **$4.00**

(B) TALKING BLOCKS

Squeeze the colorful blocks and they "chirp", "woof", "meow", "quack" or they "squeal". Yes, they "talk"! Small children learn what an animal or bird sounds like as well as what it looks like. Pictures and noises help to keep child busy and happy for long periods.

Retail

22A-986 B195 . . . . . **$3.00**

(C) KONGO SAFARI

Three elephants on wheels . . . can be used as individual toys or hooked together trunk to tail for a "follow the leader" romp. Each elephant is a different color, and each elephant can be either "leader" or "follower." Lots of fun for a little one.

Retail

22A-575 B135 . . . . . . **$1.98**

(D) MOUSEGETAR

A guitar made to please all Mouseketeers and their friends. Bright red, with Mickey Mouse face on the front. Nylon strings, tuning keys and a cord to hold it while you play. Instruction book for the Mickey Mouse Club songs—fun to learn to play and sing them all.

Retail

22A-057 B219 . . . . . . **$4.00**

(E) POPEYE-IN-BOX

New, double-action, musical jack-in-the box. When you turn the crank box plays "Popeye the Sailor Man" and Popeye pops up in a spinach can and says "Arf." All-metal box with four-color Popeye and all-metal spinach can. Lots of fun for the kids.

Retail

22A-567 B195 . . . . . . **$3.00**

(F) MATTEL-A-TUNE ACTION BOOKS

Real animation acts out original 14-page stories to catchy musical tunes! Turn crank . . . train actually moves, happy pony prances up and down, concert conductor conducts band with life-like arm movements. Three action books 6" x 8½" x 1".

Retail

22A-844 B395 . . . . . . **$6.00**

(G) MONKEY-O-LA

Turn the crank and play a merry tune. Watch the monkey bow and tip his hat. Gaily decorated, all-metal music box with mechanical monkey attached. Shoulder carrying cord. Size (including monkey): 7¾" x 2½" x 10". A gay music maker that any child would love to have.

Retail

22A-845 B195 . **$3.00**

(H) FIX-IT STAGECOACH

Real old-time stagecoach. Horses can be unharnessed, doors open and close. Has brake, lanterns, removable rifle, money chest, storage trunk as part of equipment. Tools include jack mallet, wheel wedges, pry bar and wrench. An IDEAL toy for kids who love the Old West.

Retail

22A-879 B265 . . **$4.00**

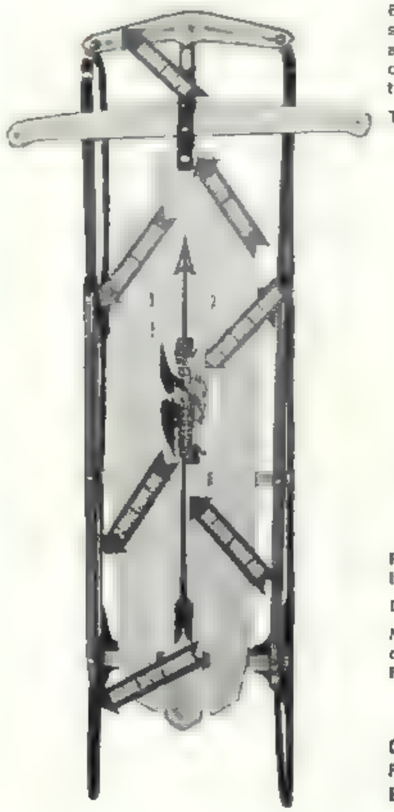
FLEXIBLE FLYER

NORTH OR SOUTH, EAST OR WEST
BY EVERY TEST, FLEXY'S BEST

A Dozen Dynamic Reasons Why Flexy Is Your Best Bet for a Profitable Season . . . among them:

- **Best Known**
- **Best Merchandised**
- **Best Advertised**
- **Best Selections**
- **Best Promoted**
- **Best Profits**

FLEXIBLE FLYER® Sleds—Free Display Kit



Blue arrows and a colorful window streamer dramatize the sales features of Flexible Flyer. Affixed to a display model, the arrows direct attention to the dynamic, excellent features of design and construction which sell more Flexible Flyer sleds than any other brand at any price.

The complete display kit is available to you absolutely free.

FLEXY® RACER Terrific play value

FLEXY-RACER

Pumping or belly-flopping, the child is the envy of the neighborhood on his sleek, snappy Flexy Racer.

Dramatize your Flexy Racer with the new, colorful tent display.

Mounted on the deck, the free display piece immediately draws attention to the many outstanding features which make Flexy Racer America's number one coaster.

ANY WAY YOU LOOK AT IT, FLEXY'S BEST FOR YOU.

ORDER YOUR FREE POINT OF SALE DISPLAYS TODAY. ASK FOR FLEXIBLE FLYER DISPLAY BY1634 AND FLEXY RACER DISPLAY BY1635.

Get your order in now.

S. L. ALLEN & CO., Inc.

407 Glenwood Ave.,
Philadelphia 40, Pa.

FLEXIBLE FLYER 44" SLED

Here's a really beautiful model. Built especially for little girls. Distinctive new chrome finish with a modern chrome steel bumper. Light and sturdy Easy to handle. Length 42", Width 13¼". Height: front 6½", back 5¾" Small, smart and smooth. Really feminine. Little Miss America's favorite

79A-948 P877 Wgt. 10 lbs. .... Retail **$13.50**

FLEXIBLE FLYER 51" SLED

The popular racer model Sleek and trim . . . easy to manage on the steepest slopes. Steel bumper with new chrome finish. Extremely lightweight for easy handling, yet sturdy and durable. Has outstanding eye-appeal. Over-all dimensions: Length 51", Width 13¼". Height: front 6½", back 4¾".

79A-949 P1056 Wgt 12¾ lbs ..Retail **$16.25**

FLEXIBLE FLYER 60" SLED

A truly great sled. Features safety construction . . . stout and durable for heavier sledders. The teen-age speedster with all that is new, beautiful and modern. Steel bumper with new chrome finish Length 60", Width 15½". Height: front 8", rear 5½".

79A-950 P1267 Wgt 19 lbs Retail **$19.50**

FLEXIBLE RACER

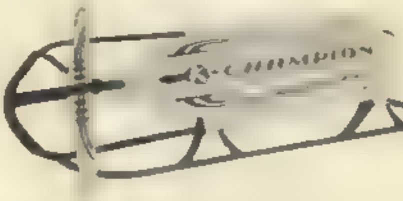
Smartly streamlined. Sloping, tapered deck . . . handsomely finished in clear varnish, glossy black bumper, bright red wheels and jet black tires Double disc – double ball bearing wheels with tempered rubber tires. Spring steering. Powerful two wheel brakes. Length: 41½", Width 11¾". Height, front 8½", rear 7¾"

79A-1263 P1297 Wgt. 19 lbs Retail **$19.95**

FLEXIBLE FLYER SLED BACK

Simply a must for transporting little tots. Adjust easily to any width sled. On or off in a few minutes by simply tightening or loosening four wing nuts. Folds easily for storage

79A-1264 P255 Wgt. 3½ lbs. .Retail **$4.25**



CHAMPION 41" SLED

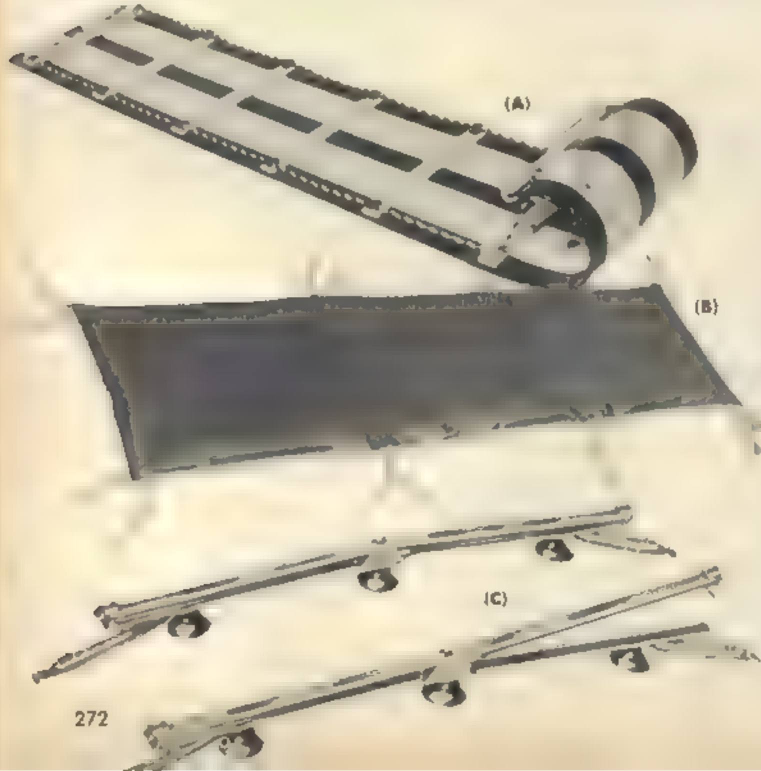
Eye-catching appeal. A real economy buy! 4 knees. A beautiful racer featuring new two tone color harmony. Especially built for the young est boy. Length 41", Width 13¼". Height: front 6½", rear 4½".

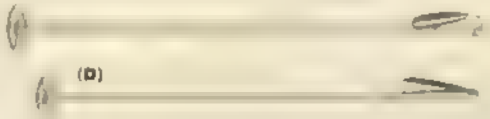
79A-1034 P399 Wgt. 8½ lbs....Retail **$5.95**

4' HALF-HOOD TOBOGGAN

Designed especially for the small set . . . extra play fun in the snow. Made of sturdy hardwood that will take lots of wear. Tow rope. Safe for the juvenile sportsman. Length 4', Width 13½"

79A-1327 P497 Wgt. 6 lbs.... Retail **$7.50**





(A) **SUPER CRUISER TOBOGGAN.** Combines sturdy construction with fast action and streamlined design. Made from selected, thorough seasoned, straight-grained hardwood. Slat construction. Heavy leather loops hold the cotton rope rails Natural finish with dark runners.

79A-214 P1497 6' length
18 lbs. .... Retail **$25.00**

79A-215 P1797 8' length.
22 lbs. ....Retail **30.00**

(B) **TOBOGGAN CUSHION.** Top cover is of tough durable plastic Underside is heavy water-repellent duck. Cushions closely tufted with metal grommets. Strongly bound edges. Securely fastened tie tapes. Neutral color. 4½' cushion fits 6' toboggan. 6½' fits 8' toboggan.

79A-216 P397 4½'.
Wgt 4 lbs Retail **$6.95**

79A-217 P597 6½'
Wgt. 5½ lbs. Retail **8.95**

(C) **SKI CARRIER.** Attractive, convenient, auto-top ski carrier that holds 6 pairs of skis. Heavy gauge formed steel construction, cushioned with heavy sponge rubber, Baked-on grey enamel finish. 54" wide Folds in half

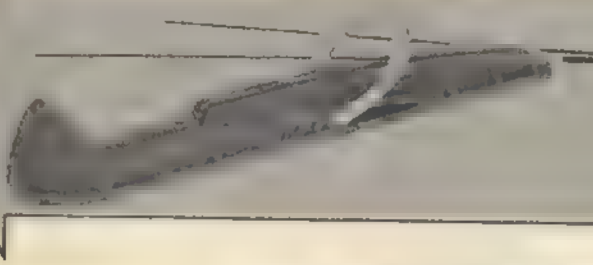
79A-211 P897 Wgt 11 lbs.
Retail **$14.50**

(D) **GREGG "ROYAL" STEEL SKI POLES.** Flexible steel ski poles in three lengths: 45", 48", and 51". Specify length when ordering.

79A-212 P867 Pair.
Wgt 2 lbs.........Retail **$13.00**

ALUMINUM SKI POLES. Fine lightweight aluminum ski poles are perfectly balanced, extra strong Lengths: 45", 48", and 51" or 54" Specify length when ordering.

79A-213 P450 Wgt. 1¾ lbs.
Retail **$6.95**



SKATE SCABBARDS

Free **with each pair of skates purchased on Page 269.**
Or protect your old skates with scabbards. Order by shoe size. Designate type of skate: juvenile, ladies or men's hockey or figure. Red Polyethylene
79A-749 B100 Wgt. ½ lb. . . Retail **$1.50**

BOB ICE SKATES

Designed for small tots — 2 to 6 years. A slower safer skate that provides easy learning. Adjustable from 6" to 8". Fit any child's shoes. Steel plated. Rust resistant. Leather straps. Skating booklet enclosed. Wgt. 1 lb.
79A-748 B80 ......Retail **$1.19**

STAR BRAND BEGINNER SKATE

New style for beginners! Double runner – no twisted ankles. Form fitting special tannage shoe with a combination last. Hard rubber sole. Full sizes: 9-2. Wgt. 2½ lbs. Boys', black; Girls', white

		Retail
79A-751 B392	Boys. . . .	**$5.95**
79A-752 B392	Girls.	**5.95**

DOUBLE CUSHION MODEL

High quality double action with conical and smaller companion cushions of live rubber for a smooth floating action. Right and left foot formed skate plates, sixteen ball bearings in each wheel. Plastic wheels. Full grained elk leather uppers, soft flextra counters, steel shank, wing tip toe. Full and Half sizes.

79A-1333 B1533
Men's. Sizes 4 through 12. Black. Wgt. 4 lbs. Ret. **$22.95**

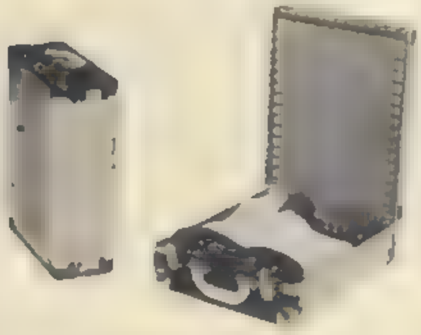
79A-1334 B1533
Ladies'. Sizes 2 through 10. White 3½ lbs ...Ret. **$22.95**

ROLLER DERBY SPECIAL

A professional style with full grain elk leather uppers, straight back stay, rubber lined tongue, new wing tip toe, steel shank. Skates are single action, rubber cushion, $\frac{3}{16}$" polished steel ball bearings, Plastic wheels. Full and Half sizes.

79A-1331 B1263
MEN'S. Sizes 4 through 12. Black. Wgt. 4 lbs...Ret. **$18.95**

79A-1332 B1263
LADIES. Sizes 2 through 10 White. 3½ lbs. Ret. **$18.95**



SKATE CASE — END CARRY

All-steel covering is baked enamel finish plus scratch-resistant varnish. One-piece wrap-around construction. Draw-bol locks with keys. 15½" x 13" x 5". Colors: Yellow/Black, White/Maroon, or Red/Grey. Specify color. Wgt. 5 lbs
79A-932 B495..................Retail **$7.50**

SPECIAL 15" SKATE CASE

All-steel covering is baked-on enamel finish plus scratch resistant varnish. Built-on full plywood frame. Features wrap-around construction. No bindings. All fittings are riveted on. Size: 15" x 11" x 5¼". Colors: Blue/Yellow, White/-Green, Pink /Grey Specify Wgt. 5 lbs.
79A-930 B335..................Retail **$4.95**

SPECIAL "PRO" SKATE CASE

All-steel covering is baked enamel finish plus scratch resistant varnish. Built-on full plywood frame. Wrap-around construction. All fittings riveted on. True professional size. 15½" x 13" x 5". Colors: Red/Grey, Pink White, Yellow/Green. Wgt. 5½ lbs
79A-931 B395 Retail **$5.98**

20-FT. ICE SKATING RINK

Easy to assemble. 4" sidewall. Corrugated aluminum, embossed for strength and beauty. Just set it up – and fill with water. Have your own backyard rink. A real treat for the youngsters.

79A-972 P897	Wgt. 14 lbs....	Retail	**$15.00**
79A-973 P1197	Wgt. 19 lbs. With Safety Edge Bumper	Retail	**20.00**

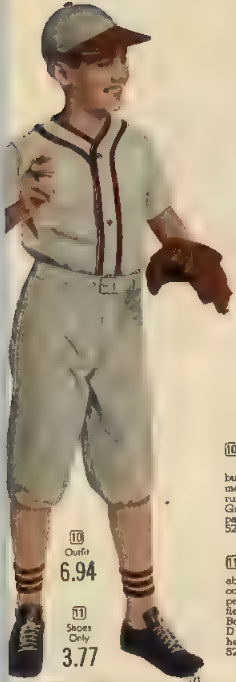
FLYING DI...
CHAMPION

"CHAMPION" FLYING DISC

Here's real fun for the young crowd. Molded fibreglass. 26" dia. Attractive bright orange color. Does not fade, rust or dent. Children of all ages love it.
79A-228 B321 Wgt. 4 lbs. . . ...Retail **$4.98**

Kicking tee included with all Footballs

Especially for Active Little Leaguers



FOOTBALL outfits (1 thru 4). Official size and weight footballs. Unbreakable plastic kicking tee and inflating needle included.

1 ECONOMY simulated leather football. Ideal low-priced gift for the beginner (1 lb. 12 oz.).
White with Black.
52 J 8291 .... .. 2.44
Tan with White stripes.
52 J 8292 .... 2.44

2 LEATHER football outfit. Sure-grip finish for accurate passing, easy handling. Official size and weight. Tan with White end stripes. Shpg. weight 1 lb. 10 oz.
52 J 8271...... ...3.94

3 "LOU GROZA" football outfit . . . our finest. Rugged top-grain cowhide football with double lining, double leather laces. Sure-grip finish. Official size and weight. Tan with White end stripes. Shpg. weight 1 lb. 12 oz.
52 J 8270 ....4.94

4 PRO FOOTBALL by Rawlings, endorsed by Harlon Hill. Our best . . . NCAA app. Gyrometric shape and deep pebble graining for precision passes and faster ball handling. Top-grain leather, two-ply lining, lock-stitch sewn, leather laced. Tan with White stripe at each end. (1 lb. 8 oz.).
52 J 8282...... ..... 8.67

5 BOY'S HELMET with double bar face guard. Cycolac plastic with padded web type suspended headband. Red, three White stripes. Sizes: Sm (fits 6½); Med (6¾); Large (7). State size.
52 J 8302 (3 lbs.)......3.77

6 SHOULDER PADS for plenty of protection in lots of rough play. Constructed of molded fiber. Foam rubber lining gives necessary protection up to high-school age. Cantilever-style; elastic arm straps. Leather reinforced; leather bound neck. Cotton laces and leather hinges.
52 J 8324. (3 lbs.) 4.82

7 FOOTBALL PANTS . . . vat-dyed, pre-shrunk cotton twill; reinforced hip, kidney pads; fiber thigh guards; padded knees. Double reinforced seams, adjustable belt. Scarlet with White stripe; Gold with White and Royal stripe; or Royal Blue with White and Red stripe. Waist sizes: 24-26-28-30-32-in. State size, color.
52 J 8326. (2 lbs. 6 oz.) 5.66

8 SWEATSHIRT. 2-ply knit cotton. Heavy absorbent fleece back; nylon reinforced collar, cuffs, waist. Washable. Sm (fits 34-36-in. chest); Med (38-40); Lg (42-44); X-Lg (46) State size. (1 lb. 5 oz.).
52 J 8545. Gray.. ......1.65
52 J 8546. Navy 1.65
52 J 8547 Scarlet . 1.65

9 VARSITY HELMET. Cycolac plastic, foam rubber padding. Triple bar face guard. White with 3 Red stripes. Padded web suspended head band. Sm (fits 6¾); Med (7); Lg (7¼) State size.
52 J 8303. (3 lbs.)..... 5.77

5 PIECE LITTLE LEAGUE BASEBALL OUTFIT

- Cotton flannel uniform
- Zip pants, shirt, socks
- Cap, hard rubber ball

10 Everything the young player needs to "play ball," in handy carrying case . . at a low outfit price. Short sleeve, button front shirt; elastic bottom pants; matching cap; long stirrup socks; solid rubber baseball. Felt shirt letters incl. Gray. Sizes 6-8-10-12-14. See size chart 7, page 265. State size.
52 J 7268. (3 lbs.) . 5-Pc. Outfit 6.94

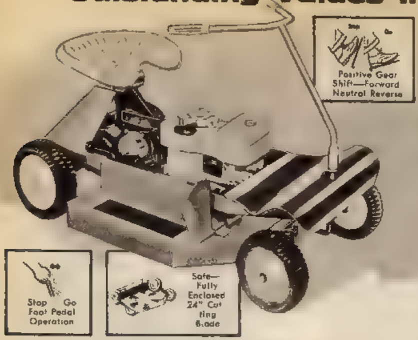
11 LITTLE LEAGUE SHOES for boys. Perfect for completing the outfit above. Rubber sole and cleats. Lock stitch construction; split leather wing-tip uppers; cushioned heel pad; sock-lined; flexible shank support. Yellow laces. Boys' sizes 1 to 6 including ½-sizes; D width (med. wide). Allow for wear over heavy socks. State size.
52 J 7710. Black. (2 lbs.).........3.77

12 BAT 'N BALL. Rawlings famous-name autographed bat. "Herb Score" ball, felt center horsehide cover. Mail (3 lbs.).
R52 J 7060 . . 2.79

GOOD "JOHNNY LOGAN" fielder's glove. 3½-in. leather trap. Leather-lined fingers. See How to Order. (2 lb.)
Right-hand thrower.
52 J 7084............4.74
52 J 7085. L. H. Thrower 4.74

HOW TO ORDER GLOVES. If right handed, order right hand thrower. If left handed order left hand thrower

Outstanding Values in Riding Lawn Mowers

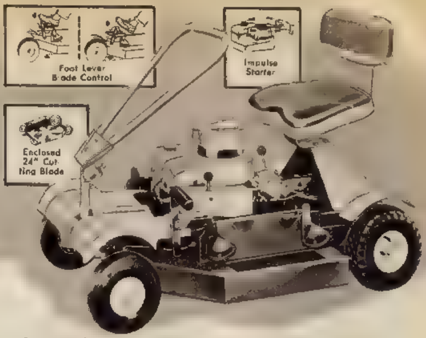

Positive Gear Shift—Forward Neutral Reverse
Stop Go Foot Pedal Operation
Safe—Fully Enclosed 24" Cutting Blade

Great Lakes 24" Riding Rotary Mower

- *3¼ H.P., 4 Cycle Clinton Engine With Recoil Starter*
- *Geared Transmission—Forward, Reverse and Neutral*

Operation is so simple anyone can drive it in seconds. Foot pedal stop-and-go operation. Powerful 3¼ HP Clinton engine utilizes cast-iron cylinder sleeve for long wear Performance insured 1 full year Geared transmission shifts into forward, reverse, neutral. Lubricated for life. Oil change pump for easy changing of engine oil. Swivel-type front-end suspension evens out the rough spots. Dead-man's clutch. Cutting blade enclosed. Automotive differential results in easier handling, eliminates tearing of grass on turns. Adjustable cutting height 1 to 3". Full-power cutting on inclines, won't race on down grades. Sealed ball bearing wheels. 10" rear, 8" front. Semi-pneumatic tires, traction design—won't slip on wet grass. Comfrotable bucket type seat mounted on heavy-duty steel spring. Low center of gravity, widely spaced wheels, virtually tip-proof. Sturdy steel construction. Weatherproof enamel finish. Shipped From factory, Cleveland, Ohio.

F48393-13740 Weight 156 lbs. .... Retail **$198.00**

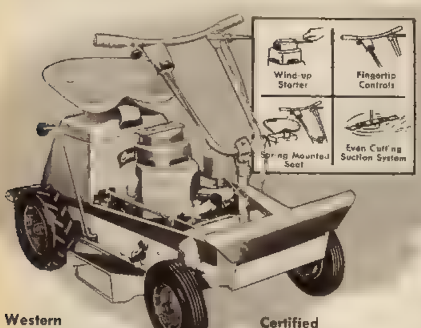


Great Lakes 24" Heavy Duty Riding Rotary Mower

- *4½ HP Industrial Clinton Engine*
- *New Wind-Up Starting*
- *Positive Gear Shift—Forward, Neutral and Reverse*

Sit back and relax—you can enjoy mowing with this riding mower Impulse starter—merely wind it up, then push the handle against the automatic button trigger release. Blade control—6 positions—1 to 3". Push foot lever forward to raise cutting blade—even when mower is in operation—blade automatically returns to height originally set. 4½ HP heavy duty Clinton engine. Oil change pump for easy change of engine oil. Two forward speeds let you cut waist high weeds in low, or cuts lawn smoothly in high. Meshed transmission has reverse and neutral Sealed ball bearings. Fully pneumatic rear tires 3.50 x 10. Front tires semi-pneumatic 2.75 x 8. Automotive differential. Dead man clutch Weatherproof enamel finish. Four wheels widely spaced, virtually tip-proof 6 positions, 1 to 3". Upholstered seat and back rest. Swing Away handle adjustable for height. Enclosed blade housing. Ship. From fact. Cleveland, Ohio.

F48394-21080 Weight 200 lbs. Retail **$295 00**

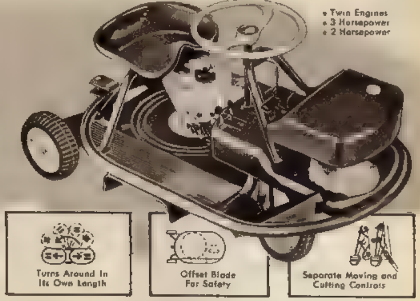


Western Riding 24" Certified Rotary Mower

- *4½ HP 4 Cycle Heavy Duty Clinton Gas Engine*
- *New Wind-Up Starter*
- *Variable Speed Planitor Driving System*

Plenty of power to cut and plenty of riding comfort. Soft, spring mounted seat and 4-wheel stability for riding ease, even over hard, rough ground. Climbs hills and grades up to 28%. Turn quick without scalping turf, maneuver close for walks, etc. Fingertip controls—choke-o-matic throttle maintains constant blade speed. Extra large side discharge chute spreads grass clippings evenly. Wind-up starter—nothing to pull, simply spin lever and release. Austempered steel deflector blade in extra-deep housing creates suction—lifting every grass blade to assure smooth cutting. Wheels set inside cutting area, allow close trimming. Rugged construction, weatherproof finish. Leaf mulcher included Oilite self-lubricating bearings. Rear wheel 12 x 3.00, front wheels 10 x 2.50. Variable speed planitor drive for widest range of speeds. One lever controls forward, reverse and acceleration. Movable tips of deflector blade swing back on impact with solid object. Shipped From fact. Des Moines, Ia

F48388-28496 Weight 280 lbs. Retail **$379 95**


Twin Engines
3 Horsepower
2 Horsepower
Turns Around In Its Own Length
Offset Blade For Safety
Separate Moving and Cutting Controls

Fox Howard Twin Engine 5 HP 24" Rotary Riding Mower

- *Twin Engines—2 HP Briggs & Stratton, 3 HP Briggs & Stratton*

Extra power, plus extra maneuverability make this easy-riding power mower a leader in the riding mower field 2 HP Briggs & Stratton 4 cycle recoil starter engine for traction power. 3 HP Briggs & Stratton 4 cycle heavy duty engine with recoil starter for cutting blade power 10" wheels have heavy duty semi-pneumatic tires. Cross tread design for full traction. Turns around within its own length Full 24" cut—8 gauge austempered blade. Chassis—1½" dia. 16 ga. electrically welded steel tubing surrounds machine as bumper. V-belt drive with heavy duty hardened gears. Grease sealed ball bearings. Offset blade housing permits operator to mount safely. Safety automatic brake when foot is off pedal Dial-a-hite control sets cutting height from 1" to 4" without tools. No shifting, to reverse, turn front wheels 180°, handy dial indicates direction. Separate moving and cutting speed controls for each engine satisfies all conditions. Sturdy steel construction, weatherproof enamel finish. Shipped From factory, Chicago, Ill.

F48385-27100 Weight 280 lbs. .... Retail **$389.00**

SUM LOG SPEEDOMETER IMPORTED FROM SWEDEN

Sum Log is a marine speedometer that Hurricane Marine Co., 642 Beaubien Ave., Detroit, Mich., is importing from Sweden. Sum Log records speed and distance. For boats cruising extensively, Sum Log can record up to 10,000 miles. Small indicator on the dial records up to 100 miles.

NEW Z-SPAR MARINE FINISHES

Three new Z-Spar marine finishes are offered by the Andrew Brown Co., Box 22066, Los Angeles 22, Cal. Z-poxy, developed after three years of research, has high standards of water resistance, real hardness, and produces a high gloss finish on wood and fiberglass. It is available in seven colors, including clear and white.

To screen out sun rays, the new clear V-274 Polyurethane, which contains an ultra-violet shield, has been developed. It dries rapidly and gives woodwork maximum protection against salt water and exposure.

Vinyl-Texture, a new interior finish, adheres to fiberglass, aluminum, wood and plywood surfaces. Offered in a variety of pastel colors, it resists water, gasoline and abrasion.

JOHNSON BROS. BUILDING NEW SKIFFS

Johnson Brothers' 20' lapstrake sea skiff has 7' beam and 1' draft. With a 70 hp Gray engine she cruises at 28 mph.

Johnson Brothers Boat Works, Point Pleasant, N.J. have added two new lapstrake sea skiffs to their line of custom crafted boats. One is a 20-footer with 7' beam powered by a 70 hp Gray. The other is 25' with a 9' beam, powered by a 125 hp Chrysler Crown.

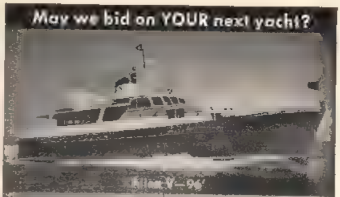
The 20' model weighs 2500 lbs. and draws 1 foot. It is planked with clear cedar and mahogany, fastened with copper rivets and Everdur screws. Ross steering, full ventilating windshield, chrome hardware, complete instrument panel, with oil gauge, ammeter, tachometer and engine temperature gauge are some of its other features. She combines comfort, speed and economy of operation with the good sea qualities for which the Johnson Brothers boats have been known for more than 40 years.

The 25' boat has a shelter top with full ventilating windshield and sliding side windows. It has two bunks and marine toilet and is powered by a 125 hp Chrysler Crown.

SPINNAKER CLOTH FOR OCEAN RACERS

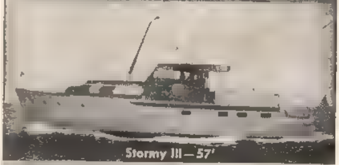
Howe & Bainbridge, Inc., Boston, Mass., has developed a new Force 9 spinnaker fabric for use on ocean racers. The cloth was created from its conception as an ocean-going fabric designed to withstand the rigors of heavy seas, chafe, whipping, and heavy winds. Available in all popular colors, it is made of tightly woven 100 denier nylon in the ripstop weave and treated with deep set silicon water repellent.

May we bid on YOUR next yacht?



[illegible] V—96'

Lisa II—80'



Stormy III—57'

De-Re-Mi

COMPARE
STYLING—QUALITY—PRICE
on our stock hulls
CUSTOM FINISHED TO YOUR SPECIFICATIONS
Write
Broward Marine Inc.
FORT LAUDERDALE, FLORIDA
Complete Design, Construction and Repair Facilities

Gale V-Sovereign has four cylinders, develops 60 hp

GALE PRODUCTS 1960 line of outboard motors consists of eleven models covering the horsepower range from the new V-Sovereign "60" to the Buccaneer "3." The entire line features contour-designed fiberglass shrouds.

Electric starting is standard on the V Sovereign 60, Sovereign 35 and custom Buccaneer 25. Both the V-Sovereign and the Sovereign 35 are available with integral factory-installed generators. The Buccaneer 35 and 25-hp. models, with automatic rewind rope starting as standard equipment, are designed for easy conversion to electric starting.

Styling of the entire line was by Brooks Stevens. The Sovereigns are sea spray white and jet black accented by red and trimmed in metallic gold and chrome. All Buccaneer models are two-toned in galleon gold and surf white.

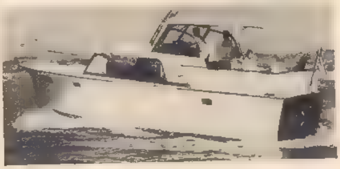
Among the mechanical features of the Gale line are automatic "cruising range" fuel miser, snap-on gravity-feed gas line, anti-friction steering, spring-balanced motor swivel bracket, thermostat controlled cooling system, twin-barrel downdraft carburetor, recessed motor tilting handle and tilt and trailer lock

GALE PRODUCTS, Galesburg, Ill.

Gale Buccaneer 15-hp. deluxe

LUBRICATION KIT OF PLASTIC provides all the tools needed for lubrication of your inboard or outboard motor and fittings. High pressure, pistol-type oiler dispenses drops or a steady fine stream of oil. Hand size grease gun develops up to 3000 p.s.i. Both load easily, and provide visual supply and one-hand operation. Made of unbreakable plastic. Price $3.75.

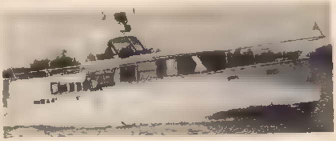
COLD SPRING PRODUCTS CO., Cold Spring, N.Y.



Stephens Bros. has a new 36' flush deck stock cruiser

A FLUSH-DECK 36' CRUISER has been added to the 1960 line by Stephens Bros. due to the response to this type of styling on their larger yachts. The new model has a master stateroom aft with twin beds, a double cabin forward and a convertible couch in the salon for exceptionally roomy accommodations for this size craft. Standard power is a pair of Chrysler Sea V engines, with other options available. The walk-around deck and a fully equipped open galley are other features providing extra cruising comfort. Stephens is also building a number of large custom yachts, stock 42' and 47' flush deck models and a 42' sedan.

STEPHENS BROS., INC., Stockton, Cal.

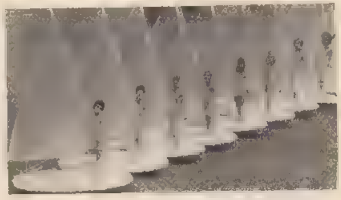


Largest stock yacht from Stephens Bros. is the 47' flush deck model

GUY LOMBARDO ROYAL FIBERGLASS BOATS are being built by the United States Pool Corp. Orchestra leader Lombardo has long been active in power boat racing, numbering among his accomplishments victory in the 1946 Gold Cup race. Many of the features of the new fiberglass line are said to be adaptations learned from his boating experience.

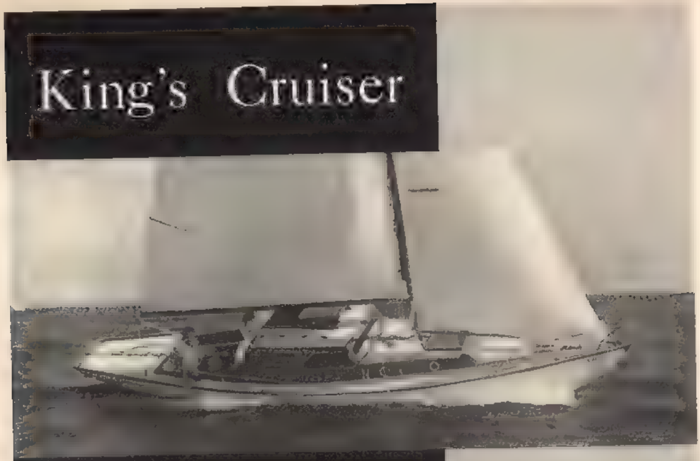
The Guy Lombardo Royal line will be offered in 12', 15', 17', 18' and 20' lengths in the Tempo series at the outset. They will be deep hull boats, designed for family safety. During the first year, eight models will be produced. To be named at a later date are the fisherman, utility, sportster, ski-master, convertible, hard top, offshore and cabin designs.

UNITED STATES POOL CORP., 27 Haynes Ave., Newark, N.J.

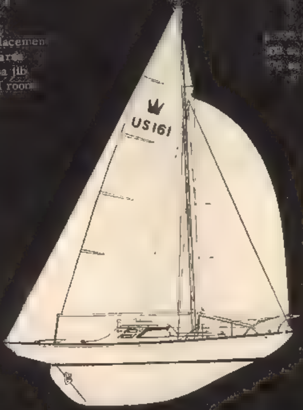


The Flite Fish, 11' long, 3' beam, made of flotation material by ROY M. BLOOM, Inc., 274 Madison Ave., New York 16, N.Y., sells for $99.50. Price includes transparent sails but crews are optional extra equipment

King's Cruiser



Draft
Displacement
Sail area
Genoa jib
Head room



The Most Popular Cruising - Racing Yacht in America

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Great Lakes

Detroit Boat Basin, Inc.
[illegible] E. Jefferson Avenue
Detroit 14, Michigan

Grebe Yacht Sales, Inc.
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Chicago, Illinois

West Coast

[illegible] & [illegible] Motor [illegible]
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The "MINIMUM" DINGHY by AERO-NAUTICAL

The "Minimum" dinghy by Aero-Nautical is the perfect combination of beauty, safety and usefulness. Two adults (three or four kids) ride safe and dry. Her finish is a joy to the most meticulous owner. One piece fiberglass construction makes her as tough as they come. Styrofoam and air tanks make her unsinkable.

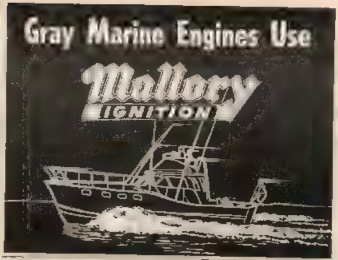
YOU CAN'T BEAT THE BEST, AND THIS DINK IS IT!

★

Length 8' 10"
Beam 3' 10"
Weight 45 lbs.

PRICE $179.00
(fob Copiague L. I., N. Y.)

AERO-NAUTICAL, INC
97 GARFIELD AVE., COPIAGUE, L.I., N.Y.
Dealer inquiries invited



Gray Marine Engines Use Mallory Ignition

Fleet and lovely for 1960

THE NEW 24 FT. LAP-STRAKE Sea Skiff

● Engine choices from 100 to 240 H.P ● Speeds to 40 M.P.H ● True round bilge construction ● Unexcelled craftmanship ● Sleek Sport Fisherman model Inboard Sea Skiff prices start as low as $2990

Write [illegible] brochures on 20' and 26' models

ANA
ASSOCIATED NAVAL ARCHITECTS
WEST NORFOLK, VIRGINIA

The Thistle is a 17 racing and day sailing sloop of which there are well over 1200 in commission

THE THISTLE AND HIGHLANDER are two popular classes of fast, planing sailboats built by Douglass & McLeod. The Thistle, 17' long, 6' beam, with 175 ft. of sail, is an entirely open boat, while the Highlander, 20' o.a., 6'8" beam, with 225 ft. of sail and a reverse-sheer profile, has a deck. Both can carry good-sized afternoon sailing parties and both are organized into keen racing classes with fleets in many parts of the country. The Thistle, launched in 1945, is the older and more numerous class.

Both classes are built in molded plywood. In addition, the Highlander is now available in molded fiberglass-plastic, approved by the Highlander Class International Assn. To date, glass molding of the Thistle has not been approved, but such approval may be voted at the national meeting of the Thistle Class Assn. in New York in January. Both boats are available in molded plywood as kits in various stages of completion, with the customary saving in cost for the man who can complete one at home. This is not practicable with the fiberglass model, the builders say. Prices on finished boats, formerly $1650 for the Thistle and $2275 for the Highlander, have recently been raised seven percent.

DOUGLASS & MCLEOD, INC., Box 311, Painesville, Ohio

Spectacular speeds characterize Enterprise sport fishermen

ENTERPRISE SPORTS FISHERMEN are built in three sizes, 35' o.a. by 13' beam, 40' x 13', and 42' x 15' and are powered for high speeds, up to a top of 47 m.p.h. in the 35-footer with twin 300 hp., the builders report. They are built to stand the punishment of high speed in rough waters, and have demonstrated their ability to do so in some fast runs from Miami to the Bahamas and Cuba. They are wooden boats, with double-planked, fiberglass-covered bottoms and lapstrake topsides. Several Enterprise boats have done well in the rough water Miami-Nassau power boat races across the Gulf Stream.

Interior arrangements are optional, but a typical Enterprise 35 or 40-footer would sleep four or more persons, have toilet and galley, and the after part of the hull is occupied by a big fishing cockpit. A flying bridge has the second set of controls topside that sport fishermen require. Regular sedan type cruisers are available, as well as the sport fishing boats. V-drives are optional, and the use of low-profile engines make flush cockpit decks possible if desired, as they usually are by the most single-minded sport fisherman.

ENTERPRISE MARINE, INC., 17091 Biscayne Blvd., No. Miami Beach, Fla

GANNET
A true planing hull in fiberglass, for intercollegiate racing and junior training. Built in flotation. Handled easily by one or two, room for four. LOA: 14', Beam: 5'4", SA. 125 sq ft

ALBACORE
The day sailer that became an exciting racing boat! Top performer, planing hull. Outsails most conventional boats. LOA: 15', Beam: 5'4", SA: 125 sq. ft.

INTERNATIONAL 14
Now in fiberglass! Aristocrat of the "hot" boats! Designed by Uffa Fox for the ultimate in performance and fastest of her size. LOA. 14', Beam: 5'6", SA. 175 sq. ft. Also in wood.

FIREFLY
Popular and inexpensive advanced trainer. Delivers exciting performance. Ideal for single-handed sailing. Easy to cartop or trail. LOA: 12', Beam: 4'7", SA. 100 sq. ft.

For Sailors who like it HOT! . . .

RACING SAILBOATS

O'DAY
the finest name in boats

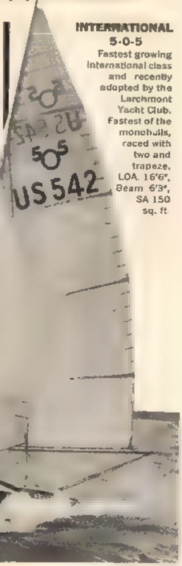
- ***featuring fiberglass hulls***
- ***national and international favorites***
- ***exciting sport, top performance***

JOLLYBOAT
Fast, but easily handled, 18 footer. Planing hull crewed by two or three. Continually gaining in popularity. LOA. 18', Beam: 5'2", SA. 160 sq. ft.

NEW!
ALPHA
Wonderful new planing hull in fiberglass. Has unique foam construction, is non-sinkable. Exciting performance for crew of two. Can be cartopped or trailed. LOA. 12', Beam. 5'½", SA. 90 sq. ft.

FINN
International one-man boat for 1960 Olympic Games. Now available in **fiberglass**. New authorized rolled-in deck. Unsurpassed excitement for single-handed sailing. LOA: 14'9", Beam. 5', SA. 114 sq. ft.

INTERNATIONAL 5-0-5
Fastest growing international class and recently adopted by the Larchmont Yacht Club. Fastest of the monohulls, raced with two and trapeze. LOA. 16'6", Beam 6'3", SA 150 sq. ft.



For complete information, prices and delivery on these boats, call or write

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Dept. 1, 9 Newbury Street, Boston, Massachusetts
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❶

SPRITE

for the small fry. Fits on car top 10' x 4'4". Sail area 53.2 sq. ft. Sails with main only or main and jib. Centerboard

❷

SUPER SPRITE

for lakes, rivers, harbors. A deluxe 10' centerboard sailer made for two. Carries 76 sq ft sail. Made in standard bright colors

❸

DAY SAILER

for family picnics or just enjoyment of the water and breeze. Nice for family of four. Centerboard boat with 16' 6" x 6' with 145 sq. ft. sail.

❹

OSPRAY

a purpose centerboard sail boat with cuddy cockpit and boom tent for camping luxury 15' 6" x 6' with 125.7 sq ft sail.

❺

RHODES 19

captures the adventurous heart of any family. 19' x 6' 9" with 176 sq ft. sail. Cuddy cabin height 33". Roomy comfortable safe and a fast sailer in keel or centerboard models.

"Sailboat Living" is Family Living

As you watch the bow of your new O'Day boat peel back waves of excitement, the thrill of a new way of life will captivate your whole family. For O'Day boats are truly the family boat for "Sailboat Living"! . . . large enough for safety and comfort — small enough to afford.

Set your sails for that quiet luxury of family adventure. Give your family the thrill of participation, the joy of achievement, the sense of confidence that only a family sailboat can impart.

Decide now on the model O'Day boat which you are ready for and pack your duffle with pleasure. The call of the beautiful wide blue water awaits you and yours. The time to decide is now. Write us today.

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Here is a complete, fun-to-mull-over collection of "How-to-get started" information. It includes pictures, boat descriptions, hints on boat selection and what to look for in boat construction and characteristics

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Be an ERECTOR Engineer!
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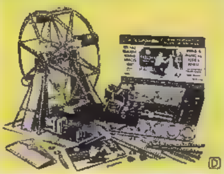


FUN WITH Electricity
C

ERECTRONIC
TRANSISTOR SET
F

ERECTRONIC
TRANSISTOR SET
J

(A) GILBERT—THE AUTOMATIC CONVEYOR SET. Automatic Materials Conveyor—built with this set—moves parts by means of a long, endless belt and unloads them automatically into waiting cart! Steel Chest. Powerful electric motor has forward and reverse plus two power take-offs. Outfit makes Dockside Hoists, Robot, Rocket Towers, Airplanes and many others. 18½" long, 10⅛" wide, 2⅞" high.
22F0312H1665 Ship. wt. 11 lbs. Mailable ...**$24.98**

(B) GILBERT ROCKET LAUNCHER SET. Steel chest, sides and ends of box represent factory which can be used with many models. Electric motor has forward and reverse gear shift plus two power take-offs. Models built with set include Rocket Launcher that raises, lowers and fires rocket into space, plus Trucks, Cranes, Rocket Servicing Tower and others.
22F0311H1265 Ship. wt. 28 lbs.............**$18.95**

(C) GILBERT ELECTRICITY SET Every boy who loves to find out why things happen, will want this exciting set that builds a rheostat, telegraph system, performs experiments in magnetism, static electricity and includes a DC-3 electric motor. Set completely safe in every way Large selection of chemicals and apparatus.
22F0313H665 Ship. wt. 4 lbs. Mailable **$9.98**

(D) GILBERT MUSICAL FERRIS WHEEL SET Extraordinary Sound Effects Unit (record player and reproducer) permits addition of carnival music to amusement park models or construction noises (air drills, riveting, etc.) to other models. Electric Motor with forward and reverse speeds and power take-offs, provides power. Includes Rockets, Jets, launching Platforms, Cranes and many others. Sound unit plays 6" records at 78 RPM. Steel chest. 20¼" long, 12¼" wide, 2¾" high. Shipping weight 18 lbs.
22F0315H2332 Ship. wt. 18 lbs. Mailable . **$34.95**

(E) GILBERT AUTOMATIC RADAR SCOPE SET. Steel chest. Set has DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, enough to build Radar Scanner, Airplane Ride, self-propelled Trucks, Cranes, Jet Aircraft and others. Chest 16¼" long, 10½" wide, 3" high.
22F0314H665 Ship. wt. 6½ lbs. Mailable **$9.98**

(F) GILBERT EREC TRONIC TRANSISTOR SET. All the necessary parts to build a complete working radio in 10 minutes! Patented Jiffy-clips make electrical connections a cinch. Printed templates, placed on pegboard show where parts position. Lay parts where indicated, make electrical "Jiffy" connection. Makes code practice set, crystal radio, transistor radio and combination of both. Illustrated booklet. Parts include crystal diode, 250 mmfd. Capacitor, Code Sending Key, Turner, Transistor, Mounting Board, Jiffy Connectors, 1½ volt Battery Pack, 25 feet to antenna wire and other equipment
22F0318H732 Ship. wt. 1½ lbs. Mailable....**$10.98**

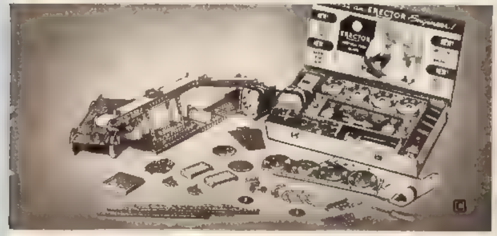
(G) GILBERT MASTER BUILDER SET. Build a record player that actually plays any standard 6" record at 78 RPM! Or, build a giant Robot that walks by itself. Makes Jets, Texas Tower, Satellite Scanners, Rocket Launcher, Cranes, Hoists and multitude of fascinating models. Two motors, including one with forward and reverse speeds, 2 power take-offs and 4-position gear shift. Steel chest is 24¼" long, 14¼" wide, 4" high Over 38 lbs. of parts!
22F0310H4995 Ship. wt. 40 lbs............**$75.00**

(H) GILBERT AMUSEMENT PARK SET. Amazing new Sound Effects unit reproduces carnival music to add realism to Merry-go-Round, Parachute Jump, Airplane Ride and similar amusement park models or construction sounds for such models as Cranes, Hoists and Derricks. Nearly 28 lbs. of parts. Electric Motor with forward-and-reverse plus 2 power take-offs. Electro-Magnet for lifting metal parts Steel Chest 22" long, 13¼" wide, 2⅜" high.
22F0316H3332 Ship. wt. 29 lbs.............**$49.98**

(J) GILBERT EREC-TRONIC TRANSISTOR SET Builds 9 different radio sets—any one of them in just 10 minutes! (jiffy-clips make connections instantly.) All the parts to make a code practice set, a basic crystal radio, transistor radio, crystal-and-transistor radio, regenerative transistor radio, broadcast unit and many other circuits. Template, showing where parts position, is placed on pegboard, when parts are located according to diagram, connections are made. Crystal diode, 250 mmfd, Capacitor, regeneration coil, earplug and base, code sending key, batteries, antenna wire, tuner, transistor and other parts. Illustrated instruction book.
22F0319H999 Ship. wt. 1½ lbs. Mailable . **$14.98**

(A) GILBERT MUSICAL FERRIS WHEEL ERECTOR SET—Even has sound effects! . . . record player and reproducer plays carnival music, or construction noises to accompany models of different types. Also builds rockets, jets, etc. With electric motor for forward and reverse, power take-offs.
1T524X2332 20¼x12¼x2¾" steel chest. 18 lbs.. .. ..**Retail $34.98**

(B) GILBERT ROCKET LAUNCHER ERECTOR SET—Build launcher that raises, lowers and fires rocket, trucks, cranes; rocket servicing tower, etc. Powerful electric motor has forward and reverse gear shift, 2 power take-offs. Steel chest with brilliant lithographed cover 9⅓ lbs.
1T525X1265 . . . .**Retail $18.98**



(C) GILBERT AUTOMATIC CONVEYOR ERECTOR SET—Builds ingenious conveyor that moves goods on endless belt—unloads them automatically into waiting cart Also builds dock-side hoists, robot, rocket towers, planes, etc. Provides hours of constructive entertainment for all junior builders (and dad, too) Powerful motor with forward, reverse and two powerful take-offs. All parts are packed in a sturdy, big steel chest, sides and ends of which resemble a factory Box cover is brilliantly lithographed. 18½x10⅛x2⅞".
1T527X1665 11 lbs. .**Retail $24.98**

(D) GILBERT AUTOMATIC RADAR SCOPE ERECTOR SET—An exciting new kit with the most advanced designs to be built! Build a giant-sized radar scanner that actually moves. Comes complete with DC-3 battery operated electric motor to put scanner or many other models in action. Also builds airplane ride, self propelled trucks, cranes, jet aircraft, etc There's practically no end to all the models possible with this set Comes packed in a 10½x3½x16¼" long steel chest Snap-lock closing on brightly lithographed cover
1T526X665 6 lbs. . **Retail $9.98**

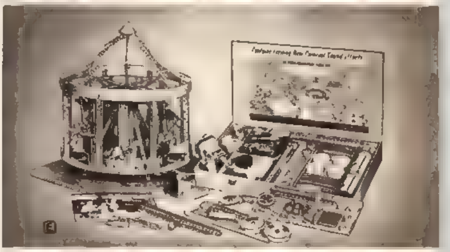
(E) GILBERT AMUSEMENT PARK ERECTOR SET—The aristocrat of our line! Has amazing sound effects unit that produces carnival music to accompany the Merry-go Round, Parachute Jump, Airplane Ride and other amusement park models that can be built with this set. Also has construction sounds—air drills, riveting, etc.—for use with such things as cranes, hoists, derricks. Electric motor for forward, reverse, plus 2 power take-offs. Electro-magnet, too. Set also can build all models that can be made with smaller sets. 13⅛x2¾x22" long chest
1T528X3332 29 lbs. ....**Retail $49.98**

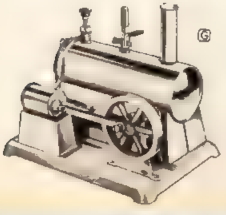
(F) GILBERT ENGINEER'S ERECTOR SET—Big 14" cylinder chuck full of Erector parts for building swept-back wing jet fighter, rockets, mobile radar unit, rocket launcher, robot, etc. Complete with all necessary screws, etc. Perfect for junior builders.
1R265X232 **Retail $4.98**

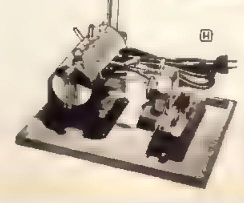
(G) METALWARE STEAM ENGINE—With reverse and slide valve! Large piston and bronze cylinder with brass slide valve—runs forward or in reverse! Throttle valve controls speed Fast heating, heavy-duty, safe electric element generates steam in boiler rapidly Has water gauge, filler stack with safety valve, loud, clear whistle. Drive pulley, heavy fly wheel. Seamless copper boiler, chromium finish Base of heavy steel 8x6⅜x6½"
1R266X1018 **Retail $16.95**
(1R266X916 in lots of 3)

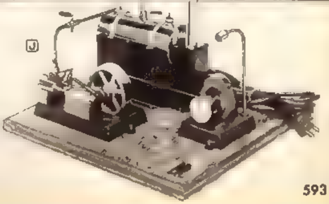
(H) JENSEN REVERSIBLE STEAM ENGINE—Horizontal boiler double-acting stationary cylinder, slide valve type. Safe, solid brass boiler is 2½" dia., 6" long, nickel-plated. Cylinder is mounted separately on the engine base Heats electrically and has water gauge and safety valve with whistle. 3" dia. fly wheel Throttle valve controls engine speed. 6-ft. cord 9½x11½" base. U.L. approved
1T530X1730 7 lbs. **Retail $26.00**

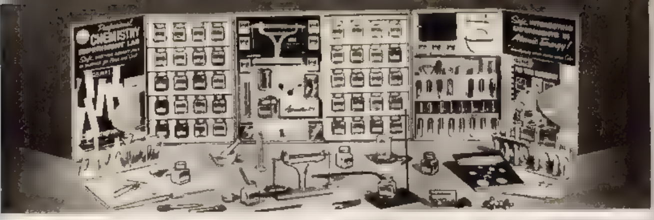
(J) JENSEN REVERSIBLE POWER PLANT—Horizontal boiler, double acting cylinder slide valve type. 2½x6" long nickel-plated solid brass cylinder, slide valve, eccentric, 3" dia. fly wheel, mounted separately AC generator also mounted separately Generator produces electricity to light 3.8 V flashlight bulb; belt-driven Boiler electrically heated, water gauge, safety valve whistle. Throttle-controlled speed. 11½x13¾". U.L. approved.
1T529X2330 11 lbs. ....**Retail $38.00**



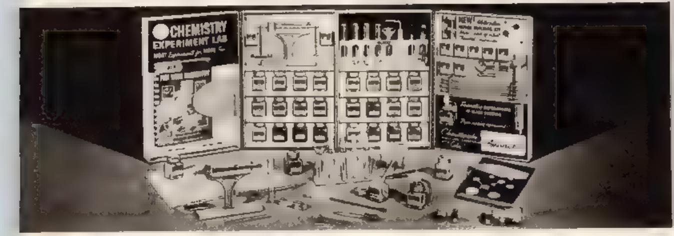






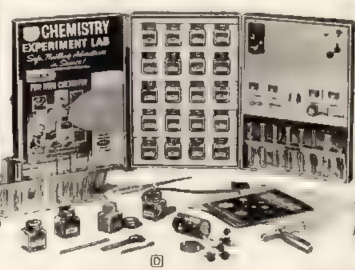


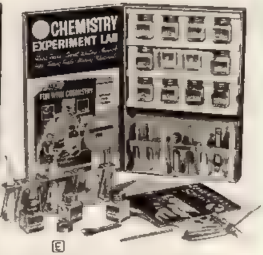
(A) GILBERT DELUXE CHEMISTRY EXPERIMENT LAB—The most complete, giant size Gilbert lab! Huge 6-compartment steel laboratory-type case is jam-packed with a staggering quantity of chemicals and equipment. Has 2 metal test-tube racks, brand new precision balance for accurate weighing, ring stand, beaker, graduated cylinder; alcohol lamp, gas-generating bottle, atomic energy Spinthariscope. Molecular Model Building Kit includes colored spheres for putting together models of chemical compounds. Provides experiments in Chromatography (analyzing chemicals by color), hydroponics, crime detection; glass blowing; mineralogy; plastics, etc. 3¼x19x13¾ high cabinet opens to over 4-ft. long!
1T531X1999 16 lbs. ....**Retail $29.98**



(B) GILBERT CUSTOM CHEMISTRY EXPERIMENT LAB—All new and very complete set! Features brand new chemical balance for accurate weighing. Also included in this set is the Molecular Model Building Kit that lets you create actual chemical compound models. The large, generous array of chemicals let you perform hundreds of interesting experiments in Glass Blowing; Chromatography (analyzing chemicals by color); Atomic Energy; Food Testing, etc. Has alcohol lamp; metal test tube rack, 2 illustrated manuals; 3¼x9½x13¾" high steel cabinet that [illegible] to over 3-ft wide!
1T532X1199 ....**Retail $17.98**

60-250-500 POWER
MICROSCOPE
AND LAB SET
C

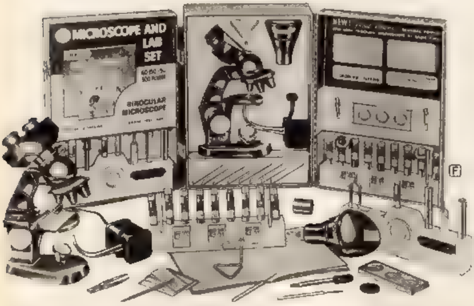




(C) GILBERT MICROSCOPE & LAB SET—Group Viewer allows 2 or more to look through microscope at once! Precision lens system; exciting new plug-in Microtronic Ray Illuminator directs rays along curved neck to slide 3-objective turret with 60, 250, 500 powers. Ramsden eyepiece.
1R267X865 13¾" high chest ....**Retail $12.98**

(D) GILBERT STANDARD CHEMISTRY EXPERIMENT LAB—Conduct experiments in Crime Detection, Food Testing, Secret Writing, etc. Features Chromatography—the science of analyzing chemicals by color. Plus Molecular Model Building Kit—builds actual models of compounds. 3¼x9½x13¾" high steel cabinet.
1R268X665 8⅓ lbs. ....**Retail $9.98**

(E) GILBERT STARTER CHEMISTRY EXPERIMENT LAB—Perfect for the young chemist—lets him experiment in secret writing, color printing and many more! More chemicals, more equipment, more experiments than ever before. With "Adventure in Science" books. 3¼x9½x13¾" high steel cabinet.
1R269X399 3⅔ lbs. .. ..**Retail $5.98**



G
60-150-250-500 POWER
Binocular MICROSCOPE

(F) GILBERT DELUXE MICROSCOPE & LAB SET—Professional, girder type binocular scope with 4-objective turret with powers of 60, 150, 250 and 500! 2-way slide holder permits adjustment under lens. Microtronic Ray Illuminator; Group Viewing. Slides with live specimens.
1R270X1865 6½x9½x13¾" steel cabinet. 3⅔ lbs...............**Retail $27.98**

(G) GILBERT CUSTOM MICROSCOPE & LAB SET—Precision binocular microscope has revolving 3-objective turret with powers of 60, 150, 250 and 500. Has Microtronic Ray Illuminator With Group Viewer to permit group 'scope study. Includes slides with live specimens and dissecting equipment. 5 lbs.
1R271X1332 ....**Retail $19.98**

GILBERT

GILBERT PROFESSIONAL TYPE MICROSCOPE AND LAB SET

Fine quality microscope with precision lens system. Group viewer permits several people to examine specimen at same time. New Micro-Tronic Ray illuminator plugs in, focuses light on slides. Three objective turret with Ramsden eyepiece. 60, 250, 500 power. Comes in steel chest. Ship. wgt. 4½ lbs.

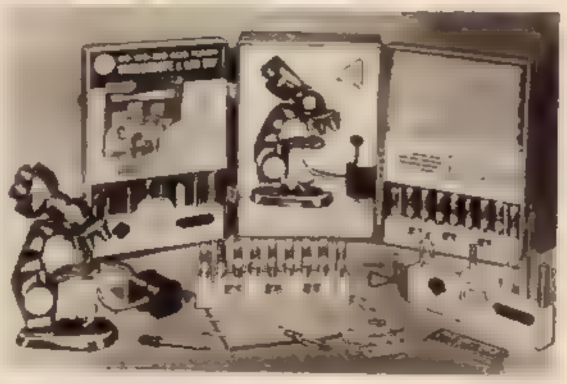
22A-894 B865.... ....Retail **$12.98**

MICROSCOPE AND LAB SET

GILBERT DE LUXE MICROSCOPE AND LAB SET

One of the finest microscope sets ever assembled. New plug-in Micro-Tronic Ray lights slide from above and below. Binocular eyepiece permits viewing with both eyes, as in newest professional instruments. Rack and pinion focusing. Ramsden eyepiece, precision lens. Steel cabinet opens to 28½". Wgt. 7 lbs.

22A-300 B1495.. ... . :...... .. .. .Retail **$22.98**



GILBERT SENIOR MICROSCOPE AND LAB SET

Explore some of nature's wonders with this professional-looking microscope. Three-objective revolving turret has powers of 60, 90, and 400. Large adjusting wheel, parfocalized lens system, Ramsden eyepiece, rack-and-pinion focusing. Stains, chemicals, test tubes included. Specimen shrimp eggs hatch in 24 hours. Ship. wgt. 4 lbs.

22A-416 B665. . .. .Retail **$9.98**

LAB
TECHNICIAN SET
for Girls
COLOR-VU
FILTERS

Safety Tested
GILBERT HALL OF SCIENCE

MICROSCOPE AND LAB SET

GILBERT LAB TECHNICIAN SET

Start now with exciting basic experiments in basic biology, food-testing, medicine and other fields. Includes 60 power microscope with rack-and-pinion focus. Exclusive Color-Vu filters. Stains and chemicals for lab work. Live shrimp eggs hatch under observation within 24 hours. Ship. wgt. 5 lbs.

22A-418 B665...................................Retail **$9.98**

SKIL CRAFT BINOCULAR MICROSCOPE

Outstanding set in handsome metal cabinet. Microscope magnifies to 1,000X power! Binocular eyepiece as in high priced professional instruments. Complete with light-o-matic control, laboratory equipment, slides and real shrimp eggs. Instructions and set of experiment manuals. Ship. wgt. 8 lbs.

22A-528 P1195.............Retail **$17.95**

COMBINATION BINOCULAR MICRO-CHEM LAB

Fine binocular microscope has six different powers of magnification, from 30X to 1,000X. Full assortment of chemicals and laboratory equipment. Compact library of scientific instructions and exciting experiments. "Light-o-matic control," parfocalizing. Ship. wgt. 18 lbs.

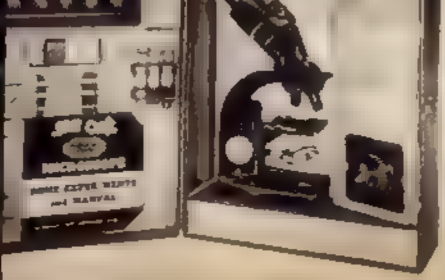
22A-527 P1997............Retail **$29.95**

SKIL CRAFT PHOTO-MICOGRAPHY SET

Get a permanent photographic record of your experiments! Combination of precision camera and microscope enables young scientist to photograph magnified specimens! Opens up a whole new, exciting field. Set packed in metal cabinet. Ship. wgt. 7 lbs.

22A-1007 B864.............Retail **$12.95**

SKIL CRAFT



GILBERT ASTRONOMIC TELESCOPE

It's a bit early for a trip to Mars or Venus but future astronauts can get a closer look through this 80 power reflecting telescope. New sighting device to locate planets or constellations. Swivel of 26" tripod locks in position. Star Map, Adventures in the Sky booklet. Zippered case. Wgt. 7 lbs.

22A-895 B1195.............Retail **$17.98**

GILBERT JUNIOR TELESCOPE

Young astronomers can start now to get better acquainted with the moon and closer planets. This precision made, 40 power telescope has parabolic mirror, aluminized reflecting mirror, ground lens. Clamp to fasten telescope to table or fence rail. Star Map and Adventures in the Sky booklet.

22A-419 B465 Wgt. 6⅔ lbs...Retail **$9.98**

GILBERT *Toys*

STAR FINDER

GILBERT MAGIC STAR FINDER

Adventures in astronomy! Young star-hunter fits plastic slides showing major constellations into lighted viewer. Orient slide with the North Star and he can find and identify each of the major constellations. Compass is built into the viewer. Set includes leak-proof batteries and illustrated manual. Ship. wgt. 3⅓ lbs.

22A-420 B530.............................. Retail **$7.98**

PHYSICS SET
PHYSICS

GILBERT PHYSICS LAB.

Future scientists can prove laws of physics for themselves by exciting experiments with professional laboratory equipment. Light bending, solar heat, air and water pressure, hosts of other fascinating subjects. Set includes parabolic reflector, optical bency, radiometer, much more. Ship. wgt. 6 lbs.

22A-896 B995.............Retail **$14.98**

GILBERT ELECTRIC SET

Boys eager to know **why** things happen will find boundless opportunity in this exciting set. Build a rheostat or telegraph system, experiment with magnetism, do things with DC 3 electric motor that comes with set. Completely safe. Includes large selection of chemicals and apparatus. Wgt. 4 lbs.

22A-408 B465..............Retail **$9.98**

GILBERT EREC-TRONIC SET

Build any one of 9 different radio sending and receiving sets in just *ten minutes!* No soldering, no special tools or special skills. Just assemble parts according to diagram and, presto! You're in business. Includes crystal diode, regeneration coil, transistor, ear-plug, many other items. Ship. wgt. 3 lbs.

22A-897 B995... ....Retail **$14.98**

GILBERT EREC-TRONIC ELECTRON SET

Like to have your own broadcast station? Or a short-wave set to bring in Paris, London, even distant Moscow? In *ten minutes* you can assemble either one, or any one of more than a dozen tube and crystal sets, including code transmitter. Set includes tubes, short-wave antenna, code-sending key, batteries, ear-plug and base, much more. Ship. wgt. 4 lbs.

22A-898 B1850 ... ...Retail **$27.98**

FUN WITH
Electricity

ERECTRONIC
TRANSISTOR SET
Build 9 Different Sets

EREC-TRONIC
ELECTRON TUBE

The MOST in Modern Boating

GLASS MAGIC '60

You can count on style, dependability, safety and stamina far beyond normal limits when your boat bears the famous Glass Magic name. While you will probably never experience the nerve-racking tension of racing your boat at full throttle toward a giant floating log . . . your boat is better because, at Glass Magic, we do. The effect of terrific impact tests like this help us to make your Glass Magic the best boat you can buy. Whether you choose a glamorous runabout . . . or a luxury cruiser, there's a Glass Magic to steal your heart. See it today at your Glass Magic dealer.

Plus "33"

Exclusive $50,000 hull! Faster planing with effortless speed plus a silk smooth ride. Special "Trim-Tab" chine lets you turn on a dime with a safe, controlled angle of bank.

Write today for your free copy of Glass Magic's 1960 catalogue of America's best boating buys. It's free write now!

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FACTORIES AND WAREHOUSES AT STRATEGIC LOCATIONS inois; Clayton B. Shenk, Ronks, Pa., District of Columbia, Maryland and Delaware, and Edward Marker, Buffalo, N. Y., Alabama, Florida, Georgia, Mississippi, the Carolinas, Tennessee, western New York and Virginia.

As to his company's prospects, Bear stated, "We are counting on our biggest year." He cited success of the new Bear Tamerlane target bow, declaring:

"We have had to revise our production schedules drastically to meet the demand for this new bow

"Then, too, in adding five new salesmen to our staff we can give better sales coverage and service."

He views the new bowing lanes as an innovation that will attract new archery fans "by tens of thousands."

Paul Bunyan Adding Distribution Agency

PAUL BUNYAN CO., Minneapolis, Minn., has announced a complete re-organization. Effective December 15 Paul Bunyan was divided into two organizations, Paul Bunyan Manufacturing, fabricating archery tackle, fishing tackle and fiber glass products, and Paul Bunyan Co., specialized distributor of sporting goods products.

HUDAK

PAULSEN

Active principals in the re-organization are John Hudak, general manager of Paul Bunyan Co for 16 years, and M. M. (Mike) Paulsen, for 25 years tackle and sporting goods buyer in the Upper Midwest.

In a letter mailed to 5,000 sporting goods outlets in the Upper Midwest, the new distributing company pledged "an exclusive sporting goods distributorship, complete in every detail, with top lines, sound financing and managed by specialists in sporting goods."

"To assure your services," the letter continued, "complete warehouse facilities have been estab-

(NOW, NEXT PAGE, PLEASE)

AHEAD ON SALES
GLOBE
Riviera SWIM GEAR
GLOBE RUBBER PRODUCTS CORP.
ESTABLISHED 1935
PHILADELPHIA 40, PA.
World's Largest Manufacturer of Rubber Swim Products

(For More Information Circle No. 147 on Page 215)

MAKE IT A Pup—FOR FAMILY FUN

LOYAL, GRACEFUL COLLIE. So gentle and wonderful with children! A true aristocrat . . with proud carriage and lithe gait. Long, slender head with slanting Brown eyes. Heavy coat, mane and frill. When full grown will weigh 50 to 75 lbs and stand 22 to 26 inches high. Softly colored in shades of Brown and White—true to breed. Be sure to state sex when ordering. $5 monthly
L94 J 3100 (18 lbs.) .54.50

PERT MINIATURE POODLE. Famous for intelligence and keen sense of humor, this elegant little boulevardier also makes a handsome companion. When full grown will stand only 10 to 15 inches high and weigh about 16 lbs. With heavy, curly coat, oval, dark eyes and fine muzzle, this is a pet to beguile the whole family. Black or White color. State sex and color. Only $9 monthly.
L94 J 3037 (12 lbs.) 169.95

PERKY, PERSONALITY-PLUS PEKINGESE

Toy in size, but not in affection
Chosen most popular dog of the year
59.95

What a joyous gift to charm the family! The little "Peke" is as cute as a toy, but one look into the big, dark eyes will impress you with its dignity as well as its sense of courage. This breed's body is deep, compact, big-boned much heavier in front than in back. Head is broad, with short muzzle, tipped-up chin, and heart-shaped ears which hang rather loosely. Peke's long-haired coat is coarse full and windblown, in true-to-breed Tan and Brown shadings. Feathered tail rides closely over its sturdy back. When full grown will stand only 6 to 9 inches tall and weigh under 14 lbs. Be sure to state sex. Shipping weight 12 lbs.
L94 J 3121 . . . . $5 monthly 59.95

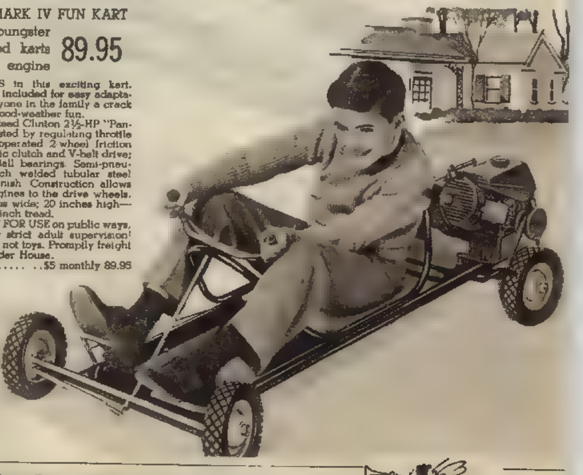
ORDER BY NOV. 15 TO INSURE CHRISTMAS DELIVERY. Puppies shipped express (at 2 times regular rate) from kennel nearest you 3 or 4 weeks after order is received (depending on weather, availability). You are notified of shipping date. Allow for time in transit.
PUPPY WILL BE ELIGIBLE for individual American Kennel Club Registration. Puppies are 8 to 20 weeks old at shipment, inoculated and treated to conform with the regulations of your state. We observe all health laws and send Health Certificates where required.

For Your Selection From 54 Other Pedigreed Breeds And Many Accessories for Puppy's Comfort, See Big Fall Catalog.

LOW-PRICED BERBRO MARK IV FUN KART

A gift to thrill any youngster
Features of higher-priced karts
Clinton A-400 Panther engine
89.95

PLENTY OF RACING THRILLS in this exciting kart. Specially designed seat with pad included for easy adaptation to child or adult. Gives everyone in the family a crack at Indianapolis-style action and good-weather fun.
SPEEDS TO 20 MPH with guaranteed Clinton 2½-HP "Panther" gas engine (Speed is adjusted by regulating throttle on engine.) Recoil starter; foot-operated 2-wheel friction brake. V-plex centrifugal automatic clutch and V-belt drive; auto-type front-wheel steering. Ball bearings. Semi-pneumatic 8x1.75 rubber tires. 1 inch welded tubular steel frame. Black baked-on enamel finish. Construction allows for the coupling of additional engines to the drive wheels. 57 inches overall length; 24 inches wide; 20 inches high—on 40-inch wheelbase, with 22½-inch tread.
NOTE RACING KARTS ARE NOT FOR USE on public ways, and should be used only under strict adult supervision! These are miniature racing autos, not toys. Promptly freight Bristol, Rhode Island, or Mail Order House.
L93 J 7800. Shpg. wt. 65 lbs . . . . $5 monthly 89.95



Order Today!
Get Your
Shopping
Done Early

1
Scout Outfit
9.94
2
M-75
Outfit
8.94

DAISY SCOUT OUTFIT

1 Everything needed to become an expert marksman. Outfit includes the famous Daisy Scout lever action repeater air rifle with 2 power scope that's adjustable for elevation and windage for accurate indoor target shooting. Rifle has front and rear sights; adjustable sling; tenite stock, fore-end 32-in overall

Includes 25 bull's eye targets; 16 packs of BB's (about 2050 pellets).
R50 J 1490M. Mail. (6 lbs.)......Oft. 9.94

Daisy BB's. 2 lb. box.
R50 J 1472M. (2 lbs.)................74¢

DAISY M-75 WESTERN OUTFIT

2 Lever action 500 shot repeater air rifle with under barrel. Front, rear sights, tenite stock, fore-end 32-in overall Includes rifle, adj. sling, metal bell target, gun rack, paper targets, 16 pkgs BB's (about 2050), canteen with shoulder strap.
R50 J 1484M. Mailable. (8 lbs). Oft 8.94

M 94 WESTERN CARBINE. Lever action (not shown.) 1000 shot repeater; combination open and peep rear sight; checkered tenite stock, fore-grip; plated trigger; leather boot over butt 35 inches overall. Mailable
R50 J 1461M. Carbine only. (4 lbs.).....7.65

Target Guns—Sure To Make Hits As

Win official N.R.A. Awards and Medals. Official rules with Target Range below.

NEW!
First Bullet Whine
BB Gun Ever

DAISY WESTERN RIFLE

Complete Outfit 9.45

Authentic western saddle-gun design
Ricochet bullet sound when fired

The first air rifle of its type. Gives the realistic sound of a ricocheting bullet every time the trigger is pulled whether there are BB's in it or not. Sure to make a hit with any youngster Genuine western styling with carbine ring, genuine leather thong, butt boot and realistic handle. Lever action design with 850 shot cap. 35-in. overall. 2 packets of BB's, tube of gun oil and 16 page instruction booklet incl.
R50 J 1479M Mailable. (4 lbs.).........9.45

DAISY TARGET SPECIAL

3 Lever action 50 shot repeater air rifle Designed for accuracy. Metal barrel; wood stock with beavertail fore-end; about 36½ in. long top grained leather sling. Peep sight; aperture sighting disc. Stock template. Includes: rifle, BB's, gun oil, instructions.
R50 J 1471M. Mail. (7 lbs.)..14.30

With Target Range (6). Save $1.00.
R50 J 1495M. (9 lbs.) Both for 16.18

DAISY M-107 REPEATER

5 460 shot slide action air rifle . . . looks like Dad's Slide fore-end back to cock Ramp front sight, double open rear sight. Checkered stock, grooved non-slip fore-end "Gold" design on receiver jacket 2 pkgs. of BB's, gun oil included. 36-in overall
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R50 J 1497M. (6 lbs.) Both for 9.53

DAISY M-25 PUMP ACTION

4 Top quality 50 shot air rifle with simulated gold engraving on receiver jacket . . . looks and performs like a hand made rifle. 37 in. overall Adjustable combination peep and open rear sight; ramp front sight. Tube of oil, 2 pkgs. BB's, screwdriver, training booklet incl. Mailed Free.
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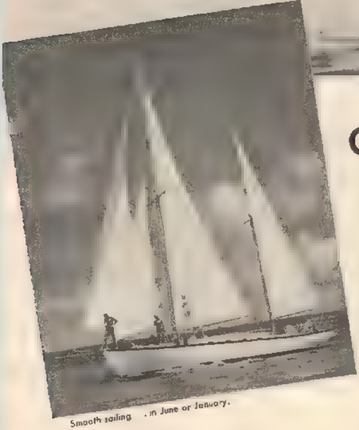

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REVOLUTION IN SAILS

(Continued from page 107)

of some now-extinct animal as the first sail and thus began the saga leading to the development of the latest stabilized Dacron[*] sailcloths.

Although the development of primitive sails undoubtedly took place earlier, we have actual sailing vessels pictured by Egyptian painters of the 60th century B.C. Historians believe that seagoing vessels using sails were in use at about this time among the Sumerians and Persians on the Persian Gulf, and, perhaps, also in Crete and China. These early civilizations, growing up as they did in fertile river valleys,[*] used long-fibered grasses in the weaving of their heavy-duty material for sails. China grass was one of the more popular of these early developments.

It is apparent from many early paintings that sails were coarse and inflexible, often woven from papyrus. Some contemporary Chinese junks still use split bamboo for sail material. Durable but inefficient because of its high permeability, its loose weave allowed wind to pass through the material rather than be caught up in it. Historical records indicate that many early vessels made use of galley slaves on rowing banks of oars as well as sail-power. However, sailing to windward was not attempted until relatively recent times when the Dutch began utilizing the lateral plane principle of sail propulsion.

In spite of the remarkable achievements of the Phoenicians plying the Mediterranean[*] in commercial trade and, later, the daring feats of seamanship displayed among the Scandinavians, the Italians, the Dutch, the Spanish, the Portuguese, and the French seafarers, it remained for English seamen to refine the use of primitive sails and sailing ships to a point where they began to take on practical appearance of sailing rigs and sail design with propulsion efficiency. Later, during the middle years, hemp and ramie (an Asiatic shrub) were used in the making of fabric for sailcloth

A rather curious combination of events led to Britain's emergence as Mistress of the Seas. Besides the fact that, due to their island location, the English naturally took to the sea. Great Britain was one of the first nations to recognize the importance of flax and to cultivate its growth. Coincidental with this was the fact that England had provided a refuge for French and Flemish Huguenots driven out of Europe, many of whom proved to be skilled in weaving fine English flax into sail canvas which was later to power the British naval ships under Nelson in the defeat of the French at Trafalgar. The weaving of sailcloth at this time was basically a home industry with women spinning the flax into yarn on foot treadle spinning wheels, while the men wove the yarn into a comparatively fine sailcloth on crude hand looms. British Admiralty officials, recognizing the efficiency of finely woven fabric, began setting specifications for sail canvas, and in fact as early as 1796 published a book on sailmaking

The use of flax was a mighty step forward over previous fabrics in sailmaking. Besides strength and durability, flax possessed the characteristics of softness and flexibility when wet, so necessary to the square-riggers, where seamen had to handle ballooning sails high in the rigging under adverse weather conditions. Even today, many of the large commercial ocean-going dhows of Persia carry sails made from a strong, roughly woven flax wherein the individual strips of flax cloth are sewn together with coarse wide stitches of cotton thread. The object of the coarse stitching is to protect the fabric. When the dhows get into extremely stormy weather the stitching parts and the sail blows out and breaks up into individual fabric strips. Thus, flax fabric is saved to be re-stitched and sail again another day. Flax cloth is precious to these Persian seafarers whereas the cost of labor is incidental

With the coming of the industrial revolution, power spinning machinery made possible the use of shorter, stapled cotton fiber in the production of yarn for weaving into sailcloth. Cotton, while originally lacking the strength of flax,

---

[*] Dupont trade name for its polyester fiber.

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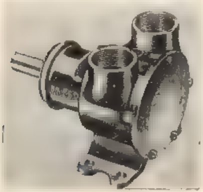
Two-man green nylon inflatable boat with motor mount for 3-hp outboard is sold by New York Rubber Corp., 100 Park Ave., New York City. Inflates two separate sections for safety. Can be carried, when deflated, in car trunk.

GALAXY DECKMASTERS

Galaxy Deckmasters, hand-lasted and sewn, are sold by Galaxy, Inc., 14 Bridge St., Cranston 5, R.I. Deep suction-grid rubber soles provide good grip on decks. Beveled grids reject stones.

JABSCO PUMP

The Jabsco Pump Co., 1485 Dale Way, Costa Mesa, Cal., announces the production release of their latest self-priming pump model 7420—1¼″ (vertical ports) of bronze construction, designed for foot mount installation in the marine and other fields. This pump model is equipped with mechanical shaft seal and replaceable seal seat, reversible wear plates, ball bearing sealed and lubricated for long life. This pump has such features as, self-priming at all speeds with vertical dry suction lift approaching 15 feet; one moving pumping part a neoprene impeller; compactness, and servicing without removing the pump from the installation. The unit is designed to operate up to 2450 rpm, delivering 72.5 gpm against a 10′ head. The overall measurements are 6″ x 7¾″ x 5″ high and weight approximately 12¾ lbs.



Jabsco makes this self-priming pump model 7420—1¼″ (with vertical parts). It is bronze for marine use.

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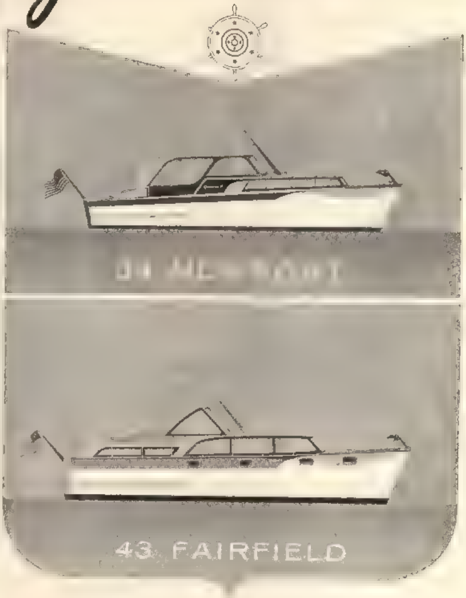

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Orenda Industrial Inc., 34-14 58th St., Woodside 77, L.I., N.Y., offers a series of marine diesel engines, compressors and generators including an established range made by its associate company, Petters Ltd. These units develop up to 15 hp and are suitable for stationary, mobile, marine auxiliary and marine propulsion application. AC and DC generating sets which develop up to 9 KW are made by Orenda with the Petter engines. Custom-built units with spring-type isolators are for particular applications.

A range of compressor sets for marine uses and offshore drilling rigs is made. Larger engines, including the Armstrong Siddeley, which deliver 6 KW, 12½ KW and 20 KW are available. Among them are the Petter B & PD air-cooled series up to 104 bhp, and water-cooled units up to 5000 hp. A high speed air-cooled unit, the PC series, develops up to 20 hp.

EDSON PEDESTAL STEERER

A lightweight Pedestal Steerer for small auxiliaries and motor sailers is sold by the Edson Corporation, 334 S. Water St., New Bedford, Mass. That's a White Express Compass being used here

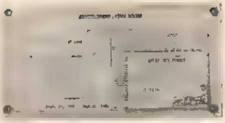
RITCHIE MARINE COMPASSES

Cruise-Master, a compass and binnacle unit for motorboats, is manufactured by E. S. Ritchie & Sons, Inc., Pembroke, Mass. New features include a 4" card in 2- or 5-degree graduations with a magnet system that prevents over swing, special compass oil that provides proper damping for the card without sluggishness; a bellows expansion chamber that prevents bubble formation; and adjustable compensators in the base. The compass has enclosed indirect lighting for 6-, 12- or 32-volt systems. Construction is non-magnetic stainless steel. In addition, a line of compasses is made.

LURE CLEANERS

Lure Products Co. has added several new items to the bleach, polish and cleaning compounds manufactured at their Miami, Fla., plant.

With Kleeny, a leading cleanser of teak decks, no sanding or scraping is necessary, all types of wood decks are rinsed easily without leaving powdery residue. Kleeny is also recommended to clean bilges, fish boxes, etc. Other new products in the Lure line are Kromo, a polish for brass and chrome; and Bilge-Gene, for a clean odor-free bilge.



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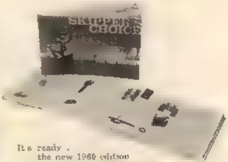

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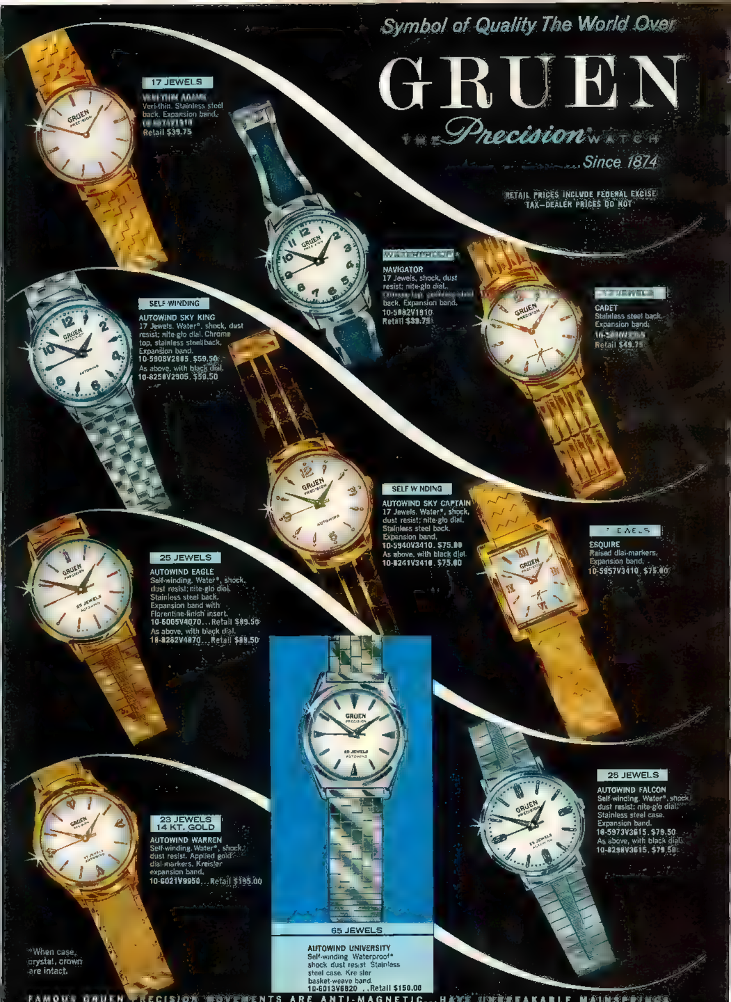

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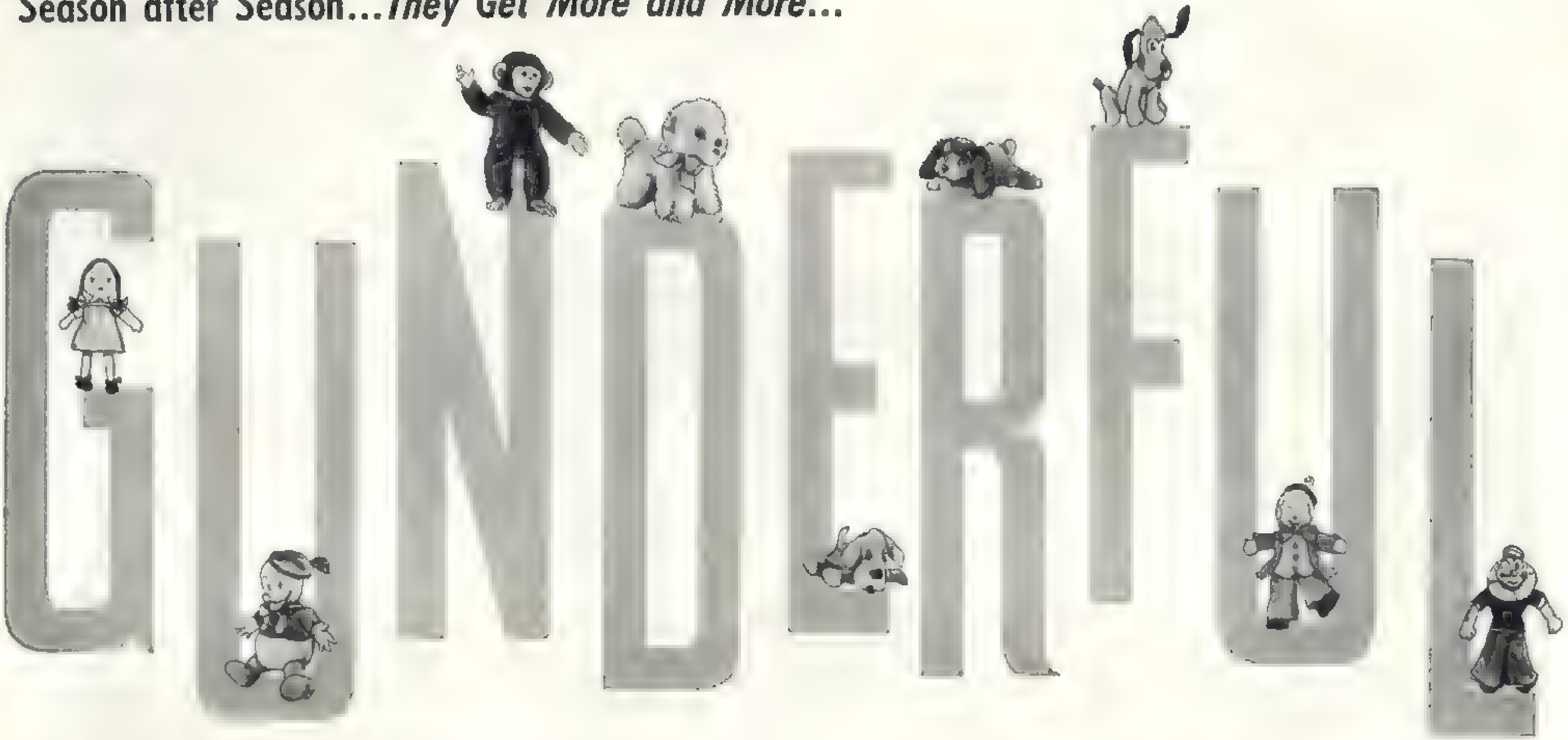

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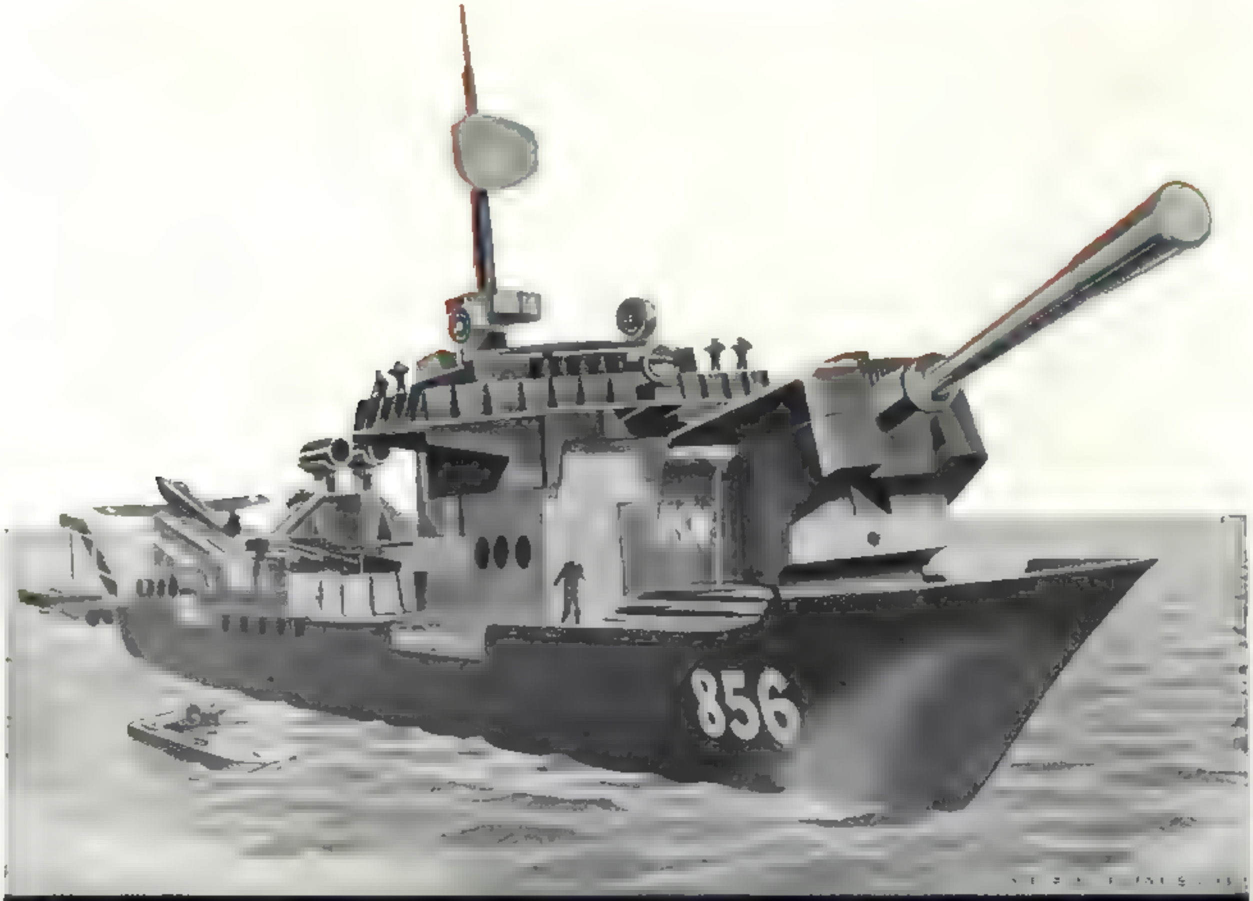

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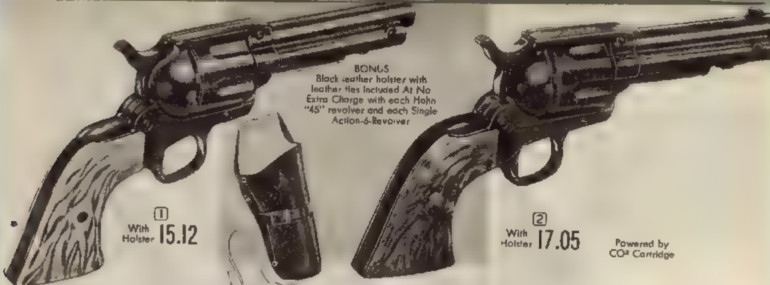

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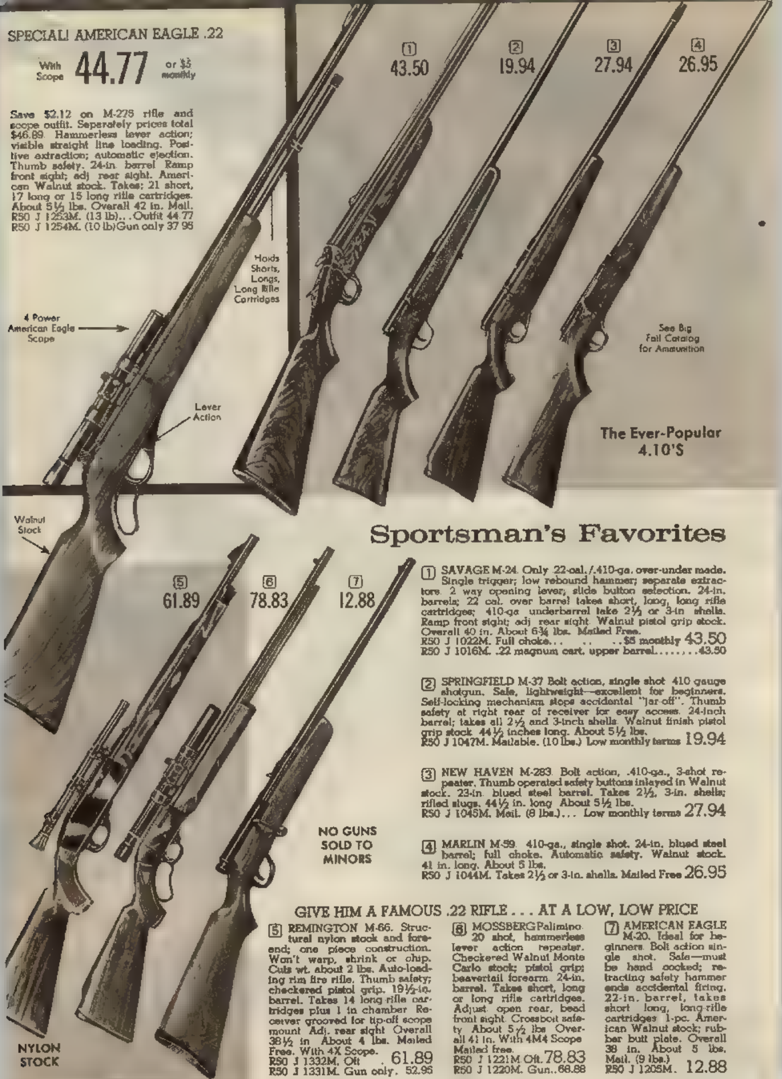

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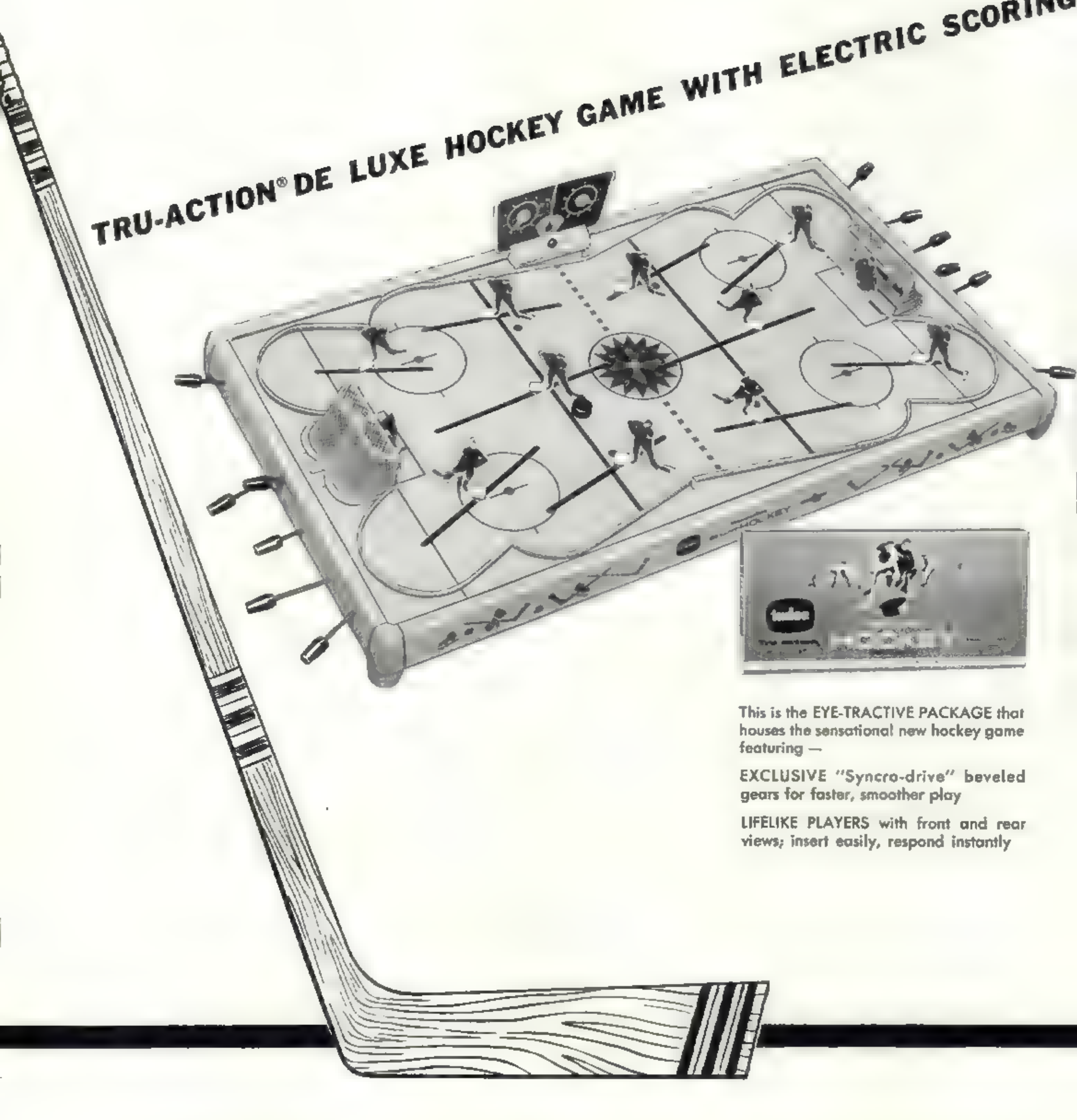

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Gym-Dandy BUDDY BUGGY
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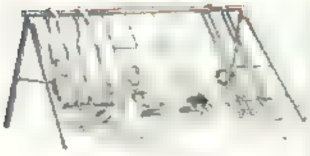

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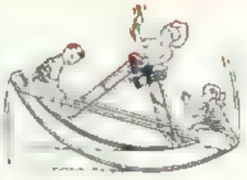

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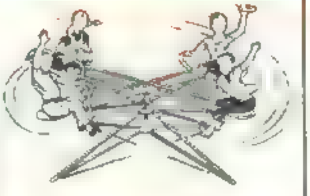

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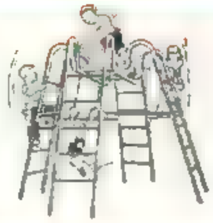

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Universal Manufacturing Co., Inc.
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Gentlemen

Ship immediately the Gym-Dandy units in the quantities shown and include free mats and display material.

Quantity	Model	Quantity	Model
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	No. 5002		No. 189
	No. 5330-31		No. 182
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Guaranteed by Good Housekeeping

GYMS, SLIDES, WHEEL GOODS AND OTHER PLAY PRODUCTS

(A) H&R MODEL 622 .22 CAL. 6-SHOT. Produced to top specifications. Fast-moving revolver with solid frame. Single or double action. H&R patented safety cylinder. "Cling-Fast" side grips. Chambered for .22 long rifle, long or short, standard or high vel. ammo. 6" blue barrel. Push-pin extractor. 28 oz.

84A-028 V2261 .... Retail **$27.95**

(B) H&R MODEL 922 .22 CAL. 9-SHOT. Exclusive designed push pin extractor for easier removal of cylinder for loading and clearing of chambers. Uses .22 cal. long rifle, long or short, standard or high vel. ammo. Solid frame. Side grips in marbelized hues; other parts blue, 6" barrel. Ship. wgt. 26 oz.

84A-029 V2502........................ ...Retail **$30.95**

(C) H&R MODEL 999 .22 CAL. 9-SHOT. Sportsman model single or double action . . . for target wood or plinking. H&R patented safety cylinder. Uses .22 cal. long rifle, long or short, standard or high vel. ammo. 6" barrel. Checkered walnut grips with thumb rest. Top breaking action. Automatic ejector. Front sight with elevation pin. 2 lbs.

84A-030 V4414 .... Retail **$54.50**

(D) H&R MODEL 929 .22 CAL. 9-SHOT. Side-Kick model. 4-inch barrel. Rear sight is fully adjustable for windage corrections. Swing-out cylinder – assured positive locking – true alignment – automatic ejector pin. Uses .22 cal. long rifle, long or short, standard or high vel. ammo. Single or double action. 28 oz.

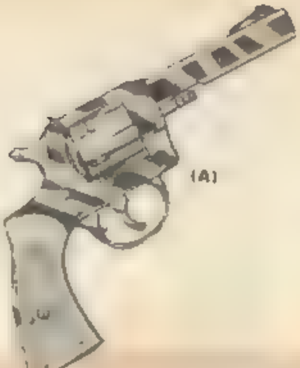
84A-031 V3235 .... .Retail **$39.95**

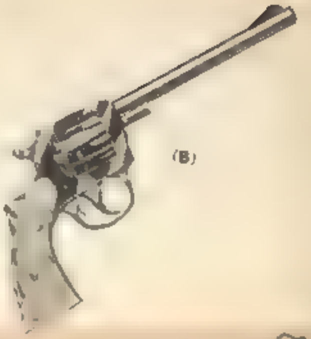
(E) H&R MODEL 732 .32 CAL. 6-SHOT. A new revolver . . . the Guardsman. 6-shot swing-out safety cylinder. 4" barrel has adjustable rear sight, blade front sight. Single or double action. Automatic ejector return. Chambered for .32 S&W and S&W long ammo. Non-glare finish. Cling-fast side grips. ¾ lb.

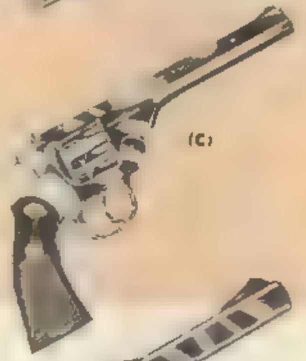
84A-068 V3236 .... Retail **$39.95**

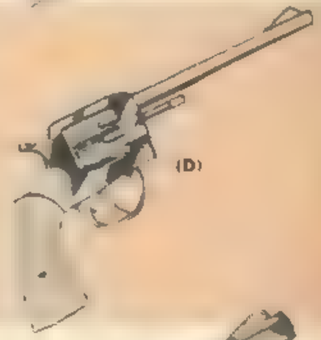
(F) H&R MODEL 939 .22 CAL. 9-SHOT. Target revolver . . . unequalled in quality of workmanship. Ultra-fast, extra convenient hammer cylinder release. Heavy target weight 6" barrel with ventilated rib and non-glare finish. Walnut side grips with thumb rest. Swing-out cylinders. Single or double action. Adj. sights. 1 lb.

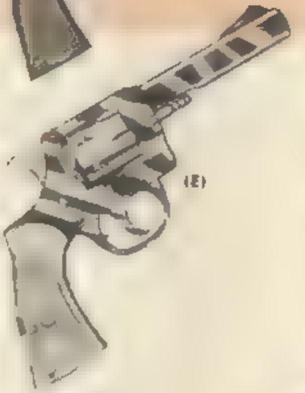
84A-067 V4046 ....Retail **$49.95**

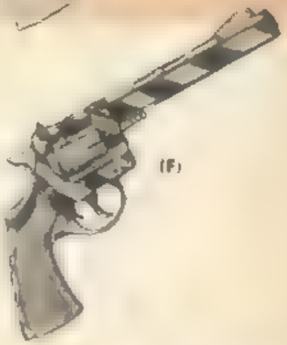












(M) RIFLE SCOPE. Make every shot count. Rugged, durable, dependable. 4 power gives 30-ft. field at 100 yds. Ideal for accurate shooting even under poor light conditions. Tip-off mount fits all rifles with groove receiver. Offers years of safe, accurate and dependable service. Ship. wgt. ½ lb.

84A-064 V663.......Retail **$9.95**

(G) BENJAMIN SUPER CO₂ ROCKET GAS PISTOL. Safe for shooting indoors. 2 shooting powers – high and low. No pumping or cocking. Features: Single shot breech loading, hammer bar, finger-tip safety, bolt action, rear sight. Include CO₂ cartridge and sample supply air rifle shot. Guaranteed. 2½ lbs.

			Retail
84A-043	**V975**	Cal. BB	**$13.95**
84A-020	**V1115**	.22 Cal. (rifled bore)	**15.95**
84A-042	**V1115**	.177 Cal. (rifled bore)	**15.95**

(H) BENJAMIN H-C PELLETS. Perfectly balanced pellets [illegible] fits all makes of standard rifled guns. Metal can with Quick-Loc lid that preserves quality. Ship. wgt. ½ lb.

			Retail
84A-021	**V75**	.22 Cal., Can of 250 ..	**$1.15**
84A-046	**V63**	.177 Cal., Can of 250...	**.95**

(J) PLAINSMAN CO₂ BB AUTOMATIC PISTOL. Amazing accuracy . . . for small game and pests. 100 BB capacity chamber. Screw plug facilities using CO₂ cylinder. [illegible] lever. Safety lock assures protection. All parts [illegible]. Uses standard CO₂ cartridge. Indoors or outdoors. Wgt. 2 lbs.

84A-050 V1000 Retail **$14.95**

(K) BENJAMIN SUPER 50-SHOT BB PISTOL. Safe, economical. Full-view piggy-back shot magazine . . . easy to count ammo. Automatic gravity feed. Bolt action. Hammer fired. Adjustable sight. Safety catch. Gun metal finish over bronze barrel. Plastic hand grip with thumb rest. Walnut pump handle. Smooth trigger pull. Fully guaranteed. Wgt. 2½ lbs.

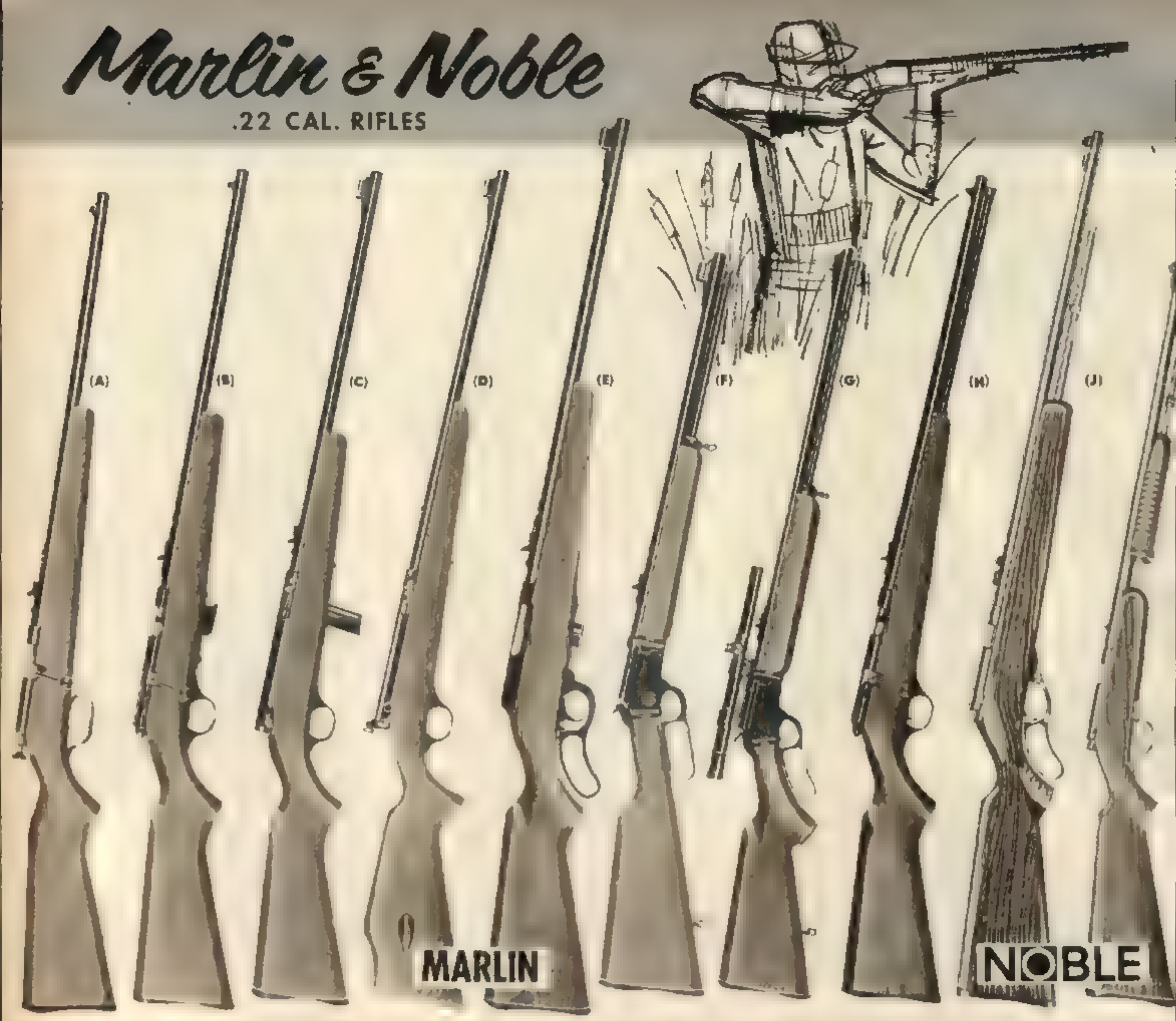
84A-065 V1435 ....Retail **$20.50**

(L) BENJAMIN SUPER 100-SHOT BB AIR RIFLE. Automatic gravity feed magazine to store lead or steel air rifle shot. Piggy-back shot magazine . . . easy to count ammo. A shot is placed in firing position each time bolt is pulled back and closed. New micro rear sight for quick sensitive adjustment of elevation and windage. Gun metal finish over bronze barrel. Walnut turned stock and pump handle. Smooth trigger with 2 to 3 lbs pull. Shoots lead or steel air rifle shot. Fully guaranteed. Ship. wgt. 5 lbs.

84A-066 B1535 Retail **$21.95**

Marlin & Noble

.22 CAL. RIFLES



(A) MARLIN 100 — SINGLE SHOT .22 CALIBRE RIFLE. Bolt action 22" tapered blued steel barrel, crowned muzzle. Pistol grip. Bishop stock. Steel trigger guard. Hard rubber butt-plate. Open sight. Shoots .22 shorts, long and long-rifle ammo. Automatic ejection
84A-001 B1310 Length 39". Wgt. 6 lbs.... ..Retail **$16.95**

(B) MARLIN 80-C BOLT ACTION 8-SHOT .22 CAL. REPEATING RIFLE. Takes 8-shot clip. Walnut stock. 22" tapered blued steel barrel with crowned muzzle. Grooved receiver for tip-off mounts or top-mounts. Shoots all .22 cal. ammo . . . short, long and long-rifle. Automatic side ejection Wgt. 7½ lbs.
84A-002 B2305 Length 41". .... Retail **$29.95**

(C) MARLIN 89-C AUTO-LOADING 12-SHOT .22 CAL. RIFLE. Clip magazine 22" barrel Crowned muzzle. Peep sight. Ramp front sight with detachable hood. Red and Green safety dots tell fire position. Receiver dovetailed.
84A-050 B2950 Wgt. 7½ lbs.. ......Retail **$37.95**
84A-070 B3600 With 4XS Micro Vue Scope. Wgt 8 lbs. Retail **47.95**

(D) MARLIN 98 SUPER AUTOMATIC, 15-SHOT .22 CAL. RIFLE. 15-shot tubular magazine. 22" tapered blued steel barrel, crowned muzzle Walnut stock w/cheek piece. Receiver peep sight with windage and elevation settings. Shoots .22 cal. long-rifle ammo. Automatic side ejection.
84A-035 B3385 Length 42". Wgt. 8 lbs................Retail **$43.95**

(E) MARLIN 56 LEVERMATIC LEVER ACTION .22 CAL. RIFLE. 7-shot clip magazine. 2-inch flick of the fingers opens and closes breech. 22" round tapered blued steel barrel. Adapter base for tip-off mounts and top-mounts Open rear-ramp front sight
84A-008 B3845 Wgt. 7½ lbs.... ..Retail **$49.95**

(F) MARLIN 39-A "MOUNTIE" LEVER ACTION .22 CAL. RIFLE. Full 25-shot tubular magazine repeater with 22" blued steel barrel. Gold trigger. Adapter for tip-off and top-mounts.
84A-007 B6045 Wgt. 7½ lbs.........................Retail **$78.50**
84A-069 B6650 W/4 power mounted scope. Wgt. 9 lbs.. Retail **87.70**

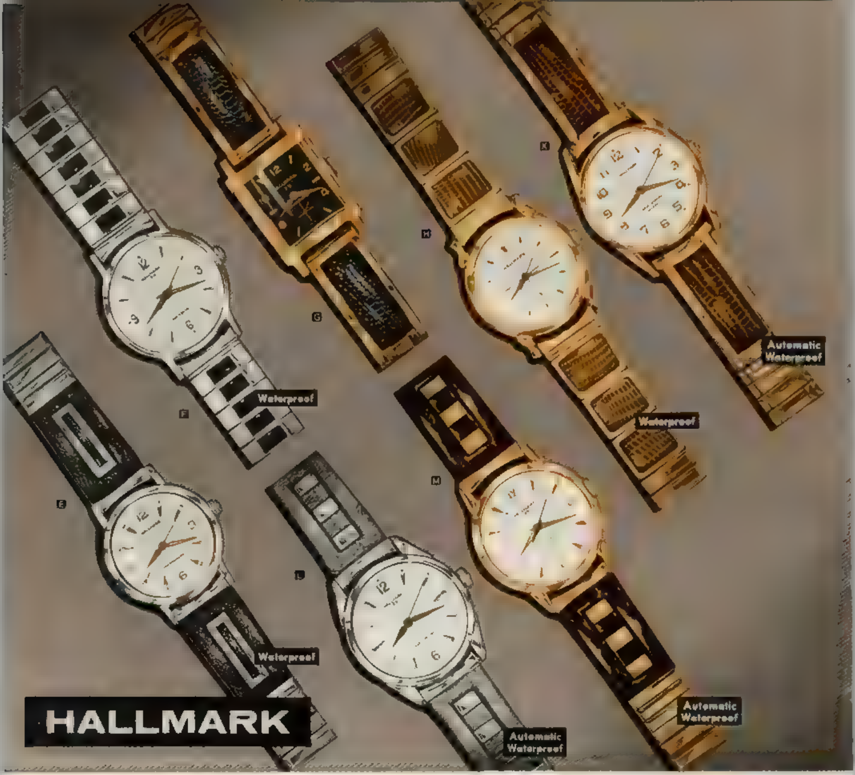
(G) MARLIN GOLDEN 39-A LEVER ACTION .22 CALIBRE. Repeating rifle with 25-shot full magazine. Redesigned with gold trigger. Pistol grip with grip cap and fixed swivels for carrying strap. Open rear and ramp front sights. Detachable hood.
84A-034 B6045 Length 40½". Wgt. 8 lbs..............Retail **$78.50**

(H) MARLIN MODEL 81-C, 25-SHOT .22 CAL. RIFLE. Bolt action. 25-shot repeating action. 22" tapered blued barrel, crowned muzzle. Walnut stock. Grooved receiver for tip-off and top-mounts. Positive safety. Removable bolt, automatic side ejection, self-cocking action. Shoots all .22 Cal. ammo.
84A-036 B2615 Length 41". Wgt. 7½ lbs.............Retail **$33.95**

(J) NOBLE MODEL 275 LEVER ACTION .22 CAL. RIFLE. Hammerless action. 24" tapered barrel, chambered for .22 short, long, and long-rifle cartridges. Adjustable sights. Visible feeding mechanism w/positive extraction and ejection. Receiver w/large locking area. Safe fire control.
84A-074 B3160 Length 42". Wgt. 7 lbs............... Retail **$41.95**

(K) NOBLE SLIDE ACTION .22 CAL. RIFLE. Hammerless action. Tubular magazine. Thumb operated safety. 1-piece Walnut stock. Adjustable sporting rear sight with ramp front sight Hard rubber butt-plate. Machined receiver for dovetailed scope mount.
84A-017 B2900 Wgt. 7½ lbs. . . ... Retail **$36.25**

(C) 84A-071 V1000 MICRO-VUE SCOPE ....Retail **$15.00**



A dependable watch is all-important to the busy man . . . that's why so many choose Hallmark. They know the Hallmark stamp of quality . . . depend on its matchless accuracy . . . appreciate the handsome styles that compliment good taste. There's nothing more masculine than a Hallmark. Its fine jeweled movement with unbreakable mainspring is shock-protected with Incabloc.

E **Super Value Waterproof**** . . . good looking from the smooth rounded case to the black insets in the steel expansion band. A pride to give and to wear. 17-jewel movement is shock-protected. Waterproof** chrome case with steel back; luminous dial. Sweep second hand
18-3384 W1590 Chrome. **$57.50**

F **Distinctive Waterproof** ** **Watch** . . . has 25 jewels* for hardy accurate service. Chrome case with steel back is equally smart for dress and sports wear. Easy-to-read luminous hands and dots; red sweep second hand. Expansion link band with black insets.
18-3392 W2375 Chrome. **$80.00**

G **Square Dress Watch** . . . highlights drama in its bold black dial, raised gilt figures and striking design. Combination expansion band with black leather insets matches the rolled gold plate case. Steel back. 25-jewel* movement for supreme accuracy.
18-3400 W2650 10K Yellow RGP. **$80.00**

H **Distinguished Round Dress Watch** . . . waterproof** and crafted with 25 jewels* for precision timekeeping. Gold filled band is a combination of expanding links and leather Gleaming rolled gold plate case has steel back. Red sweep second hand.
18-3418 W2995 10K Yellow RGP **$95.00**

K **Automatic Ultra-Thin Watch** . . . waterproof** and it winds itself! Thin yellow case has steel back, smoothly joins the gold filled expansion link band with brown insets. Easy-to-read luminous dial and hands, red sweep second hand. Accurate 17-jewel movement.
18-3426 W3450 Yellow Case. **$105.00**

L **Automatic Aristocrat** . . . self-winding, waterproof**, shock protected. 25 jewels* give maximum accuracy. Handsome, streamlined, rugged . . . all steel case and steel expansion band with gray leather insets. Luminous hands and hour dots; red sweep hand.
18-3442 W3855 Chrome. **$115.00**

M **Automatic Masterpiece** . . . magnificently styled, self-winding, waterproof**. Yellow rolled gold plate case with steel back; gold filled link band trimmed with brown leather insets. 25-jewel* movement—accurate always. Luminous dial; sweep second hand
18-3459 W3795 10K Yellow RGP. . **$125.00**

On this page, RETAIL PRICES include 10% Federal Excise Tax

Includes RESEVOIL (U.S. Pat. No. 2478865) oil retentive jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear.

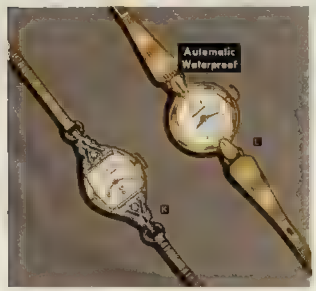
**Guaranteed waterproof while case, crown and crystal remain intact*

HALLMARK

Time For A Lifetime

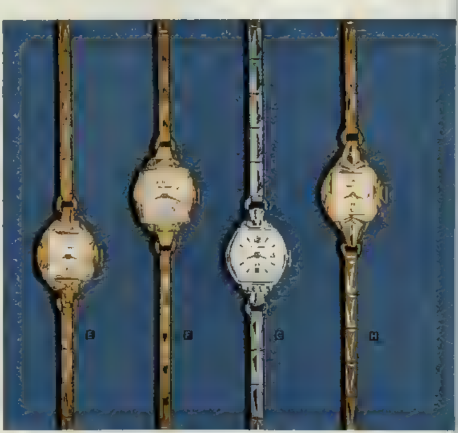
Time rests lightly on the woman's wrist wearing a Hallmark watch . . . renowned for beauty, elegance and high precision. This fine selection features newest casual-to-dress styles . . . each one a designer's masterpiece. Movements are shock-protected with Incabloc . . . take all the abuse of daily wear without sacrifice to accuracy. Extra jewels give maximum life. For moments to remember . . . give her a Hallmark.

**Includes RESEVOIL (U.S. Pat. No. 2478865) oil reserve jewels that add extra jewels to the customary 17 friction-bearing jewels to assure better service, longer wear*



K **Riviera "W"** . . . set with 2 exquisite diamonds. Regal 10K yellow or white rolled gold plate case encloses a most precise 25*-jewel movement. Steel back; white dial; lovely 10K gold filled expansion band
18-3756 W2995 10K Yellow Rolled Gold Platr.**$95.00**
18-3764 W2995 10K White Rolled Gold Plate. **95.00**

L **Mermaid** . . . couldn't be lovelier to see! It's self-winding, completely waterproof** . . . and the fine 17-jewel movement is a remarkably accurate timekeeper. Rich yellow rolled gold plate case with non-corrosive steel back. Dainty combination expansion band.
18-3772 W3785 Yellow Rolled Gold Plate. . . .**$120.00**



E **Barbara** . . . so much beauty, yet you pay so little. Hard to say when you'll find a better buy than this! Dramatically simple in style, dainty square yellow case has a non-corrosive steel back. Inside is a fine, dependable 17-jewel movement, sure to keep good time for years! An added and pretty attraction is the shining 10K gold filled expansion band.
18-3780 W1980 Yellow Case **$65.00**

F **Carioca "Y"** . . . 17-jewel charmer. Boasts design as rhythmic as the dance! The shape is the fashion-right square, with a dial so easy to read, you can tell time anywhere. 10K yellow or white rolled gold plate case is a lovely thing with 10K gold filled band; non-corrosive steel back.
18-3798 W2195 10K Yellow Rolled Gold Plate. . . **$71.50**
18-3806 W2195 10K White Rolled Gold Plate **71.50**

G **Orchid** . . . perfect for dressy daytime occasions or glamorous evenings! 25*-jewel movement in a lovely white or yellow 10K rolled gold plate case; steel back. Glamorous 10K gold filled all expansion band
18-3814 W2465 10K White Rolled Gold Plate. . . **$85.00**
18-3822 W2465 10K Yellow Rolled Gold Plate. **85.00**

H **Chevy Chase** . . . glamor in gleaming gold! Precision 25*-jewel movement in rich 14K gold case, ready to keep you on time for years! Shining white dial; lovely 10K gold filled expansion band. To wear and love!
18-3830 W2885 14K Yellow Gold. **$95.00**
18-3848 W2885 14K White Gold. **95.00**

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Beautiful Oven-Proof China

Goes from oven to table
And it's priced so low!

It takes true ceramic craftsmen to bring such lovely sculptured china to you! Practical as well as pretty—you can cook, and bake in it—then take it proudly from range to table. Durable too, guaranteed for one year if it chips, cracks or breaks. It's ovenproofed and overglazed to resist scratching and staining. Won't be harmed by detergents or automatic dishwashers. Patterns are smart, colors clear; won't fade or wash off—ever!

E **COUNTRY GARDEN** . . . ovenproof china by Iroquois. Such new enchanting shapes — such color-bright charm! Reminiscent of Grandmother's garden, are tiny old-fashioned daisies that bloom so blithely on white grounds. Flower centers are soft Sienna; leaves, delicate green. Contents, page 533
70-7042 C2090 20-pc. Set (for 4) **$29.95**
70-7059 C4890 45-pc. Set (for 8) . . **69.95**

F **AUTUMN SPLENDOR** . . . by Taylor, Smith & Taylor. So right for big city or gracious country living! Rich brown and soft yellow maple leaves grace the white grounds. For extra color, cups and other holloware pieces have soft burnt Sienna interiors! Highly translucent china. Contents on page 533.
70-7083 C1100 16-pc. Set (for 4) . . **$16.95**
70-7091 C2920 45-pc Set (for 8) . . **44.95**

G **PINS AND BEADS** . . . by Iroquois. Fine china yet so strong it's replaced if it breaks! So practical you can cook, bake 'n' serve in it. The design is modern as you like, has the new sculptured look that is elegant anywhere. Soft turquoise and brown on shining white grounds. Contents on page 533
70-7067 C1800 20-pc Set (for 4) . . **$25.75**
70-7075 C4200 45-pc. Set (for 8) . **59.95**

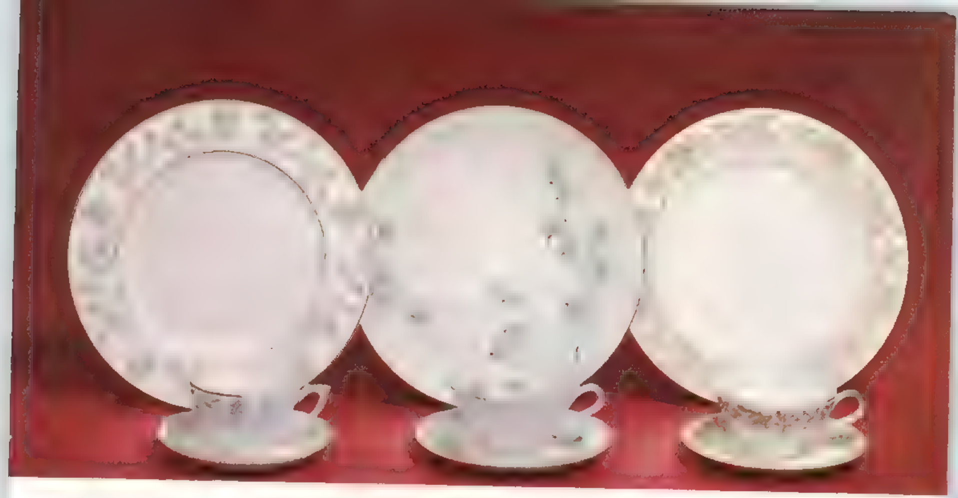
Big Savings on Fine Imported China!

H **AMY** . . . so pretty and so pleasingly priced! Fine imported Bavarian china, riotous with full-blown roses and dainty bursting buds. Edges of each lovely piece gracefully Baroque shaped, and rimmed with gleaming gold. By Johann Haviland. Contents, pg. 533
70-7380 C3745 53-pc. Set (for 8) . **$59.95**
70-7398 C6650 93-pc. Set (for 12) . **99.95**

K **DIANE** . . lovely china made in Bavaria One full-blown rose is surrounded by clusters of yellow, pink and pale purple flowers on white, high-glazed grounds. Gold-edged Baroque shapes. Unusually low priced! By Johann Haviland. Contents, Pg. 533
70-7406 C3745 53-pc. Set (for 8) . **$59.95**
70-7422 C6650 93-pc. Set (for 12) **99.95**

L **BLUE DANUBE** . . . by Halsey. Has all the fascination of ancient folklore . . . as striking today as it was years ago. Far Eastern flowers in vibrant Meissen Blue are dramatically displayed on translucent oyster-white china. Contents on page 533.
70-8693 C1085 20-pc. Set (for 4) **$15.50**
70-8685 C3680 53-pc. Set (for 8) . . **54.95**

[illegible] quality of this fine imported china remains high, its lustrous beauty never fades. Order now while prices are so wondrously low!



WOODROSE. Borders are bright with roses—the china bright with charm! You'll want to use this set every day (it's so strong!), and continue to love every year (it's so beautiful!). Gray roses and leaves form the border, lightly rimmed inside and out, with shining silver Perfect for you—or for a bride! Contents on page 533
70-6945 C3000 57-pc Set (for 8) **$42.95**
70-6952 C5200 98-pc. Set (for 12). **73.95**

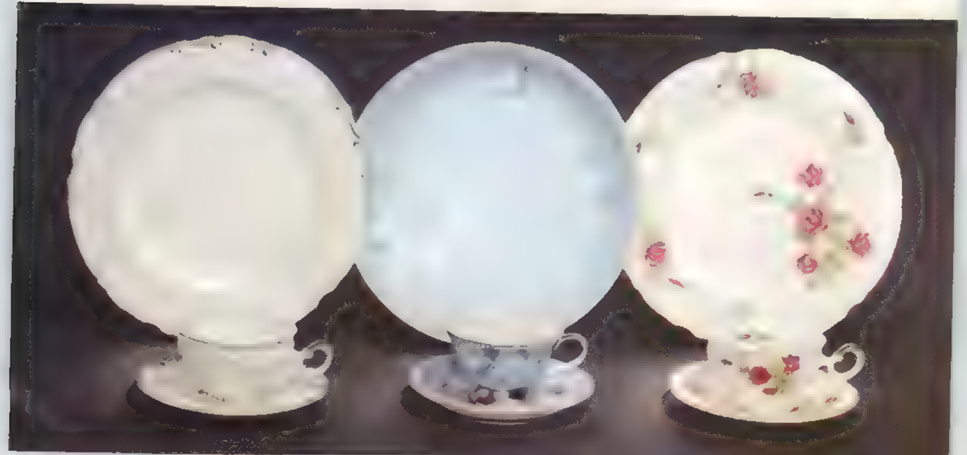
MATSU . . . a pattern for you to have and love for a long time! Expressively simple—but impressively smart . . . luxurious Scotch pine boughs artistically trace their way over this fine white china, bringing some of the mysterious charm of great forests to you Here is fine, fine china, yet it's unusually strong Contents on page 533
70-6929 C3150 57-pc. Set (for 8) **$44.95**
70-6937 C5450 98-pc. Set (for 12). **77.95**

ST. CLAIR . . . what lovelier combination than white sparked with gleaming gold? Here golden roses and leaves make a border bright and beautiful on this lovely white, hard fired china. Luxurious to see and feel —transluscent as only fine china can be! Edges are elegantly, ever so tastefully rimmed with gold Contents on page 533
70-6903 C3800 57-pc. Set (for 8) **$54.50**
70-6911 C6800 98-pc Set (for 12) . **97.50**

MARBORO. There's grace and taste in every line of the beautiful Baroque shapes! There's the rich elegance of Old World Courts in the elaborate scroll edges, richly rimmed with fine platinum. Note the lovely cups, their delicate (but durable) handles! Fine china to live happily with for a long, long time! For contents, see page 533
70-6887 C3800 57-pc. Set (for 8). **$54.50**
70-6895 C6800 98-pc. Set (for 12). . **97.50**

STARLITE . . . fine china that captures the brightness, the beauty of a summer's night sky! Jewel-like in every way—sprays of white flowers and white and silver leaves burst their beauty on a rich silver-gray field Gem-like, too, in hardness, fineness, durability. Cups are footed, each piece platinum rimmed. Contents on page 533
70-6861 C4300 57-pc. Set (for 8) **$59.95**
70-6879 C7550 99-pc. Set (for 12). **107.95**

ROSETTA . . a pattern that will look ever-fresh, be ever loved Pretty roses look as though they were just plucked from a garden to grace this lovely white china Colors range from pale to deep, deep pink. leaves are delicately traced, delightfully green Edges are gold Imagine such beauty on your table! Contents on page 533
70-6846 C3000 57-pc. Set (for 8) **$42.95**
70-6853 C5200 98-pc. Set (for 12) **73.95**



Handy Andy
MECHANICAL DRAWING

HANDY ANDY DELUXE DRAWING SET
All the equipment needed to develop skill in drafting and mechanical drawing. Precision tools, including protractor, T square, letter and symbol guides, etc. Smooth, solid basswood drawing board. Supplies and complete instruction booklet.
22A-525 B330 Wgt. 3½ lbs...Retail **$4.95**

HANDY ANDY 28-PIECE TOOL SET
Workmanlike tools for the boy or girl who is interested in carpentry. All steel double door wall cabinet just like dad's! Knockout slugs for mounting on wall. Handle for carrying closed case when doing repairs around the house. Wgt. 12 lbs.
22A-523 P864...........Retail **$12.95**

Handy Andy
TOOL

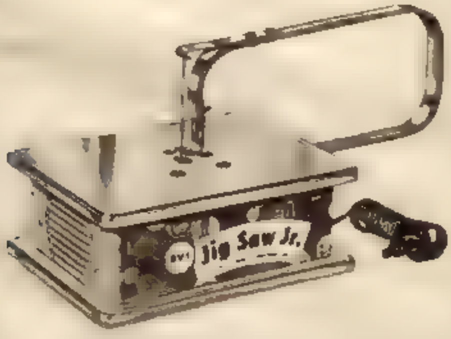
HANDY ANDY 23-PIECE TOOL SET
Complete set of fine, well-finished BLUE DIAMOND tools, matched plastic handles. Includes "dial-o-matic" level, saw, screw drivers, plane, hammer, etc. Sturdy steel storage chest. Wgt. 7½ lbs.
22A-280 B464...............Retail **$6.95**

Handy Andy

STURDY TOP QUALITY TOOLS FOR THE YOUNG BUILDER.

26 piece set

HANDY ANDY HIP ROOF STEEL TOOL CHEST
Lithographed tool chest has split top, two handles. Carry it with you on the job – or use it as a safe storage place for a complete set of workman-like tools. Start off with a good set! Wgt. 8½ lbs.
22A-524 B597...............Retail **$8.95**



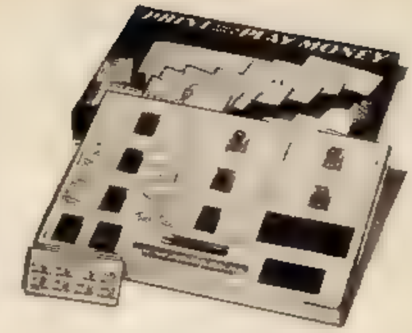
JIG SAW JR.
It's specially designed to be safe for youngsters – but it's no toy. This efficient little jig saw cuts wood or plastic up to ½ inch thick, leave clean, smooth edge. Safety sealed motor. Cushioned base. 6 patterns including extra blades.
22A-282 B697 Wgt. 5 lbs...Retail **$10.95**

HANDY ANDY PLAY POWER DRILL
Looks and acts like a real, full-size drill. Battery operated. Has light beam. Complete with buffer, sander, mixer, etc. Not plastic, but with die-cast housing. Gives youngster lots of fun – and lots of practice. 2 lbs.
22A-526 B197............Retail **$2.95**

HANDY ANDY STARTER TOOL SET
A fine set of BLUE DIAMOND heavy-duty tools for the boy or girl who wants to start carpentry. Good-quality tools, reduced in size for easy handling. 19 pieces. Steel tool chest. Weight 4 lbs.
22A-076 B330................Retail **$4.95**

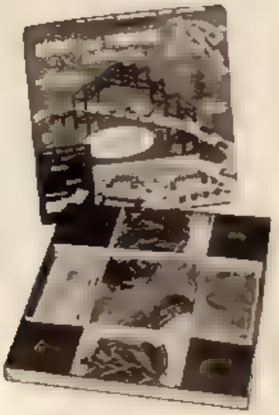
TOWER-O-BLOCKS

TOWER O' BLOCKS
Pre-school educational toy. 8 plastic cubes, 8 cylinders in varied colors fit on 8½" spindles with removable knobs. Teaches hand skills, shapes, colors. Spindles, 13½" base of selected wood covered with non-toxic paint. Ages 2 to 5. Wgt. 2 lbs.
22A-484 B195............Retail **$3.00**



"PRINT YOUR OWN PLAY MONEY"
Money for playing store and other "business." Set includes 8 portrait stamps of presidents and statesmen, green foam ink pad, green paper cut to size, alphabet, numerals, decoration. 1 round stamp to make coins. Till for money. Wgt. 5 lbs.
22A-928 B195............Retail **$2.98**

MAGIC DESIGNER
Fascinating for boys and girls of all ages. Insert pencil and this amazing toy enables you to draw a million (literally) designs, all different, usable for handicrafts. All-metal, rugged, precision built. Ship. wgt. 1½ lbs.
22A-292 B330...............Retail **$4.95**



BRIDGE AND TURNPIKE BUILDING SET
Terrific new idea in construction toys! Young engineers can design and build any number of suspension, railroad and draw-bridges, elevated highways, cloverleaf approaches, many more. 330 high strength plastic parts lock together without tools, form rigid structure. Ship. wgt. 3¾ lbs.
22A-981 B330............Retail **$5.00**

GIRDER AND PANEL BUILDING SET
Entirely new! Modern! Realistic! Up-to-date construction principles in a toy building set. Construct framework of upright girders and cross girders, then build on pre-fab wall and roof panels. 287 sturdy plastic parts in poly bag. 13" x 16" Masonite foundation. Wgt. 3¾ lbs.
22A-122 B395...........Retail **$6.00**

SHELLCRAFT BY AVALON
Delicate seashells from all over the world and a complete kit for making earrings, pins and brooches, 8 complete projects plus boutique trim compartment. Children love to make and wear shell jewelry. A fascinating hobby for adults. Wgt. 3½ lbs.
22A-743 B265..............Retail **$4.00**

JON GNAGY
LEARN TO DRAW OUTFIT
LEARN TO DRAW
JON GNAGY

LEARN TO DRAW
A complete drawing outfit and instruction book based on John Gnagy's famous step-by-step TV teaching methods. Includes pencils, charcoal, crayon, and drawing paper. Encourages a new form of creative activity which may become a lifelong interest. Ship. wgt. 3 lbs.
22A-293 B198...............Retail **$3.00**

CUB PRINT SHOP
Encourages youngsters to print their own miniature newspapers - and magazines, cards and club notices. Hand-operated press prints in 2 colors. 200 pieces of type, postcard size paper, idea book, instructions. Wgt. 9½ lbs
22A-273 B498.........Retail Set **$7.49**

UNGAR WOODBURNING SKILL SET
Nine entrancing projects in specially treated clear wood plaques of various sizes and designs. Half a dozen smart cork coasters. Two cork hot pads. Three extra thread-on tips for wood and cork burning and foil writing. Set has colors, foil, paint brush, etc.
22A-626 B330 Wgt. 3 lbs....Retail **$4.95**

APPROVED *Little League* SHOES

2 Famous Numbers

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9999	$ 4.95
8888	5.95
Special 7777 (federan)	$ 3.95

GOTHAM QUALITY BASEBALL SPIKES

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6700	6.50
6607	6.95
6612	7.95

GOTHAM GOODYEAR WELT GOLF SHOES

FOR MEN sizes 6 to 12

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FOR LADIES sizes 4 to 9	
9669 brown-white	$ 9.95
9779 brown-white	11.95

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GOTHAM SHOE MFG. CO., Inc. Binghamton, N. Y.

(Circle No. 296 on Page 257)

Sports Shows

(CONTINUED FROM PAGE 213)

ican Association for Health, Physical Education and Recreation.

The sessions will be at the Miami Beach (Fla) Exhibition Hall, April 24-28.

A total of 124 booths are available for exhibits at rates of $200, $225 and $250, depending on location.

CLEVELAND BOAT

SPONSORED by the Cleveland (Ohio) Press, the third annual Mid-American Boat Show attracted 103,000, in increase of 16,000 over a year ago, according to Irving Gray, general manager

The show, held in Public Hall January 16-24, also attracted a record number of exhibitors, Gray added. The registration included 600 dealers

Special features were "dry land" water skiing with a powerful winch pulling the skiers, and skin diving demonstrations in the pool.

Tom Hudgeons, Jr., Hudgeons Sporting Goods, was co-ordinator of prizes and demonstrations

TOY SHOW

THE board of directors of the Toy Manufacturers of the U. S. A., Inc., has voted to extend the 1960 American Toy Fair to ten days instead of the six-day period in effect in 1959.

The 57th American Toy Fair will open in New York City on Monday, March 7, and will close at 5 p.m. Wednesday, March 16.

The hotel exhibits will again be at the New Yorker and the Sheraton-Atlantic.

Further information is available from the Toy Information Bureau, 200 Fifth avenue, New York 10, N. Y.

CHICAGO

AFTER being out of the consumer show field for three years, Frank Hogan, head of American Shows, Inc., Chicago, has announced he will be back in 1961 with a mid-January boat, travel and sports exposition at Navy Pier.

Hogan said that the north wing of the pier will be for boats while the south wing will have travel, tackle and mobile homes.

Hogan's National Boating Trades Show also is at Navy Pier, September 25-28 this year.

You'll make a
HIGHER PERCENTAGE
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BATRITE
Protreated
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Hanna Batrite bats have the features most players and coaches like . . this means satisfied customers and more repeat business

Yes, when you sell Hanna Protreated Batrites you know you are selling bats of unexcelled quality with the plus value "protreated" feature that assures no chipping or splintering for the lifetime of the bat.

Men in the know say "there is nothing like Batrite" for a sure hit.

Write for catalog of our complete line. On display at the

HANNA BATRITE BATS

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MANUFACTURING COMPANY
HOME OFFICE and PLANT • ATHENS, GEORGIA

(Circle No. 297 on Page 257)

From Wood Pussies to *WINDIGO*

tomorrow's sails originate with HARD

One after another, over the past five years, new ideas in sail design and new methods in sailmaking have been conceived and developed successfully by the Hard loft. And, from the smaller one-designs up through the large ocean racers, boats using our Scientific Sails in Dacron and our Spherical Spinnakers have been winning important races.

Now, we are pioneering again!

After months of research work on various original theories relating to more efficient sail shapes, we've re-designed practically all our sails—for almost every class—to provide more power and more speed.

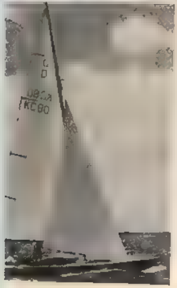
If that boat of yours really should be doing better, let us tell you why we think our new sail cuts for 1960 can help.

Borden Hance, 1959 Wood Pussy National Champion, sails exclusively with Scientific Dacrons by Hard. Among the one-designs, many class championships have been won by boats using the very first sails ever designed by Hard for boats of the class.

Forerunner of large Dacron sails for cruising boats, in which Hard pioneered, was a mainsail for W. M Dickerson's 12-Meter "GLEAM" —at the time, the largest Dacron main ever built.

J. B. Shafer's "GRAY LADY" winning the Una Cup for boats of 45 ft. water line length and up on this year's New York Yacht Club Cruise, flew the latest model Spherical Spinnaker. Spherical Spinnakers, originated by Hard in 1957, have now been re-designed for cruising boats to provide greatest possible area and girth, particularly in the "shoulders." In championship regattas of many one-design classes, more Spherical Spinnakers are now used than all other types combined.

W. S. Gubelmann's "WINDIGO," the 72 ft. yawl which has led the way in the use of extra large headsails, increased her pointing angle some 7° with a No. 1 Genoa by Hard that measures 80 ft. on the hoist and 50 ft. on the foot. "WINDIGO" was winner of the '59 New York Yacht Club Spring Regatta, and, in seven races on the '59 N.Y.Y.C. Cruise had three firsts and a second against the entire fleet, including the 12-Meters. Predecessor to "WINDIGO's" oversize Drifter Genoa measuring more than 65 ft. on the foot, was a similar sail, somewhat shorter in proportion to boat length, used by "HARRIER," along with a main and jib by Hard, in winning the Annapolis Race in 1958, and in taking a number of the season's most coveted trophies, including the Cygnet Cup for the outstanding boat on the N.Y.Y.C. Cruise.



Using a main and Genoa by Hard, and a spinnaker we developed to provide maximum effective area under the Dragon Class rules, Walter Windeyer won the 1959 Dragon Internationals. Creation of successful sails to meet highly specialized requirements is a feature of Hard Sailmaking Service.

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Beautifully packaged for both gift and Self-Service Sales.

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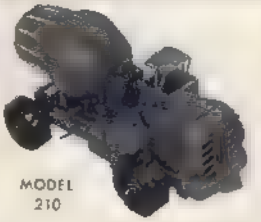

MODEL 210

One of many Andy Gard new items for 1960

Created and Manufactured by
GENERAL MOLDS & PLASTICS CORP.
LEETSDALE, PENNSYLVANIA

HANDICRAFT

ORIGINATOR OF THE POLY TELEPHONE . . . *NOW ADDS A NEW LINE*

MUSICAL TOYS

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BRET MAVERICK

Exact replica of James Garner as he portrays "Bret Maverick" of TV's "MAVERICK". Beautifully detailed, hand decorated standing figure 8" high. Toy and collectors' item.

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HARTLAND, WISCONSIN

One of the World's Largest Mfrs.

IRWIN TOYS

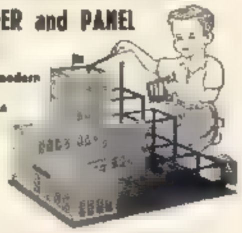
IRWIN CORPORATION
200 FIFTH AVENUE, NEW YORK NY

ACTION TOYS that move
- SLAP-STIK
- SPIN-ABOLO
- KUP-KATCH

. . and many others.

Keen-Eye CO. INC.
BUTLER, WISC.

Kenner's GIRDER and PANEL BUILDING SETS



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- Bridge and Turnpike Building Sets
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3 BIG SETS

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K-POP GUN
POP!

- SOFT SAFE
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unbreakable, interchangeable
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All NEW at HAWK

Competition dragsters complete with metalized tuned exhausts, axles, radius rods, drag link, carburetor scoop, tie rod and moon disks. Rubber tires, customizing decals and a powerful electric motor complete a car that is ENGINEERED TO RUN AND RACE

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DRAGIN' WAGON

Here is one of the slickest competition slingshots to hit the road . . . or a dealers shelf. A fierce Dragon's head decal foretells the flame and power of this car. Molded in a brilliant orange to catch the eyes of the drag race fans.

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PEELER IV

Patterned from a famous engine-in-rear dragster, the Peeler IV with its driver jutting his head out of the top crys . . . GO! And go they will for this rakish car in its cool blue paint job has plenty of sales sparkle

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No. 153-150

GO BOY-GO KART

Motorized and ready for racing this assembly kit is patterned after the famous FOX GO—BOY competition kart. A superb duplicate, complete to the West Bend engine and track type slick tires. Engineered for ease of assembly and sure-footed electric running the GO BOY will find its way into the hearts of all youngsters.

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No. 625-50

ME-163 KOMET

A ¼" scale gem of the German WW II bat winged, rocket powered interceptor. This airplane fortunately was not used until the war in Europe was almost over. On its few missions the aircraft scored heavily against the U.S. Air Force's B-17 and B-24 formations. Model complete to the characteristic "twist" of the wing. A must for every collection.

50¢ Retail

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CONVAIR 880

The Convair 880 . . . the world's fastest jet transport . . . will soon be flying the routes of Delta Airlines. The model exactingly duplicates the real aircraft from radome on the 113/4 inch fuselage to the fiberglass trailing edge of the rudder. Doors, thrust reversers and suppressors and landing gear are just a few of the many features.

4 engines, 4 wheeled "boogie" landing gear, brilliant decal, easy-do plans.

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STAG BEETLE

You will marvel at this superbly reproduced Stag Beetle which is 5½ times actual life size. The completed model is 7½" long and stands 5" high. A truly exciting item for the student of nature and just the thing for a science class special project. HAWK has spared nothing to give you the most original kit advancement in years. Completely authentic, many parts and a beautiful science series display stand

98¢ Retail

You'll recognize "Hawk" kits . . . leaders since 1928 . . . packaged in eye-appealing multi-colored boxes.

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By

JOE SCHULTE

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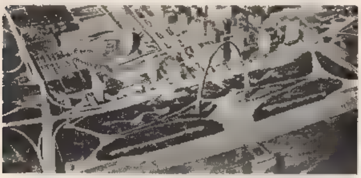
where I visited with **Coleman Ellis**, a friend of The Dealer for many years and an authority in his field. Ellis was knee-deep in plans for the Chicago Show in which his company's new products for 1963 will be unveiled and the line in general displayed for the massive dealer audience expected to attend. He looks for a good year Leaving Stratton & Terstegge, I tried a Louisville cab, and without accelerated charge and direct to the target we reached the Albert Grall Co., Inc., 115 South First street, and had pleasure of meeting **Mr. and Mrs. Stuart D. Brooks**. The Grall company, of course, is famous for athletic medals, charms and metal emblems. The morning I arrived, both Mr. and Mrs. were busily engaged in cleaning beautiful silver consumer pieces and generally putting their attractive new store in shape for the day's trade. The Grall company will be in the Windy City for the show.

We lunched in the hubbub of downtown Louisville with one of the most engaging personalities it has been our pleasure to meet in this industry—**Bruce Blythe, Jr.**, president of the new Swing-Image Co., and a member of the commonwealth's legislature. With the assembly in recess, Bruce had time to put aside the stiff redistricting problems coming up, and get down to brass tacks regarding sporting goods. The Swing-Image product is a mirror device which enables the golfer to watch his swing, follow-through, stance and over-all form. It should help any golfer, experienced or neophyte, and the beauty of it is that Swing-Image can be placed in any room or club house.

We also enjoyed a visit with **John M. Scholl** of John Scholl & Sons, maker of statuettes, plaques and bases. John was busy, but took time out to shake hands and give us some valuable pointers on getting around Greater Louisville. Leaving his West Main Street address, we headed for the industrial areas and a chance to chat with **Dan Burch**, advertising manager of the Puritan Cordage Mills. Maker of several fine marine accessory products, Puritan watches this segment of the field with real intereest. I was happy to learn the general tempo of trade business in smaller marine items leans more to the sporting goods side of the fence then the strictly marine field.



Artist's sketch of St. Louis' great riverfront project now underway, with sports stadium left center and Gateway Arch in the foreground.

ONLY FISH GET HOOKED ON HELIN TESTED LURES

Every individual FLATFISH is "pond tested" to assure perfect action that fish can't resist. This assures your customers of action packed lures designed to catch fish under all conditions in any type of water. More than 28,000,000 Flatfish have been sold. You can recommend Helin lures with confidence. Most important, they are fast selling lures that assure more satisfied customers and faster profits for you.

FLATFISH

On its record, the greatest fish-catcher of all times. 17 models, 27 colors.

SWIMMERSPOON

Only metal spoon with so much action for trolling or casting 11 sizes, 16 colors.

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It hops, pops, gurgles and dances. 3 models, 12 colors.

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(For More Information Circle No. 245 on Page 215.)

MAGNIFICENT . . .

is the word for the "Millie Jean"
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CUSTOM BUILT YACHTS

by GREBE

She has everything. • Everything that's most modern in design, construction, and navigational equipment • So much that is new and different in interior arrangements, appointments and decor • Powered by two of the new GM 6V71 Diesel engines • Staterooms, lounge, galley, after deck—all king size and delightful • Finest materials and craftsmanship throughout.

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Other models 47 to 100 feet

54' "Amelia-D"

58' "Bonita"

47' "Conleeda"

79' "Neval"

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HENRY C. GREBE & CO., INC.

3250 North Washtenaw Ave., Chicago 18, Ill.

[illegible]

will also have with them two other experienced teachers. A school year will be about eight months; tuition is $3250.

The first school voyage will start from Bermuda in July 1960, the brigantine heading for Lisbon where she will join the many European schoolships which will be participating in the third of the Schoolship Races. After celebrating the 500th anniversary of the birth of the famous Prince Henry the Navigator, the fleet, which will be made up of full-rigged ships, barks, barkentines, and numerous fore-and-afters, will cruise together to Naples to arrive in time for the opening of the Olympic Games. Later Albatross will visit the Canary Islands before heading for the West Indies.

Her second school year is set to start on October 1, 1961. This time she will go out into the Pacific through the Panama Canal. Much time will be spent around the Galapagos Islands, studying its odd wild life. She will also put in at several of the West Coast ports of South America, giving the boys a chance to try their Spanish. She will return to the States by way of the Caribbean.

Life aboard the floating school will be a lot of fun for the boys although the Sheldons plan on running a taut ship. They will be strict—they must be with a group of youngsters in their 'teens—but discipline will not be severe. There will be rules to follow. Each boy will know his job and duties. It should make a happy ship for all concerned.

With their seagoing campus already on the move, Alice and Chris are at last seeing their dreams of a tall ship and distant places coming true. —GILES M. S. TOD

☆ ☆ ☆

LUXURY AT PIER 66 MARINA

Pier 66 Marina, Fort Lauderdale, Fla., on the Intracoastal Waterway (at SE 17th St. Causeway) has berthing space for 123 yachts plus luxurious accommodations and facilities ashore: restaurant, lounge, yacht club, hotel

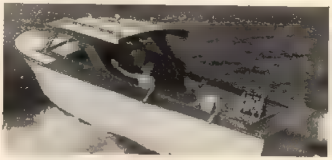
NEW FACILITIES FOR DALE YACHT BASIN

Expanded quarters and new facilities are offered this year by the Dale Yacht Basin, 666 Lake Ave., Bay Head, N.J. The new Dale Marine Store on Lake Ave. offers adjoining parking areas and an extra dock and showroom entrance. Renovated buildings from Dale's Bay Head property will provide storage and service quarters in the Beaver Dam Creek yard. The new Beaver Dam marina has a Travelift with a seven-ton capacity in addition to the existing 20-ton fixed lift.

In addition to standard boats offered by Dale, new Chris-Craft cruisers and Sea Skiffs, as well as Richardsons, Lymans, the Boothbay 33 and Span America plastic outboard hulls will be available. New this year is the Dale Insurance Agency for marine insurance, representing the Atlantic Mutual, Centennial and Federal Insurance companies. Dale Safe Boating Awards for youngsters last season marked the marina's initial public service program. Besides its Bay Head address, Dale maintains operations in Point Pleasant Boro, Toms River, and Ship Bottom, N.J.

HENRY LUHRS SEA SKIFFS

23' SHELTER MODEL $3,665 Includes 109 h.p. Gray, hydraulic controls, toilet, anchor and lines, electric bilge pump, fire extinguisher. *Also available in windshield model*, $3,320.

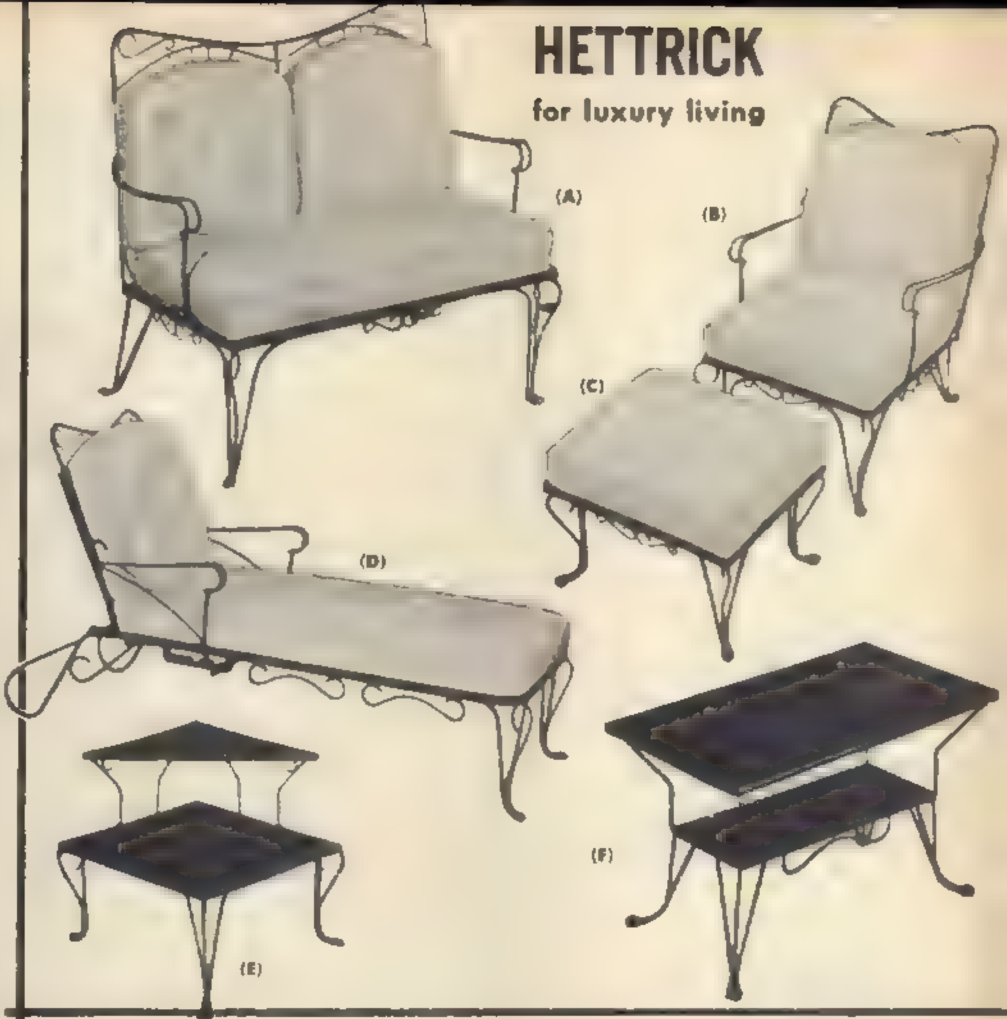


25' SHELTER MODEL $4,685 Includes 125 h.p. Chrysler, hydraulic controls, bunks and cushions, anchor and lines, toilet, sliding windows, upholstered pilot seat, mahogany decking, electric bilge pump. *Windshield model*, $4,300.

28' FLYING BRIDGE MODEL $6,090 Includes 135 h.p. Gray, hydraulic controls, bunks and cushions, pilot seat with cabinet underneath, fish well, flush cockpit, toilet. *Shelter model available*, $5,490.

HENRY LUHRS SEA SKIFFS INC.
Morgan, New Jersey PArkway 1-1083
Largest Builders of Jersey Sea Skiffs

Write us for brochure and name of nearest dealer.



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Fashionable, luxurious furniture . . . at an economy price! Sleek contemporary design that satisfies your every need for comfort and beauty. Frames of heavy gauge wrought iron with black baked enamel primed with rust-resistant vinyl. Upholstered cushions in soft turquoise or sparkling white slick vinyl laminated drill . . . stays clean, easy to keep clean. Button tufts lend a distinctive touch to the plump reversible back cushions. Intercoil, one-piece seat cushions, strap-spring supported. The soft, comfortable coolness of Hettrick makes your lawn or patio the place to live.

(A) WROUGHT IRON SETTEE. Detachable arms permit use as part of corner group or sectional. Seat: 40" x 22". Back: 18" H. Wgt. 52 lbs.
79A-1139 P3997 White Retail **$60.00**
79A-1140 P3997 Turquoise ..Retail **60.00**

(B) WROUGHT IRON ARM CHAIR. Detachable arm permit use in sectional arrangement. Seat: 22" x 22". H. 18". Wgt. 39 lbs.
79A-1143 P2680 White ......Retail **$40.00**
79A-1144 P2680 Turquoise ..Retail **40.00**

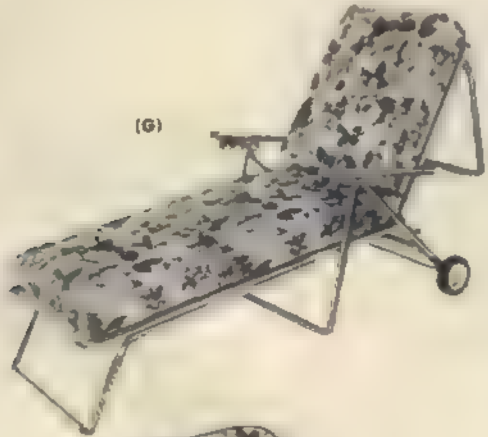
(C) WROUGHT IRON OTTOMAN. A perfect match for the arm chair above. Top: 18" x 22". Height: 17½". Wgt. 22 lbs.
79A-1151 P1340 White ......Retail **$20.00**
79A-1152 P1340 Turquoise ..Retail **20.00**

(D) WROUGHT IRON CHAISE. 3-position adjustable back. This beautiful chaise will blend with any decor. 24" x 49½" x 20" H. Ship wgt. 59 lbs.
79A-1141 P3250 White Retail **$48.00**
79A-1142 P3250 Turquoise . Retail **48.00**

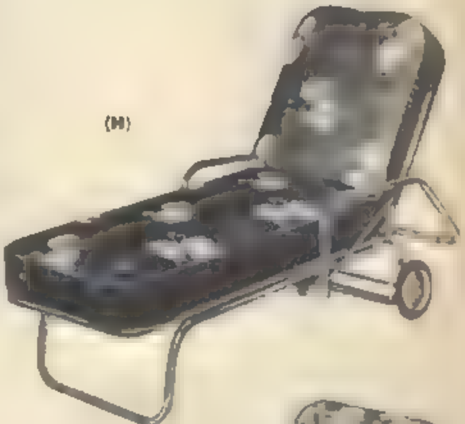
(E) WROUGHT IRON CORNER OR LAMP TABLE. A fashionable accompaniment for all wrought iron pieces. Mesh top 20" square. H. 21½". Wgt. 18 lbs.
79A-1145 P1225 Black .Retail **$18.00**

(F) WROUGHT IRON COFFEE TABLE. Features a handy magazine shelf. Mesh top: 18" x 33¼". Ht. 17". Ideal for patios, lake homes, gardens, or indoor rooms. Wgt. 15 lbs.
79A-1146 P1097 Black ......Retail **$16.50**

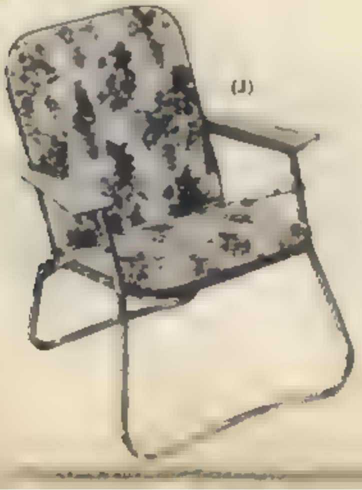
LOUNGING FURNITURE



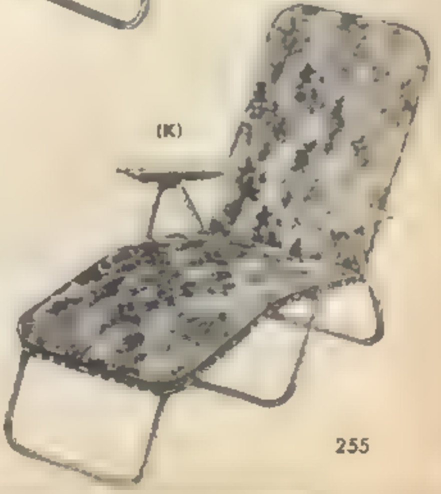
(G) DELUXE INNERSPRING CUSHION CHAISE LOUNGE. Handsome chaise made of deluxe aluminum 1" tubing with double tube arms, 72" long and 27" wide. Innerspring pad has the finest built construction and colorful, beautifully designed plastic fabric-covering in a smart, print floral. Wgt. 35 lbs.
79A-1128 P2241 Pink Floral and Green ....Retail **$33.50**
79A-1129 P2241 Yellow Floral and Green ... . Retail **33.50**



(H) DELU[illegible] **AISE LOUNGE.** Comfort and [illegible] uniquely combined in this [illegible] Durable angle iron frame [illegible] ing mattress which adjusts [illegible] d 22" x 75". Practical [illegible] nt is as well wearing as [illegible] 73 lbs.
79A-70[illegible] ...Retail **$49.50**

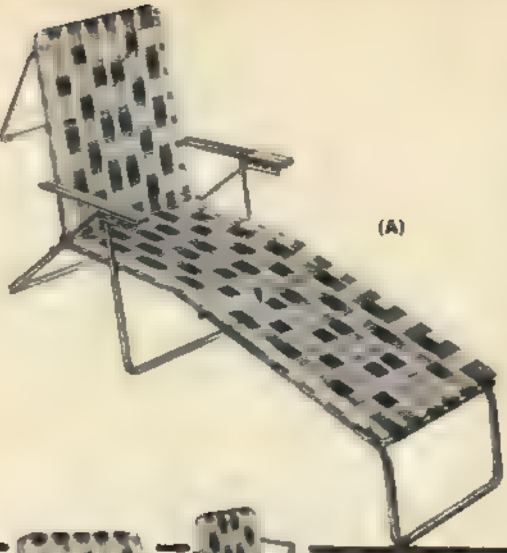


(J) U[illegible] **ING CHAIR.** A quality [illegible] the chaise lounge **A79A-**[illegible] general description. [illegible] igh x 26½" wide. 19" d[illegible] 25" x 26½" x 5½" [illegible] ring" print. Wgt. 7 lbs.
79A-1[illegible] Retail **$16.95**
79A-1[illegible] Retail **16.95**



(K) [illegible] **ERED CHAISE LOUN**[illegible] with removable cushi[illegible] ngy rubberized hair [illegible] ndsome thread-of-go[illegible] ach pad. Arms are [illegible] ntly bonded to alumi[illegible] ch. Adjustable frame [illegible] V. Folds easily to 3[illegible] -In-The-Spring" print
79A-5[illegible] Ret **$29.95**
79A-5[illegible] Ret. **29.95**

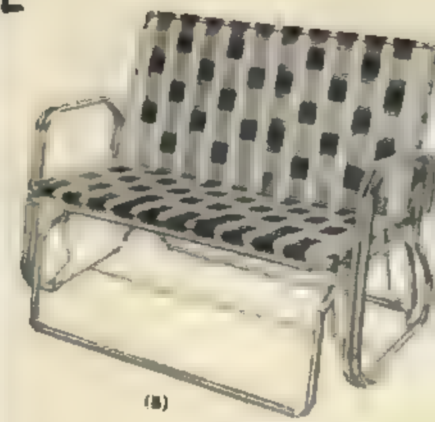
LOUNGING FURNITURE


(A)

(A) DELUXE FOLDING CHAISE LOUNGE. 4-position adjustments for true summer comfort! Even lies completely flat. Back brace gives added support and wear. Full 1" tubing and double tube arms. Firestone Velon webbing. Wgt. 12 lbs.

79A-1130 P1297 White w/Gold .. ..Retail **$19.50**

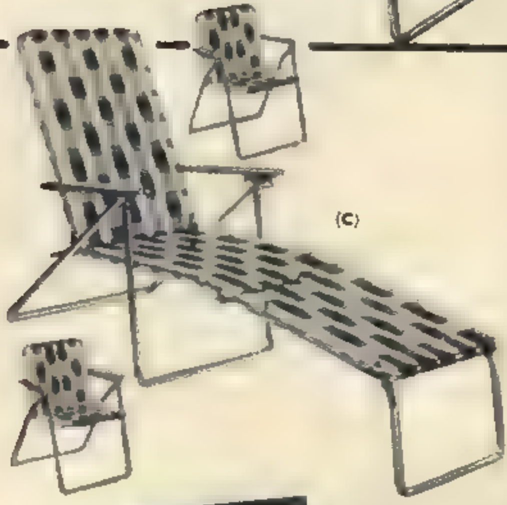
79A-1131 P1297 Aqua w/Gold ....Retail **19.50**


(B)

(B) DELUXE DOUBLE GLIDER. Smooth gliding with ball bearing gliding action. Double tube seat front and arms and full 1" tubing. Firestone Velon webbing. 32" H., 43½" W. Wgt. 15 lbs.

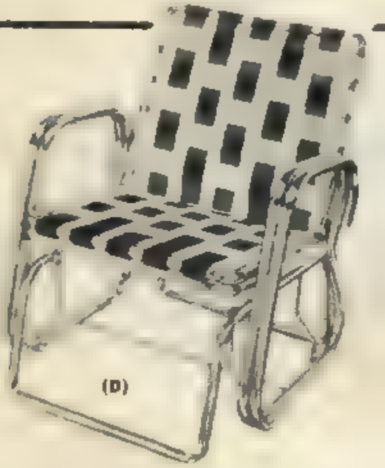
79A-1134 P1687 White w/Gold ....Retail **$24.95**

79A-1135 P1687 Aqua w/Gold Retail **24.95**


(C)

(C) TOP VALUE SET OF THE YEAR. Consists of one folding chaise lounge and two folding chairs. Entire group has full 1" tubing. Firestone Velon webbing. Square safety bends. Chaise has 4-position adjustments and 1½" tubular arms; is 70" long and 24" wide. Chairs come 32½" H. Wgt. 21 lbs.

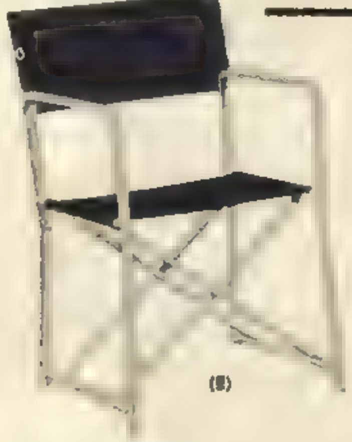
79A-1138 P2180....Retail **$32.50**


(D)

(D) DELUXE SINGLE GLIDER. Sturdy ball bearing gliding action in a double tube seat front and arms. Full 1" tubing. Firestone Velon webbing. Wgt. 12 lbs.

79A-1136 P1325 White w/Gold Retail **$19.95**

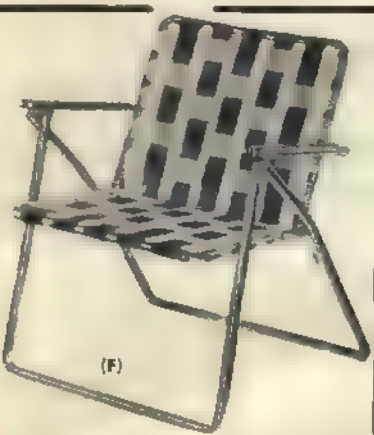
79A-1137 P1325 Aqua w/Gold Retail **19.95**


(E)

(E) ARVIN YACHT CHAIR. Trim yacht chair folds compactly, take it with you anywhere. Strong tubular steel frames, color bonded to the metal to resist chipping. Durable canvas. Wgt. 11 lbs. *Retail*

79A-1182 P459 Red **$6.50**

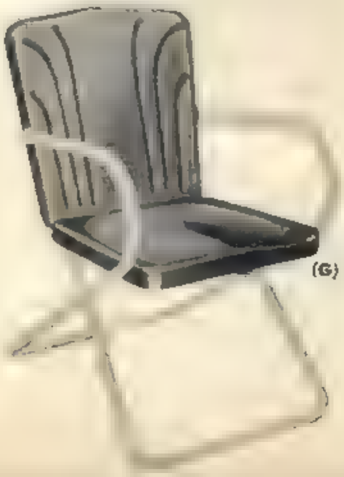
79A-1183 P459 Green **6.50**


(F)

(F) DELUXE 3-POSITION FOLDING CHAIR. Table height seating comfort with contoured back. Full 1" tubing with double tube arms. Comfortable variety of 3-position adjustments. Squared bent safety legs. Firestone Velon webbing. H. 33", W. 25½". Wgt. 8 lbs.

79A-1132 P797 White w/Gold Retail **$12.50**

79A-1133 P797 Aqua w/Gold Retail **12.50**


(G)

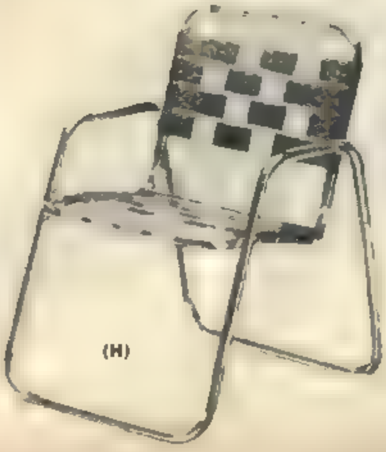
(G) STEEL LAWN CHAIR. Attractive, sturdy, weatherproof, automotive baked enamel finish. Heavy-gauge steel seat and back. Heavy steel tube arms and legs. Economy buy. Wgt. 15 lbs.

Retail

79A-690 P377 Green **$5.95**

79A-691 P377 Red . **5.95**

79A-692 P377 Yellow .. **5.95**


(H)

(H) STACK CHAIR. Big handsome chair of 1" bright finished aluminum. Comes K.D. Easily assembled. Sturdily made, fashionably styled. Size 32" x 21½" x 21½"; seat 17". Green with White. Wgt. 6¼ lbs.

79A-583 P633 .Retail **$9.50**

41' MOTORSAILER: Can travel 1500 miles under power without refueling. Mercedes-Benz OM-312 diesel. Steel construction practically eliminates fire hazards. 1127 sq. ft. sail area. 41' x 36' x 12'6" x 4'3" **$34,000 complete with Dacron sails.**

35' HONOLULU HOLIDAY: New sloop or yawl rig. Has divided cabin for 8 adult accommodations. Fiberglass decks. 22 hp Palmer engine. Large stainless galley. 540 sq. ft. sail area. 35' x 24'3" x 10' x [illegible] **$17,300 complete with Dacron sails.**

30' HOLIDAY Auxiliary that's tops with the family. Sleeps 4. Stainless mast fittings. Teak cabin floors. 22 hp Palmer engine. 368 sq. ft. sail area. 3' centerboard [illegible]. 30' x 23' x 8'6" x 4'3" **$9,490 with Dacron sails.**

WHAT MAKES *Holiday Yachts* SO SUPERIOR?

COMING!

A New, Exciting
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32' Fiberglass
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Custom Built in Holland
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and Most Experienced Company
of Fiberglass Craftsmen!

32' x 23' x 9' x 4', 475 sq. ft. sail area.
Sleeps [illegible] comfortably

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Everything about these truly outstanding boats is instinctively superior... from the way they look to the way they sail. And only Holiday Yachts include all these advantages: the very best *material* for building boats of unsurpassed quality, durability and safety, yet requiring a minimum of maintenance; the most skilled *construction* by master shipbuilders for dependable seaworthiness; incomparable *design* for the smoothest sailing and racing championships; and luxurious *appointments* for the most enjoyable and reliable family sailing.

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ROYAL DUTCH AIRLINES

24' JUNIOR HOLIDAY: Favorite M.O.R.C. auxiliary. 1958 Delta C.B.Y.R.A. co-champion. Teak cabin floors, stainless mast fittings. Sleeps 4. 261 sq. ft. sail area. 2'3" centerboard avail. Trailable. 24' x 18'3" x 7'6" x 3'7" **$4,675 with Dacron sails.**

24' HOLIDAY SAILOR. The co-winner of the 1958 C.B.Y.R.A. Delta Class. Swept the class in 1957 M.O.R.C. Trailable. Outboard bracket. 2'3" centerboard avail. 261 sq. ft. sail area. 24' x 18'6" x 7'7" x 3'7". **$3,490 with Dacron sails.**

16' HOLIDAY "COTTONTAIL": Safe and seaworthy for the entire family. Unsinkable, leakproof, seamless fiberglass. Can be sailed as a sloop or cat. With styrofoam flotation for maximum buoyancy. 120 sq. ft. sail area. 5'1" beam. 3' draft. Weighs 286 lbs. Trailable. **$989 without sails.**

HOLIDAY YACHTS, INC. CENTERPORT 51, L.I., NEW YORK • ANDREW 1-5270

NORTHPORT BOATYARD, INC • NORTHPORT, L.I., NEW YORK • ANDREW 1-5270

CALIFORNIA: **Balboa Marina,** 201 East Coast Hwy, Newport Beach • ORiole 3-8840
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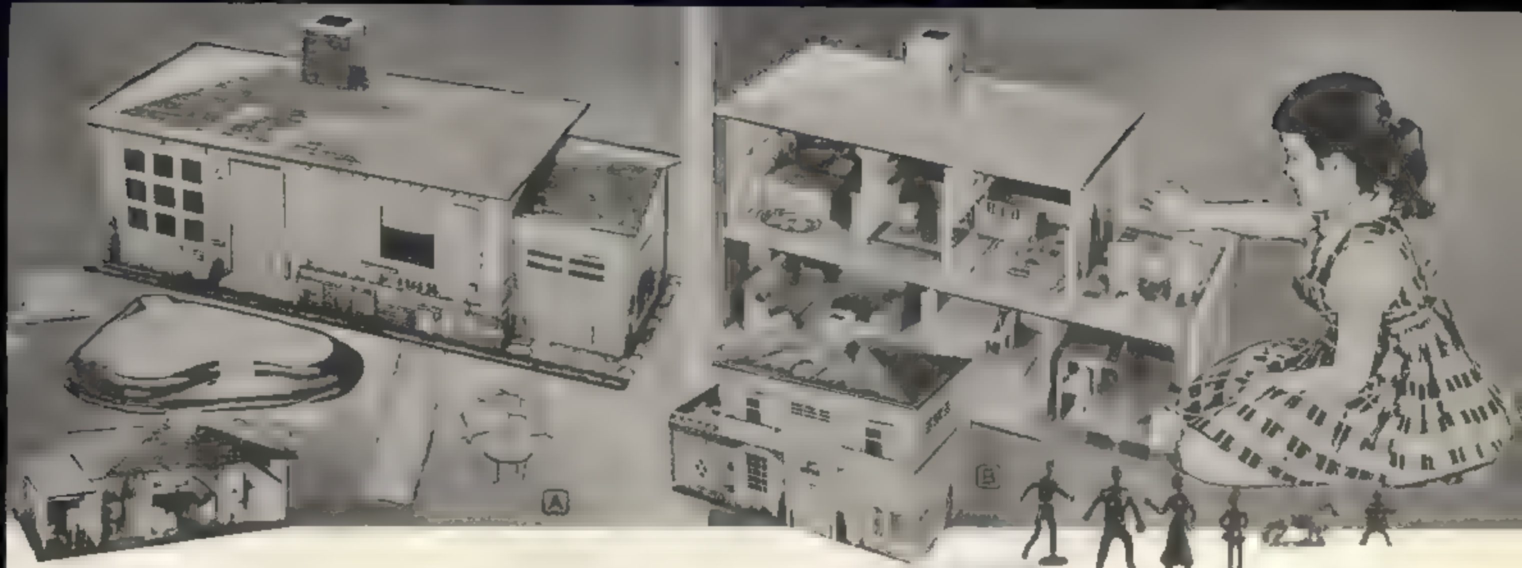
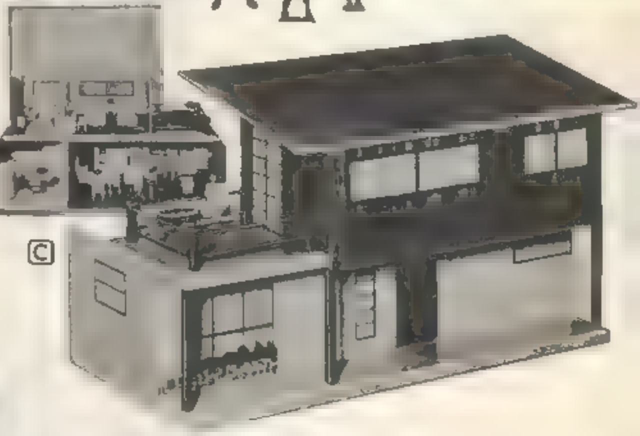
CONNECTICUT: **John R. Lyon,** Captain Harbor Yacht Basin, Cos Cob • TOwnsend 9-1600
GEORGIA: **Sailcraft, Inc.,** 2405 Woodward Way NW, Atlanta • CEdar 3-5700
MARYLAND: **George B. Walton,** 4th & Severn, Box 1528, Annapolis • COlonial 8-5191
Witzke-McCoach Assoc., 17 Beachwood Dr., RFD 4, Ellicott City • Globe 872
NEW YORK: **Holiday Yacht Sales, Inc.,** Centerport, Long Island • ANdrew 1-5270
OHIO: **Sail & Power Craft, Inc.** 6816 Superior Avenue, Cleveland • ENdicott 1-4505
OREGON: **Carl Varmilya,** 3919 SW Greenleaf Drive, Portland • CApitol 7-0095
RHODE ISLAND. **Alan V. Young, Inc.,** 87 Weybosset St., Providence • GAspee 1-0815
ALASKA. **Revilla Boat Sales,** 832A Water Street, Ketchikan
HAWAII. **L. L. Batterfield,** 2909 Alphonse Place, Honolulu

Several Exclusive Dealer Territories Still Available

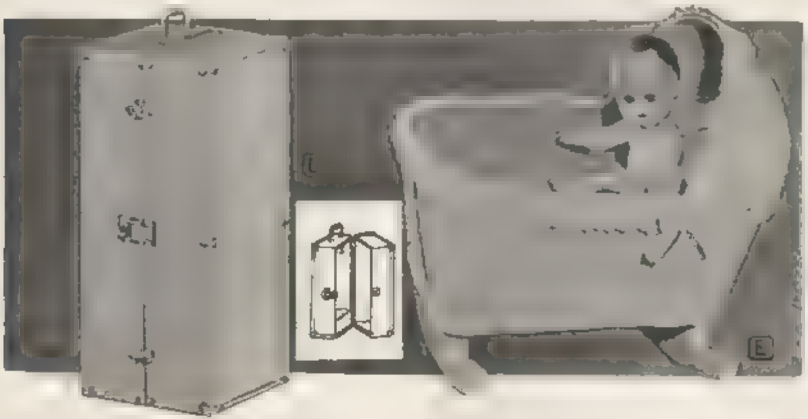


(A) HOLLYWOOD RANCH STYLE DOLL HOUSE WITH SWIMMING POOL—Little girls can hardly wait to enjoy the complete comforts of home life in this 4-room metal ranch home. Each room is realistically decorated and furnished with unbreakable plastic furniture that can be suitably arranged. Outdoor furniture and swimming pool add to fun and realism. 25" long x 9½" wide x 10½" high.
10-1329-265 3¼ lbs .... Retail $4.00

(B) COLONIAL DOLL HOUSE—Young homemakers will delight in arranging furniture in this colorfully decorated 6-room 2-story metal house. Furnished with authentic plastic furniture, 6 plastic family figures plus patio pieces and flower boxes under upstairs windows. 23¼" long x 9½" wide x 16⅜" high.
10-1633-397 7 lbs ... Retail $6.00



FOR LITTLE GIRLS WHO LOVE TO PLAY HOUSE



(C) DELUXE MODERN DOLL HOUSE—Realistically detailed and proportioned. 1st and 2nd floors of solid thick wood with tile-like finish. "Crushed stone" roof of ⅛" hardboard moves to vertical position for easy access to rooms. Colorfully decorated walls. Includes 43 pieces of perfectly scaled wood furniture for living room, dining room, bedroom, bathroom, kitchen and sun deck. 24" x 12½" x 14" high.
10-2124-1325 With furniture 14 lbs. **$19.95**
10-2125-860 Less furniture 12 lbs **$12.95**

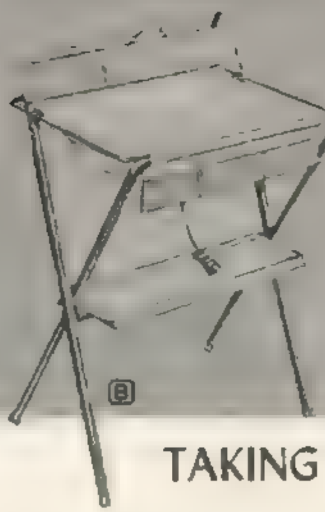
(D) 20" DOLL WARDROBE TRUNK—Holds dolly's complete wardrobe and dolly too. Sliding hanger bar, hangers, accessory drawer. Sturdily built of metal over wood frame, metal bound with rolled-in edges for safety. Plastic carrying handle, strong latches, star-studded decorations.
10-1607-497 20" high 7 lbs **$8.00**
10-1831-265 14" high 3 lbs **$4.00**

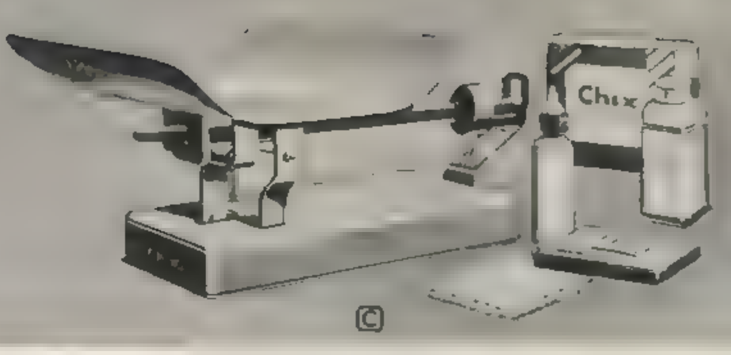
(E) DOLL CRADLE—Rock dolly to sleep in this beautiful pink cradle, trimmed in white. Plastic liner attached to basket and hood with lace trim. Heavy wood runners. (Doll not included). 16" long x 9" wide x 17" high.
10-2126-230 6 lbs ....Retail **$3.50**

(F) DOLL HOUSE DINING ROOM SET—Furnish dolly's dining room with these Danish modern hardwood pieces, realistically crafted in every detail. Includes doll-height dining table (4¼" x 5½" x 7¾"), 2 upholstered chairs, modern buffet (2½" x 4¼" x 7") with 4 drawers, sliding door and shelves.
10-2123-430 2 lbs...........Retail **$6.50**

(G) DOLL HOUSE LIVING ROOM SET—Contemporary furniture especially designed for dolly's comfort. Modern sleek 10¼" sofa with colorful, decorator-fabric upholstery; matching 4½" easy chair; 7" long, low coffee table with tapered legs, end table with metal lamp that lights. Selected rich hardwood.
10-2122-430 2 lbs .... Retail **$6.50**
10-2298-11 Battery for lamp Retail **$0.15**

(H) DOLL BEDDING SET—Everything needed for dolly's carriage, crib, bed or cradle. 18" x 24" genuine Beacon blanket, 12" x 21" nursery printed vinyl mattress, matching 7" x 11" pillow and 18" x 24" taffeta sheet in pastel colors.
10-1847-197 1¼ lbs.........Retail **$3.00**



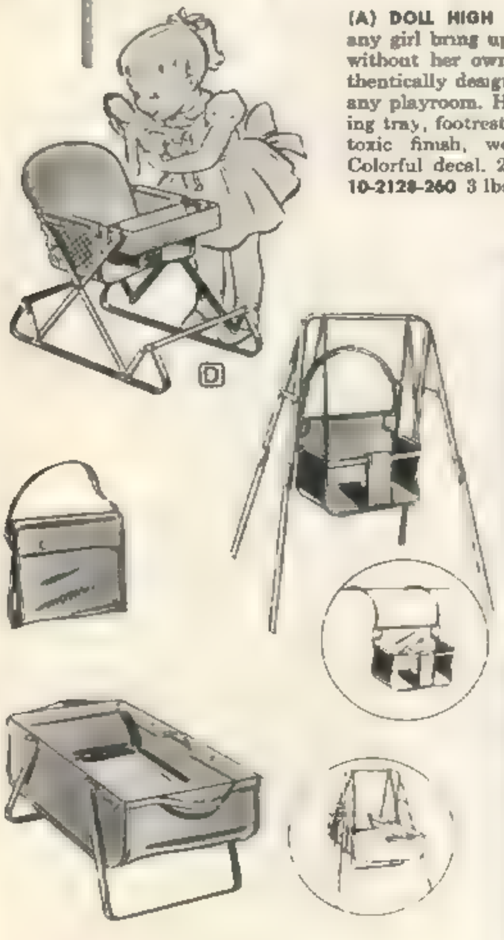


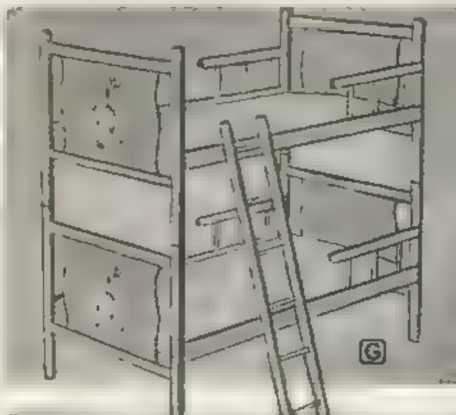
TAKING CARE OF DOLLY IN STYLE

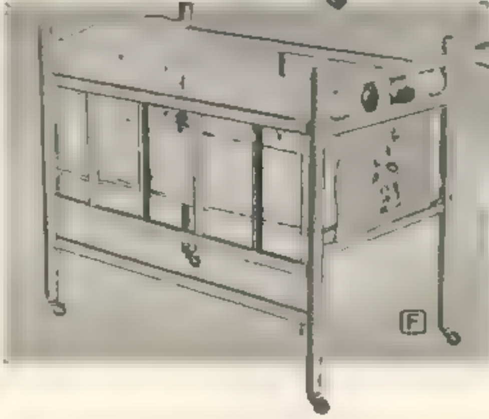
(A) DOLL HIGH CHAIR—How can any girl bring up a dolly properly without her own high chair? Authentically designed to fit decor of any playroom. Has drop-leaf feeding tray, footrest. Mahogany, nontoxic finish, wood construction. Colorful decal. 29" high, 13" wide.
10-2128-260 3 lbs . Retail **$4.00**

(B) DELUXE DOLL-E-BATH—Give dolly a real bath. Has colorful vinyl tub, back and front splashguards with pockets. Dressing-table top moves up and down. Enamel steel frame and accessory tray. Includes drain hose with on-off clamp, soap, washcloth, bottle. 22" x 14" x 24" high.
10-1140-330 5 lbs ....Retail **$5.00**

(C) DOLL-E-SCALE—Small version of famous Detecto baby scale. Helps little girls keep tab on dolly's weight. Complete with Johnson & Johnson baby powder, Q-Tips, miniature Chix diaper, nursing bottle. Includes Doll-E-Ruler for measuring dolly. 12" x 10¾" x 6" high.
10-2129-330 4 lbs.....Retail **$5.00**







COMPLETE 6-PIECE SET OF DOLL NECESSITIES

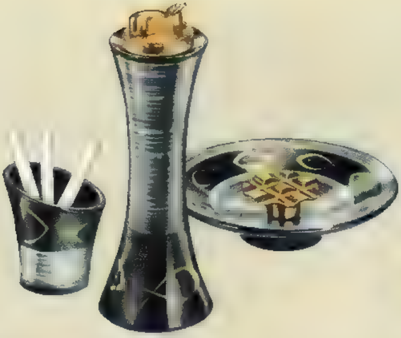
(D) "TREASURE OF TOYS" by PLAYTIME—What a time she'll have with this treasure of 6 doll necessities offered at one low price. "Little mother" will be able to take care of her best dolly (or all her dolls) at home or while traveling. Set includes: dolly glider, car bed that mounts on frame to become rockabye cradle, diaper bag, car seat that mounts on frame to become a doll swing, mattress and pillow set, steel frame for use with bed or car seat to make cradle or swing. Pieces are designed to accommodate 22" doll and to provide hours of playtime mothering. Authentically detailed.
10-2134-663 11 lbs...............Retail **$9.95**

(E) DELUXE DOLL CRIB—An exact replica of baby's crib with drop side, plastic spinning ornaments and teething rails. Hardwood with full birch grained plywood panels. Mattress and bumper are reversible, washable. Lucite casters. 31" x 22" x 17".
10-2132-860 12 lbs.............Retail **$12.95**

(F) DOLL CRIB—Put baby doll to sleep in this drop-side crib with 4 colored spinning ornaments, red and blue spindles, swivel casters. Hardwood with shaped plywood panels. Reversible, washable mattress and bumper. 25" x 22" x 15".
10-2131-530 8 lbs...............Retail **$8.00**

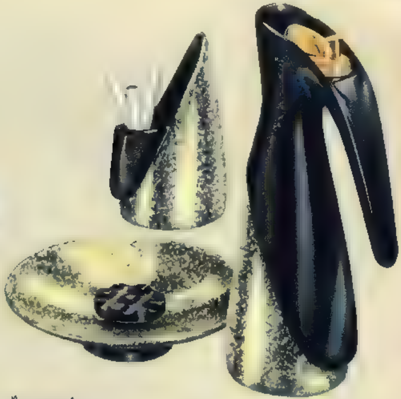
(G) DOLL BUNK-BED—Perfect for growing doll families! Made of select hardwood with beautifully grained and shaped plywood panels. Complete with ladder. Separates to make 2 beds in 2 seconds. Includes 2 reversible, washable mattresses, 27" x 26" x 15". Mailable.
10-2133-660 11 lbs.............Retail **$10.00**

(H) COSCO DOLL-E-PLAYPEN—Fashioned after the famous Cosco nylon-sided playpen to make doll care much easier. Enameled steel frame, decorated hardboard floor. 12½" high x 18" square.
10-2130-397 6 lbs . Retail **$6.00**



"THE SPOOL." Slim tapered elegance keynotes this Evans Fine China set trimmed with gleaming 24K gold fish fired on lustrous black glaze, swirled with gray overglaze. 6¾" lighter, urn, 5½" ashtray.

1H163X1029 3-piece set . . Retail **$17.50**
1H164X735 Lighter only . Retail **$12.50**

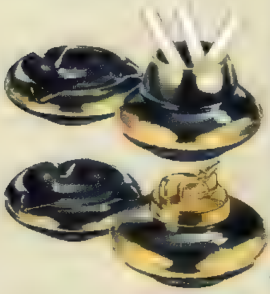


"SILHOUETTE." Fascinating echo of ancient cultures brought to modern beauty in a sleek contour set designed by Sam Speers Black stippled with 24K gold on Evans Fine China. 8" lighter, urn, 5½" ashtray.

1H165X1324 3-piece set . . Retail **$22.50**
1H166X882 Lighter only . Retail **$15.00**

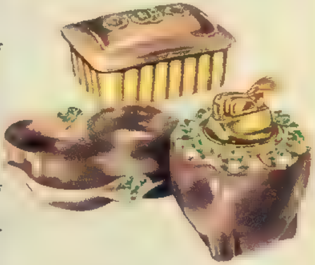
EVANS

For the past half century, the EVANS *skillful artisans, under the guidance of A. F. Reilly, Sr., founder of the firm, have produced the leading fashion accessories for Home and Personal use. . . . This year's collection includes interpretations of many classical works of art, which have been created and manufactured at our plant.*



"CLASSICAL." Attractive ensemble Ideal for card table use. In Evans Fine China encrusted with 24K gold Set includes lighter, urn and 2 ashtrays, excellent for entertaining **Specify color: black or white.**

1H167X735 4-piece set . . . Retail **$12.50**

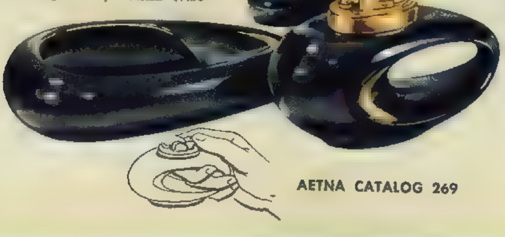


"RENAISSANCE." Three-piece set in Evans Fine China. Transparent glaze in soft, warm earthen tones with contrasting dark brown overglaze Enriched with emerald-like quartz and 24K gold accents.

1H169X1470 3-piece set . . Retail **$25.00**
1H170X882 Lighter only . Retail **$15.00**

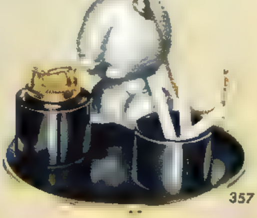
"CONTEMPORARY." Refreshingly new in design, a three-piece smoking set with the famous Sure-Fire Evans Lighter Glossy black turquoise or ivory glaze on Evans Fine China with highlights of 24K gold **Specify color: black, turquoise or ivory**

1H171X735 3-piece set . . Retail **$12.50**
1H172X441 Lighter only Retail **$7.50**

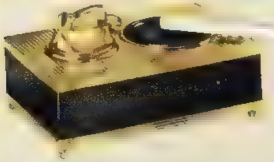


"CHUM." Aristocratic black or white poodle, hand decorated and finished in Evans Fine China with golden finish collar and chain. Poodle stands 6¼" high on circular black glass tray, 2½" lighter and ashtray on either side. **Specify color: black or white.**

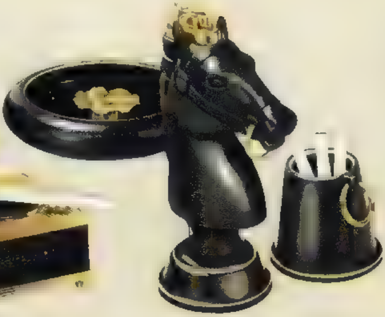
1H168X882 Poodle set . . Ret. **$15.00**



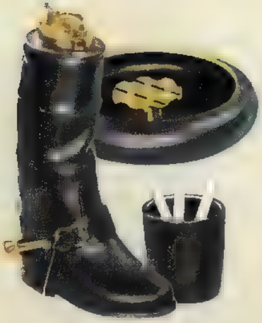
EVANS



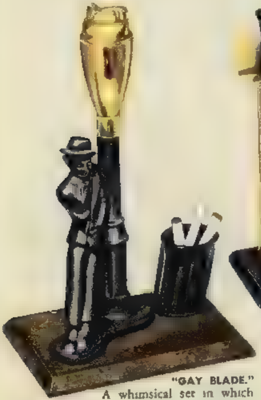
"EXECUTIVE SET." Impressive and useful accessory for home or office. Rectangular shape trimmed with simulated black or brown morocco with fine polished Jeweler's Bronze top and bottom. **Specify color.**
1H175X588 .... Retail $10.00



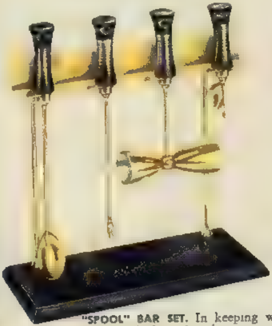
"HITCHING POST." All the beauty of a champion stallion expertly captured in this skillfully modelled gentleman's smoking set. Evans Fine China, in black or white. 7¼" lighter with matching urn and 5½" ashtray. **Specify choice of color.**
1H173X1029 3 piece set .... Retail $17 50
1H174X735 Lighter only .... Retail $12.50



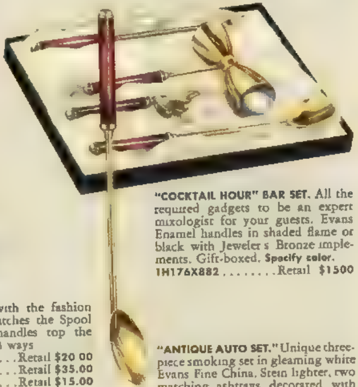
"TALLY-HO." All the excitement of the hunt is symbolized in this set of Evans Fine China in black or brown. Carefully detailed 6½" riding boot lighter, urn and 5½" ashtray. **Specify choice of color.**
1H180X882 3-piece set ..... Retail $15 00
1H181X588 Lighter only ... Retail $10.00



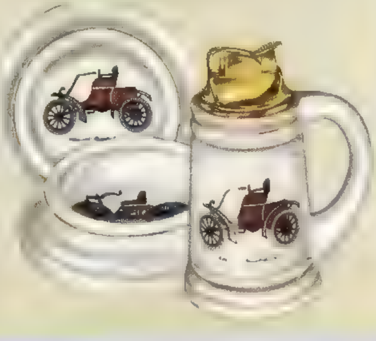
"GAY BLADE." A whimsical set in which golden moonlight shines down on late reveler holding up a lamppost lighter. Gold highlights on black Evans Fine China with removable lighter. Matching urn 9¼" tall.
1H177X882 .... Retail $15.00



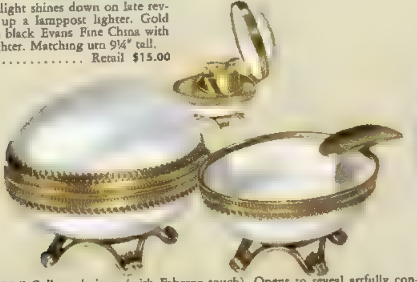
"SPOOL" BAR SET. In keeping with the fashion trends, this four-piece bar set matches the Spool lighter set. Evans Fine China handles top the Jeweler's Bronze tools. Available 3 ways
1H182X1176 Boxed Bar Set....... Retail $20 00
1H183X2058 Bar set and stand.... Retail $35.00
1H184X882 Stand only .... Retail $15.00



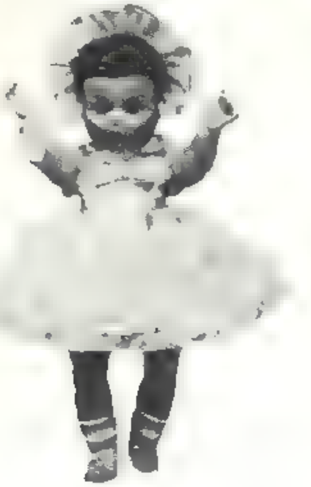
"COCKTAIL HOUR" BAR SET. All the required gadgets to be an expert mixologist for your guests. Evans Enamel handles in shaded flame or black with Jeweler's Bronze implements. Gift-boxed. **Specify color.**
1H176X882 .... Retail $1500



"ANTIQUE AUTO SET." Unique three-piece smoking set in gleaming white Evans Fine China. Stein lighter, two matching ashtrays decorated with antique auto motif in soft tones highlighted with 24K gold trim.
1H185X735 3-piece set.... $12.50
1H723X588 Lighter only .. $10.00



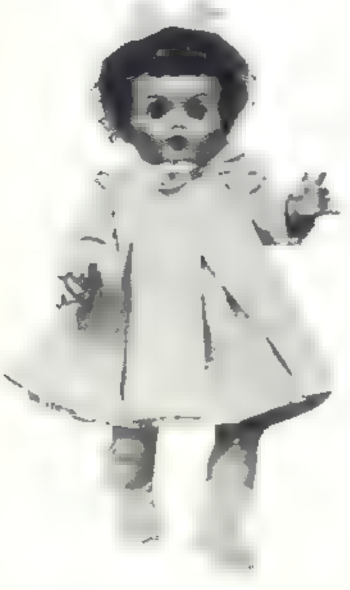
"IMPERIAL EGG." Collector's item (with Faberge touch). Opens to reveal artfully concealed cigarette lighter. Delicate highfired Evans enamel trimmed with pierced gallery in Antique Finish. Matching ashtray. In pastel straw, pink, blue or white **Specify color.**
1H178X882 Lighter only .... Retail $15.00
1H179X1176 Set. Lighter and Ashtray........................... Retail $20.00



No. 3811—Horsman's "Softee"

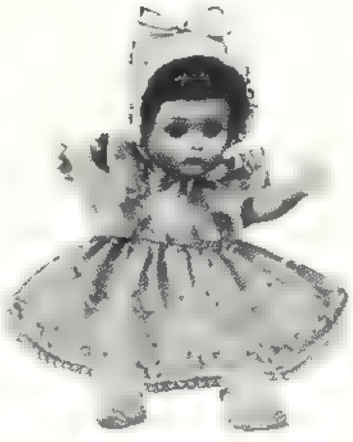
25 inches tall — she drinks and wets. Vinyl plastic. Fully jointed. Real baby markings. Hair rooted in a curly-style hairdo. Dressed in printed nylon taffeta dress with matching bonnet, knit panties and booties. Sleeping glassine eyes with lashes, and a "coo" voice. Nursing bottle is tied to her wrist. Individually boxed, ¼ dozen in a carton weighing 22 lbs.

Each $10.00



No. 3812—Horsman's "Softee"

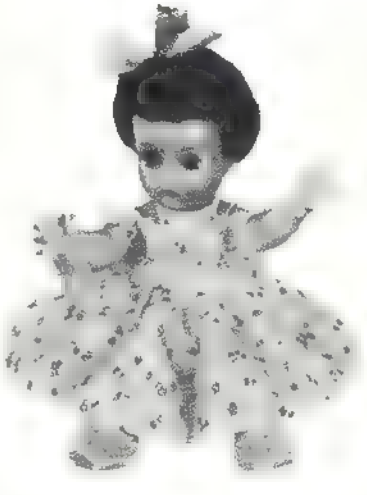
25 inches tall — she drinks and wets. Vinyl plastic. Fully jointed. Miracle tilting head. Hair rooted. Dressed in a cotton sateen coat with matching lace-trimmed bonnet, taffeta dress, knit panties and booties. Sleeping glassine eyes with lashes, and a "coo" voice. Nursing bottle is tied to her wrist. Individually boxed, ¼ dozen in a carton weighing 22½ lbs. Each $12.00



No. 3415—Horsman's "Softee"

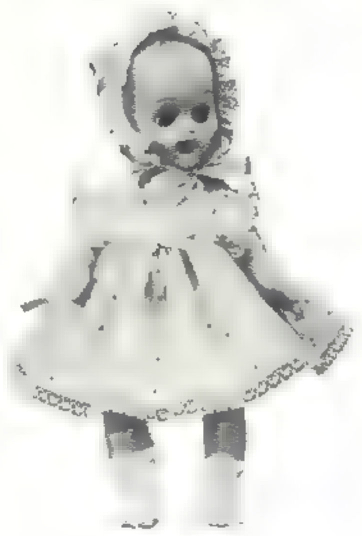
16 inches tall — drinks, wets. Fully jointed. Hair is rooted. Dressed in lace-trimmed, flocked nylon dress and matching bonnet, knit panties and booties. Sleeping glassine eyes with lashes, turning head and a "coo" voice. Nursing bottle is tied to her wrist. Individually boxed, ½ dozen to a carton weighing 13 lbs.

Each $6.00



No. 3419-7—Horsman's "Softee"

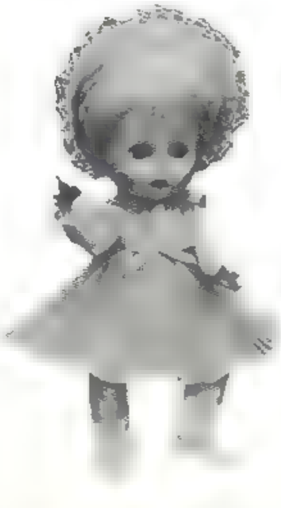
16 inches tall — drinks and wets. Vinyl plastic. Fully jointed. Real baby marking. Hair rooted in a curly style hairdo. Dressed in printed taffeta dress, knit panties and booties. Sleeping glassine eyes with lashes, turning head and a "coo" voice. Nursing bottle is tied to her wrist. 1 in a box ½ dozen in a carton weighing 26 lbs. Each $5.00



No. 0205—Horsman's "Softee"

12 inches tall — she drinks and wets. Soft resilient vinyl plastic. Has real baby markings. Molded and tinted hair simulates a real baby's hair. Has moving eyes with lashes, turning head and a coo voice. Complete with plastic nursing bottle and nipple. Dressed in lace-trimmed printed taffeta. Individually boxed, 1 dozen to a carton, weighing 10 lbs.

Each $3.00



No. 3216—Horsman's "Softee"

12 in. tall. She drinks. She wets! Soft resilient plastic. Jointed at the arms and the legs and has a swivel head. Perma-curl "feather" style hairdo. Each finger and toe has real baby markings. Large sleeping eyes with lashes and a coo voice. She is dressed in a pleated nylon dress, lace-trimmed; a lace-trimmed bonnet. She comes complete with knit panties, rayon socks and vinyl shoes. Nursing bottle tied to wrist. Individually packaged, one dozen to a carton; 18 lbs. per dozen.

Each $4.00

No. 4203—Horsman's "Softee"
12 in. tall - she drinks! She wets Soft resilient plastic. Each finger and toe has real baby markings. Hair is molded to simulate a real baby's hair. Nursing bottle tied to wrist. She has sleeping glassine eyes with lashes, turning head and a coo voice. Dressed in a striped flannel jacket with solid color diaper. Complete luxuriously satin-trimmed blanket. Individually packed, one dozen to a carton; 16 lbs. per dozen. Each $4.00

No. 5400—Horsman's "Ruthie" Assortment
17 inches tall, fully jointed, vinyl, sleeping eyes. Three styles: Checked dress, solid-color pinafore, pony tail; solid-color dress, contrasting full pinafore, tie-back hairdo; solid-color dress, printed jumper pinafore, pigtails. 6 in a carton; weight 13 lbs.
Each $6.00

No. 9300 Horsman's "Peggy Ann"
15 inches tall, vinyl, fully jointed, sleeping glassine eyes with lashes and turning head. Sub-teen doll. Two styles: tie-back hairdo, long stockings, printed cotton dress; ponytail, cotton dress and pinafore. 6 in a carton; weight 10 lbs.
Each $5.00

No. 0200—Horsman's "Softee"
She drinks and wets. Soft resilient vinyl plastic. Each finger and toe is distinct. Molded and tinted hair simulates a real baby's hair. Moving eyes with lashes. Coo voice. Knitted panties. Turning head. Complete with nursing bottle and nipple. 1 in a carton, weighing 10 lbs.
Each $2.00

No. 3714—Horsman's "Softee"
22 inch tall — drinks, wets. Fully jointed. Vinyl plastic. Movable head. Hair rooted. Dressed in a lace-trimmed taffeta dress with matching bonnet, knit panties and booties. Sleeping glassine eyes with lashes, and a "coo" voice. Nursing bottle is tied to her wrist. Individually boxed, ½ dozen in a carton weighing 22 lbs.
Each $8.00

No. 3513—Horsman's "Baby Butter-Cup"
A "Softee" doll — 18 inches tall — she drinks, wets. Vinyl plastic. Fully jointed with Miracle head. Hair rooted. Dressed in a diaper. Rope and booties. Complete with a satin pillow. Sleeping glassine eyes with lashes, and a "coo" voice. Nursing bottle tied to her wrist. Individually boxed, ½ dozen in a carton, weighing 16 lbs.
Each $8.00

No. 3404—Horsman's "Baby Butter-Cup"
A "Softee" plastic doll — 16 inch tall, drinks and wets. Molded hair. Jointed arms and legs and turning head. Real baby markings. Large sleeping eyes with lashes. "Coo" voice. Dressed in printed sunsuit and tucked into a luxurious bunting with matching quilted bonnet and collar. Nursing bottle with nipple is tied to her wrist. Individually boxed ½ dozen to carton weighing 13 lbs.
Each $6.00

No. 3351—Horsman's "Sleepy Time Guy"
14 in. tall, fully jointed, new straight hairdo. Drinks and wets! Candy-stripe two-piece pajama outfit. Nursing bottle tied to his wrist. Made of soft vinyl plastic, each finger and toe has real baby markings. Display packaged in a replica of an old-fashioned street lamp. One-half dozen to a carton; 20 lbs. per dozen.
Each $5.00

No. 4402—Horsman's Tammy" Tears Baby"
16 inches tall "Softee" doll. Drinks, wets, cries real tears. Vinyl, jointed at arms and legs, turning head, molded hair, sleeping eyes with lashes. Flannel diaper suit with blanket. Plastic bottle. 1 in a box, 6 in a carton; weight 13 lbs.
Each $5.00

No. 7901—Horsman's "Wonderkin"

Flexible baby doll 28 inches tall. Constructed with ball and socket type joints affords many varied positions. Dressed in matching bonnet, knit panty and booties. One in a visual display box, ½ dozen in a carton; weight 18 lbs. Each $16.00

No. 68—Horsman's "Lullaby Baby"
12 in. tall. Soft vinyl plastic. Fully jointed. Bent fingernails form a flat and make her look like a real life-like baby. Checked flannel sleeping outfit. Music box inside her body plays a lovely baby tune and animates the doll and she moves her head into various stretching positions. Display boxed, one dozen to a carton; 18 lbs. per dozen. Each $6.00

No. 210/3—Sleepyhead Doll
A basic for year 'round sales. Sleepyhead has been famous as a steady profit maker. A must for every stuffed toy operation. A truly charming washable, hand painted vinyl face, enhanced by Wool Yarn curls. Body is made of DuPont's crush resistant, washable rayon plush. Stuffed with synthetic featherfoam.. Wears an attractive ribbon bow around neck. Colors: Pink, Blue, Maize and Mint. Approximately 14 inches long.
Each $3.00

No. 990/5M—Musical Sleepyhead
Same as 210/3 with imported Swiss music box. Music box in zipper pouch is removable to wash toy.
Each $5.00

No. M12—Horsman's "Lullabye Baby"

12 inches tall, vinyl, fully jointed, lifelike baby details. Music box plays "Brahms' Lullabye" and animates doll causing her to assume many baby-like positions. Flannel sleep outfit. 12 in a carton; weight .5 lbs.
Each $6.00

No. 212/4—Sleepy Doll
The original sleepyhead of DuPont plush and washable vinyl face. Snap fastened, zippered pillow is 15 inches long, doll is 14 inches long. Pink doll with blue pillow, maize or blue doll with pink pillow. 12 in a carton.
Each $4.00

No. 213—14 Inch Blanket Baby
All vinyl, drink and wet, fully jointed, moving glassine eyes and lashes. Pink receiving blanket tied with wide satin ribbon, flannel kimono, diaper and booties. Poly bottle. 1 in a box, weight 3½ lbs.
Each $4.00

No. 1550—Pattie Play Pal
Proportioned exactly as a real 3 year old girl. Fine, natural features and details never before produced in a doll. Made of lightweight, indestructable plastic with sleeping eyes and rooted saran hair. Beautiful dress. She also wears real childs clothing. One in a carton
Each $30.00

No. 1530—Suzy Play Pal
Perfectly proportioned as a one year old girl. Made of extremely light, indestructable plastic with sleeping eyes and rooted saran hair. Suzy wears a lovely dress and can also wear the clothing of a real one year old girl.
Each $20.00

No. 2700
A beautiful 24 in. Laytex, sleeping eyes, rooted hair. Dressed in taffeta trimmed with lace and bows individually boxed, one dozen in a carton weight 4[illegible] lbs Each $5.00

#26411 26" My Angel, 6-piece toddler with soft vinyl arms and head, durable polyethylene body and legs and rooted dutch bob dressed in lined car coat with fur collar over print cotton dress with knitted striped cuddle scarf.
List $14.00

No. 1540—Penny Play Pal
As life-like and as big as a two year old girl. Made of light, unbreakable plastic, with sleeping eyes and washable rooted saran hair. Sculptured according to U.S. Bureau of Standards Specifications. She wears her own beautiful outfit and can also wear a real child's clothing. One in a carton.
Each $30.00

#20822 20" Angel Face, 6-piece vinyl Drink 'n Wet baby with durable polyethelene body and rooted poodle hair dressed in white nylon dress over blue and white check petticoat with matching lacy bonnet.
List $8.00

No. 1351—Cream Puff
19 in. tall. Big as a baby, sweet as cream, light as a puff. Baby Cream Puff, has dimpled cheeks, a real baby impish look on her face and curly rooted saran hair. All vinyl, lightweight, dressed in dress bonnet, slip, panties, shoes and socks. In window box, one-half dozen in a carton; wt. 19 lbs.
Each $9.00

Above: Hull on Holiday Boats' (Box 445, Vicksburg, Miss.) 21-footer is welded steel; superstructure is aluminum. She sleeps four, has 7½' beam and 5" draft. Galley sink is stainless steel.

Below: Eight can sleep aboard Boatel's 36' x 14' Adventurer. She has pressure water system (hot and cold), toilet with shower and gas refrigerator. Power is forward. Company is in Mora, Minn.

Above: Plywood houseboat built by Stamas Marine Sales Inc., 300 Pampas Ave., Tarpon Springs, Fla., has 36' LOA and 16' beam. Net hull weight is 9500 pounds. That's a 70-hp Mercury astern.

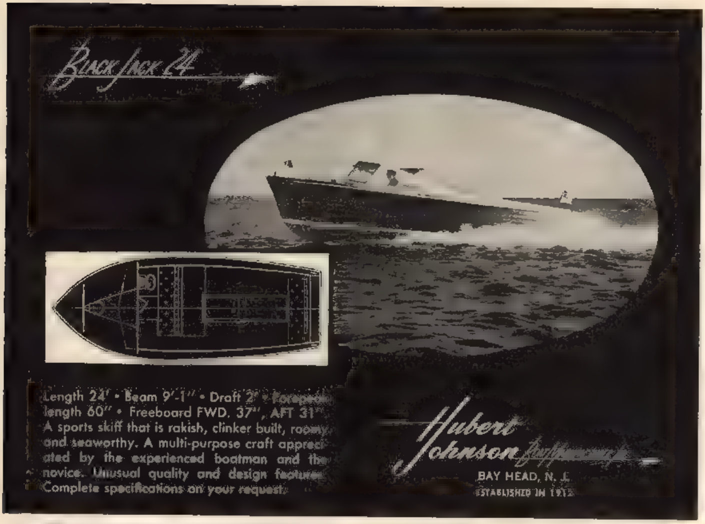
Below: Canopied patio with pontoons is the Kayot, built by Kaye Yacht Pontoon Boat Co. of Mankato, Minn. Steel pontoons come in four sizes: 16 to 28'.

Below: Exterior of this 30' x 10' (or 12') x 6" boat is fiberglassed; decks are covered with fiberglass-vinyl. A 35-hp motor steps her out at 35 mph. Layout includes galley, dinette and private stateroom. Builder is Dreamboat, Guntersville, Ala.

Above: Model D Land and Water Cruiser, built by Terra-Marina Mfg., 2214 Washington Ave., Houston, Tex., sleeps four, has built-in trailer for highway use, galley, head, fiberglass insulation and two lighting systems. Other models available.

Below: Most recent addition to the line of houseboats built by Pleasant Waters Co., 1445 N. 5th St., Milwaukee, Wis., is this 35' x 11' cruising houseboat. Company says she "can be powered by single or twin inboards for comfortable speeds."

Above: The 30-foot Carri-Craft, a houseboat on pontoons, is built by Wisconsin Tanktainer, Inc., 200 Leffert St., Berlin, Wis. Exterior comes in plywood, steel or aluminum. Included in her standard equipment are two sofas, Fox River steering and motor controls and a 12-volt lighting system.


Black Jack 24
Length 24' • Beam 9'-1" • Draft 2' • Forepeak length 60" • Freeboard FWD. 37", AFT 31"
A sports skiff that is rakish, clinker built, roomy and seaworthy. A multi-purpose craft appreciated by the experienced boatman and the novice. Unusual quality and design features. Complete specifications on your request.
Hubert Johnson
BAY HEAD, N. J.
ESTABLISHED IN 1912

suitable only to work their vessels in and out of port or through flat calms, yet still a help in time of emergency.

There is, for instance, Gazela Primeiro, last of the square riggers on the Grand Banks, the only surviving barkentine in the fishing fleet. Now the oldest of active Grand Bankers, she was built at Cacilhas in 1883, rebuilt at Setubal in 1900. Originally a pure sailing ship, she now has a 180 hp motor. Early in life she had been a merchantman, but for the last 58 years she has been a fisherman, making the annual trek across the Atlantic with her dories, more than thirty of them.

Gazela Primeiro, in spite of her age, is still a fine sea boat. One day last September her radio picked up news that hurricane Helene was approaching. Her captain, Antonio Marques da Silva, called the mother ship of the fleet, Gil Eannes, which was already moored safely in port, to see how conditions were there. Then Gazela Primeiro set sail to make the security of the harbor before the storm struck, but Helene was coming too fast. The hurricane struck with winds of more than 80 mph. The seas grew wicked and ugly, raging combers that threatened to overwhelm the little barkentine. Two men struggled with her wheel to keep her headed into the mountainous waves that time after time swept down on her. Her only hope was to keep steerageway, and her engine was not enough for that. The captain had to risk keeping his fore and main sails on, yet held her hove to.

At the height of the storm the engine's cooling system broke down, and repairs had to be made. Seas pounding along her decks had entered the galley, dousing the stoves precluding the relief afforded by hot food or drink. For 36 long, weary hours the wind blew, screeching in the rigging, threatening to rip canvas, smash spars. Seamanship saved the barkentine. As the storm moved on, the winds abated, the seas subsided, and Gazela Primeiro set a course for St. John's.

She was not the only fisherman to come in after the storm to lick her wounds. There was Hortense, a wooden three-mast schooner which had been built at Gafanha in 1929, and claimed by some to be the most beautiful vessel in the fleet. Another was Oliveirense, also a three-mast schooner and likewise built at Gafanha, but in 1938. They had weathered the hurricane off Cape Bonavista. All three vessels had been in touch with Gil Eannes throughout the blow, sending in detailed reports of their life-and-death struggle with the elements. Those aboard the mother ship could not help.

After a short rest, all three vessels headed back for the fishing grounds. Gazela Primeiro eventually returned to Lisbon, October 20. The other two arrived a few days earlier. Not all vessels were as lucky as these. Santa Isabel, another three-master built at Gafanha in 1929, a good sized vessel of 345 tons, had spent the entire summer on the Banks, and then, when down to her marks, had swung off for home. Mile after mile dropped astern as strong breezes filled her sails driving her across the Western Ocean. Her crew was happy for its work was all but done—only a few more miles, a few more days. Then, as she approached the Azores, the weather turned nasty, a fall gale. Somewhere below her waterline there was a weakness; she opened up. Her crew fought to save her, but finally had to abandon ship.

Then there was Labrador. She had been launched at Korsor, Denmark, in 1919 as Skjold, and had later been owned in Sweden. For a time she was called Lydia. She had become a fisherman in 1934 when she was purchased by the Soc. Lisbonense de Pesca de Bacalhau of Lisbon. She had departed from Lisbon on April 12, bound for the Banks. August 26 the Royal Canadian Air Force Search and Rescue Headquarters announced that a three-masted schooner was afire 100 miles east of Cape Race. It was Labrador. Her crew had been picked up by nearby Portuguese vessels.

The most modern of the Portuguese sailers were built at Gafanha in 1948, big wooden knockabouts with neither bowsprits nor topmasts, vessels like Condestavel of 635 tons and Adelia Maria of 667 tons. The former carried 56 dorymen

(Continued on next page)

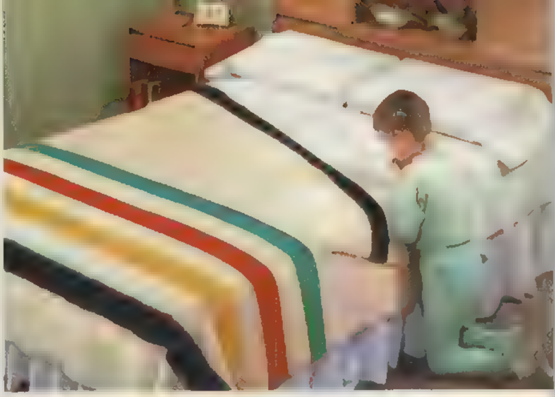
. . . your best buy!

HUDSON'S BAY 4-POINT BLANKET
Best known blanket in the world! Renowned for supreme beauty, outstanding warmth and quality . . . this truly luxurious 100% virgin wool blanket is woven by hand, in England (as it has been for centuries). It is washable, absolutely shrink-resistant. The nap is deep—incredibly warm! The colors are enduring—fast forever And the edges need no binding because they cannot fray. Yet for all this, it is reasonably priced and a fine investment for anyone.

For the history-minded, the Hudson's Bay blanket is one of the few surviving links with the early fur trade when identical blankets to these were worth more in trading with the Indians than cash in hand It has had the most distinguished and colorful career of any blanket ever made. It has sheltered traders and settlers, voyagers and Indians since 1779. It has been with Admiral Byrd and his men to the Antarctic and with climbing expeditions to Mount Everest.

Expect a lifetime of comfort and warmth from this fabulous blanket . . 50 years of constant use has not been at all unusual. Each bears the official Seal of Quality found only on genuine Hudson's Bay Four-Point blankets. White with multi-color stripes. Blanket size: 72x90" long

73-6298 B2660 Hudson's Bay Blanket **$34.95**

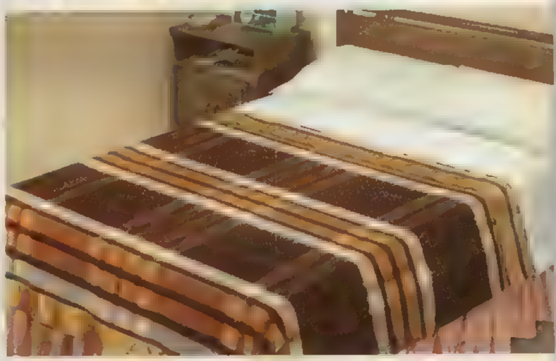


PEARCE BRILLIANT PLAID . . . 100% Wool
Woven of 100% selected fine wool in brilliant new plaids, each a picture of festive beauty. But more than that. these wonderful blankets are specially pile-fluffed to give them a downy, dreamy, feather-light softness . . let you move and turn freely so that you may enjoy restful sleep.

And because they're made of all wool, nature's most perfect protection against unfriendly temperatures, you sleep in heavenly warmth through the coldest nights. Permanently moth-proofed, and easy to wash—by hand or in your washing machine

Choose from two gay plaids in beautiful jewel-bright colors: Autumn Brown with old gold and white accents . . or Scarlet Red with touches of deep black and shimmering white Both are richly bound with double stitched 7" acetate satin. Size 72x90"

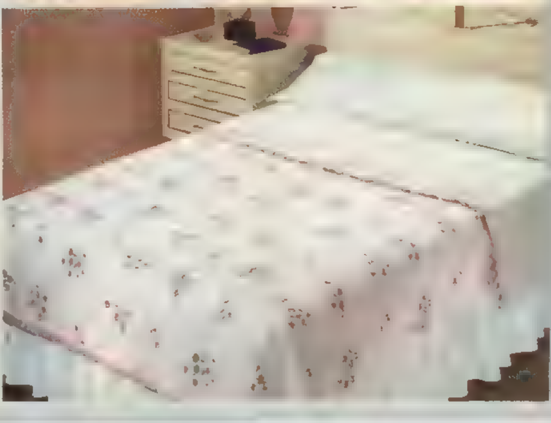
73-6314	**B1195**	Autumn Brown Plaid	**$16.95**
73-6322	**B1195**	Scarlet Red Plaid	**16 95**



DAN RIVER HAND PRINT COTTON
The perfect "always-in-use" blanket that is just right for cooler summer nights, for in-between seasons, for extra warmth in the winter Woven of finest quality all pure cotton, brushed to a soft, napped finish the white background is showered with hand-printed flowers in delicate pinks, blues, yellows—fresh as a spring bouquet! Washes beautifully, dries soft as new—ready to put back on the bed Pink acetate satin binding All-purpose 72x90" size.

So pretty and practical, these hand print cotton blankets make delightful gifts . . for the bridal shower, for a housewarming, for 'most any occasion.

73-6918 B360 Dan River Blanket **$4.95**



E-Z-ON PERCALE DUST RUFFLES
Elasticized at top to slip over boxspring easily without lifting the mattress Fits Twin or Double beds. Washable cotton percale, in choice of four colors to harmonize with any bedroom decor

74-0464	**B290**	White	**$3.98**
74-0480	**B290**	Aqua	**3.98**
74-0472	**B290**	Pink	**3.98**
74-0498	**B290**	Nutmeg Brown	**3.98**

You'll find just the right pillow on pg. 656.

ALBERT H. PROW FIRM APPOINTED BY ALVIMAR

Alan P Friedlander, president of Alvimar Mfg. Company, Inc., New York City, has announced the appointment of the Albert H Prow organization as their sales representatives for the eastern and Middle Atlantic states

Alvimar manufactures an extensive line of inflatable plastic toys for beach, pool and backyard swim play as well as small tub toys, balls and novelty items

Albert Prow

Rudolph Freund, sales manager of Alvimar recently conducted the members of Prow organization, which consists of four salesmen, on a tour of the Alvimar plant and then presided over a lively sales meeting, during which everyone was thoroughly briefed. All present then participated in formulating a program to promote Alvimar's line in 1961

The complete line with all-new feature items will be shown in room 305, 200 Fifth Avenue, New York City Friends and customers are cordially invited to visit the showroom and see the many well-designed Alvimar swim toys on display

SCHWINN, STROMBECKER AGREE TO LABEL PARTS MADE ABROAD

Two prominent American toy firms entered into stipulation agreements with the Federal Trade Commission in recent weeks. These agreements, it is stated, "do not constitute admissions by the companies and individuals that they have violated the law "

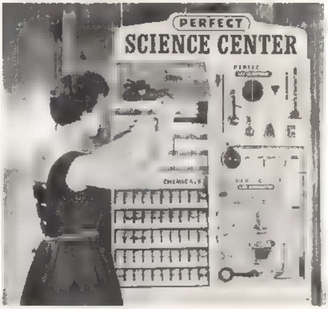
In one case Arnold, Schwinn & Company (Chicago) agreed to refrain from representing that bicycles incorporating a substantial part, or parts, of foreign origin are "Made in America" unless the bicycles are in fact manufactured in the United States and the country of origin of the imported part or parts is "clearly and conspicuously" disclosed

Similarly, Strombeck Becker Mfg Company Moline, Ill., agreed to stop selling model auto kits containing Japanese made motors without "clearly disclosing the Japanese origin of the motors."

EXPANDING AGE GROUPS

In the 50's the number of children under 10 years increased by nearly nine million. In the 60's there will be a huge movement of these children into the adolescent age groups where interest in many products begins *National Retail Merchants Association.*

Merchandiser Stocks and Displays Lab Equipment and Refill Needs



The Perfect Parts Company has released an unusual merchandising deal—a complete Science Department in a colorful permanent merchandiser that both displays and stocks in only 12" by 32" of floor space.

All merchandise is pre-priced and individually packaged with sufficient technical information "so that a dealer need not be a 'scientist' to service and sell it."

Called the Perfect Science Center, it is designed to supply the expanding year-round demand of hobbyists and student scientists for regulation size, professional quality laboratory equipment and supplies It also services refill needs for science sets.

The sections contain popular assortments of microscope sets, dissecting accessories, glassware, apparatus and 50 different chemicals. For additional flexibility, the interlocking section cabinets may be separated and used in island displays or on counters or walls and serviced from front or rear.

Available for immediate delivery, the Perfect Science Center, with free base cabinet and header, costs $278 net to dealers. Included in the deal are traffic building posters that offer a free 12-page Perfect Student Science Pocket Encyclopedia, an informative booklet which illustrates, prices and describes basic usage of all equipment.

An eight page dealer catalogue is also available from jobbers or direct from The Perfect Parts Company, 1500 N Chester Street, Baltimore 13

Battling Betsy Tank Kit by ITC

One of the newest items from the ITC Modelcraft Corporation, 200 Fifth Avenue, New York City, is the herein-illustrated Battling Betsy Tank, which is retailed in kit form.

Modeled after an official U S. Army Tank, Battling Betsy has a battery-powered motor and spring action wheels inside the treads which allow this 14" long "monster" to clamber over big obstacles either in forward or reverse gear. A turret that rotates from side to side and a large realistic gun that fires plastic shells at ten-second intervals are also featured

Complete instructions for assembly plus the battery powered motor are included in the kit, which is made to retail at $7.98.

VANITY FAIR APPOINTS REPS FOR MOUNTAIN STATES AREA

Vanity Fair Electronics Corporation, Brooklyn, N. Y., manufacturers of two-speed and four-speed phonographs for children and teenagers, has announced the appointment of two new sales representatives.

John Hartung, 410 South Poplar Way, Denver, and Allen Wells, 138 Social Hall Avenue, Salt Lake City, will now represent Vanity Fair in the Mountain States.

The states covered by Mr. Hartung and Mr. Wells are Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming

BACK IN 1936

A new eight position combination chair and cot was introduced called the "Chair-O-Cot."

look and feel like statues!
ACTUAL SIZE IS EVEN BIGGER THAN THIS!

#3854 GIRAFFE
Retail $1.98 11" High

#3855 ELEPHANT
Retail $1.98 11" High

#3856 GORILLA
Retail $1.98 9" High

ITC MODEL CRAFT

HOBBY DIVISION OF IDEAL TOY CORPORATION
200 FIFTH AVENUE, NEW YORK 10, N.Y.

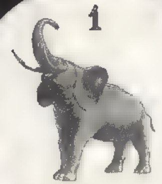
World's only animals that

ITC INTRODUCES FOR THE FIRST TIME ANYWHERE

MARVEL METAL

PLASTIC ASSEMBLY KITS

EASY AS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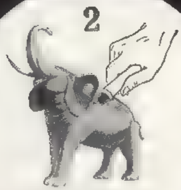
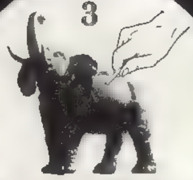
Simple plastic parts snap together for perfect fit


2

Exclusive MARVEL METAL compound applied in minutes


3

Rub entire animal with MARVEL METAL wand for gleaming statue-like metallic finish

- ☐ COMPLETE KIT HAS EVERYTHING NEEDED, INCLUDING CEMENT!
- ☐ EASY, EXCITING FUN FOR BOYS AND GIRLS OF ALL AGES!
- ☐ EXCLUSIVE FINISH LOOKS AND FEELS LIKE METAL—NOT PAINT!
- ☐ EACH ANIMAL AUTHENTICALLY SCULPTURED FROM LIFE!
- ☐ DO NOT CONFUSE WITH ORDINARY PAINT-BY-NUMBER ANIMALS!
- ☐ IN PRODUCTION NOW—RUSH YOUR ORDER!

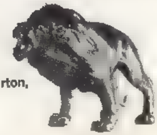
#3850 DEAL

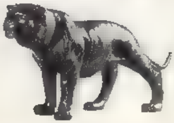
This special deal includes
FREE FULL-COLOR 3-D DISPLAY

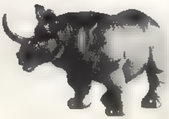
6 each #3851	$1.69
6 each #3852	$1.69
6 each #3853	$1 69
6 each #3854	$1.98
6 each #3855	$1.98
6 each #3856	$1.98

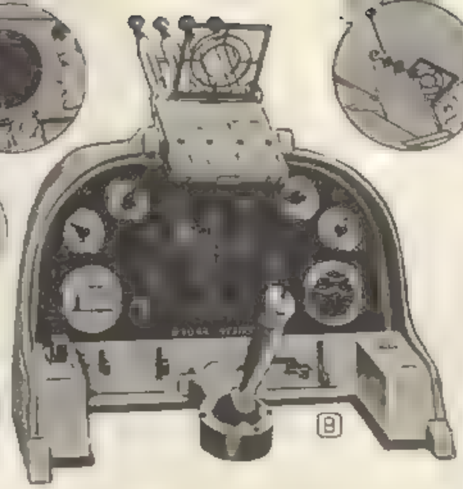
RETAIL VALUE $66.06
WEIGHT 28 LBS.

Packed 12 to carton, Wt. 8 lbs.


#3851 LION
Retail $1.69 9" Long

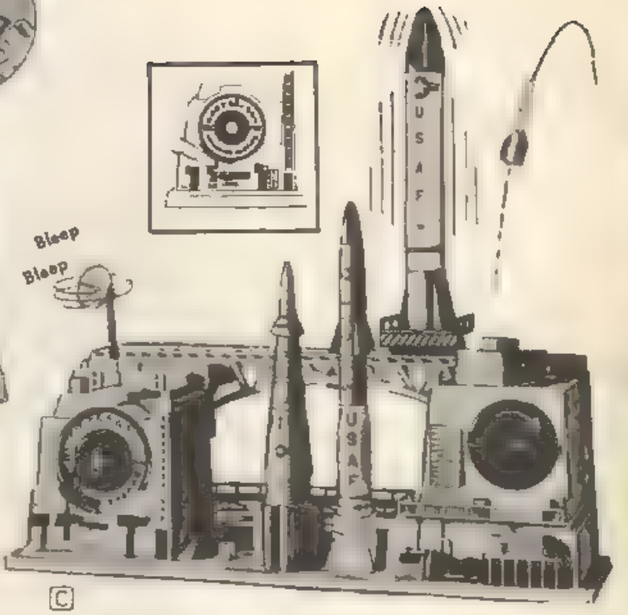

#3852 TIGER
Retail $1.69 11" Long


#3853 RHINOCEROS
Retail $1.69 9" Long

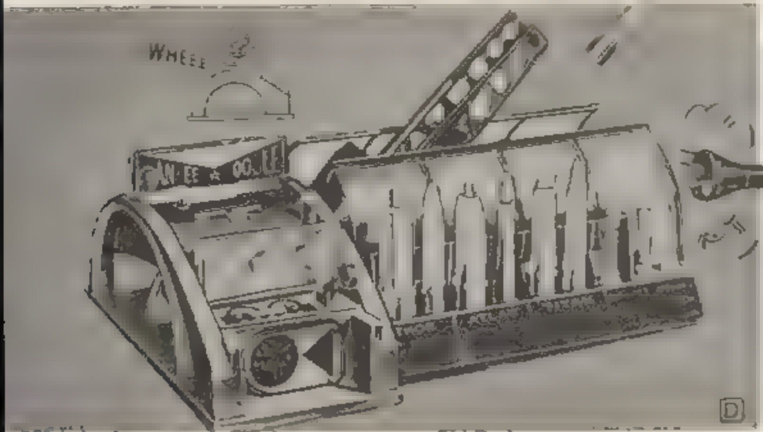


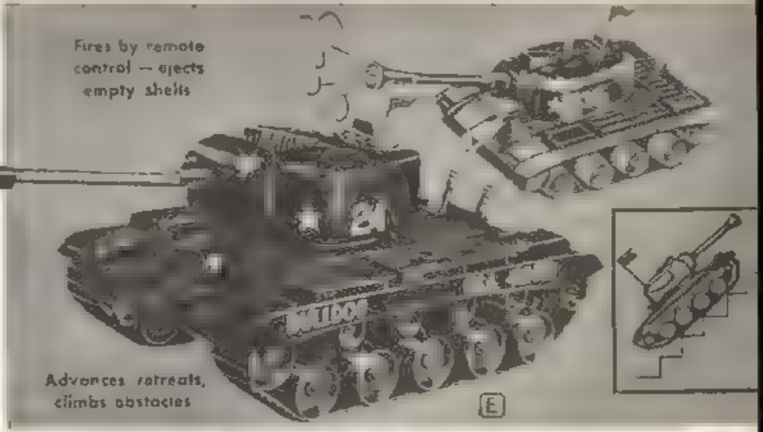
(A) STEVE CANYON JET HELMET by IDEAL—Replica of official Air Force Helmet. Adds realism to jr. pilot's exciting adventures. White unbreakable styrene with liftup, tinted sun visor. Simulated snap-on oxygen mask has voice vibrating device. Adjusts to all sizes. Now young pilots can join in Steve Canyon's exciting flights.
10-2276-197 1½ lbs. Ret. $2.95

(B) ELECTRONIC FIGHTER JET by IDEAL—Air minded youngsters can simulate actual flight and combat. Fly "blind" by following blip on radar scope with control stick—red light flashes when off course. Control 6 moving targets projected on wall at 6 levels—then "fire" at enemy with machine gun or with 4 rocket guns. Air speed gauge and bank-and-turn indicator coupled to control stick. Sturdy plastic. Battery operated.
10-2274-1325 16x13x12". 9 lbs Retail $19.95
10-1763-57 Set of 4 batteries Retail $0.80



Zoom Off to High Adventure!




Fires by remote control — ejects empty shells
Advances retreats, climbs obstacles
E

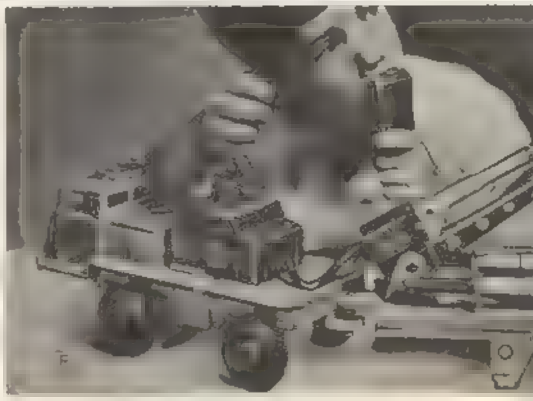
(C) COUNT DOWN by IDEAL—Electronic missile base of the Army's vital launching centers. Radar scanner sounds realistic radio signals. Battery-operated flat car transports rocket on track to launching pad. "Fuel" control is wound up, pointer indicates distances to planets. Lever activates illuminated count-down timer. Rocket blasts off at zero when firing lever is depressed. Radar screen lights up, tracks rocket through space. With Moon Missile, Lunar Probe, Giant Atlas Rockets. Sturdy plastic, 22x8x15".
10-2273-860 7½ lbs. $12.95
10-1764-29 Set of 2 Batteries .40

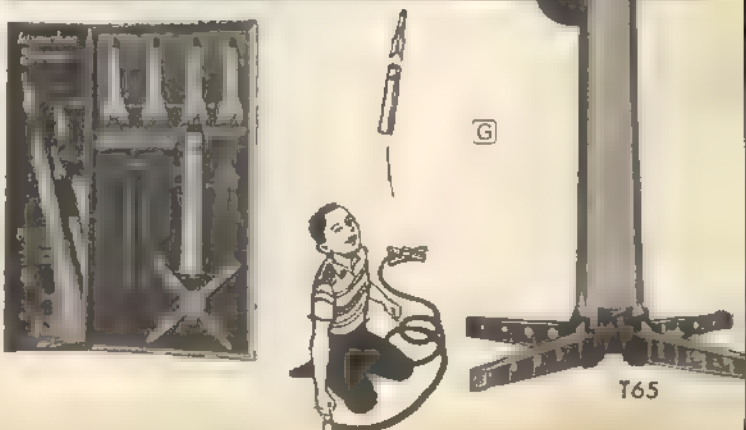
(D) REMCO "YANKEE DOODLE" SECRET ROCKET TEST CENTER - Blasts off Thor, Atlas and Titan rockets or 3 different satellites. Warning siren sounds when all's ready for launching. Pull lever, doors open automatically, launcher rises to firing position . . . count-down clock automatically fires at zero. Sturdy plastic. 17½x11½x8". Battery operated.
10-2078-665 3 lbs. . . . Retail $9.98
10-1764-29 Set of 2 Batteries .40

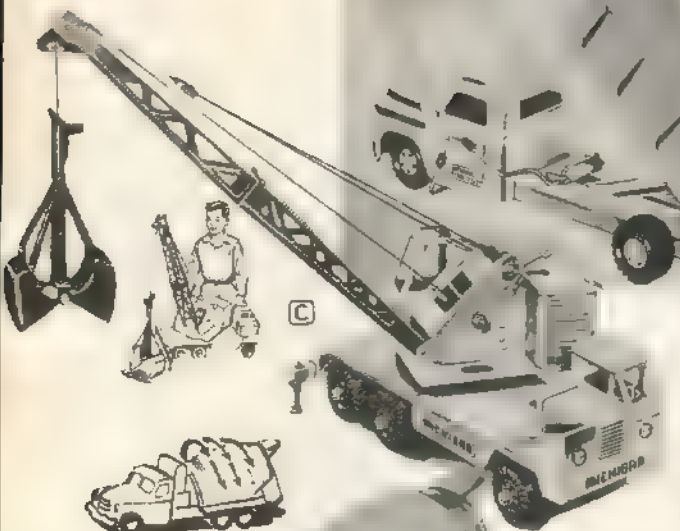
(E) REMCO U.S. ARMY BULLDOG TANK—No terrain's too tough! Advances, retreats, climbs over obstacles. Load 4 shells in brass casing . . . fire projectiles automatically by remote control. Empty shells eject after firing. Turret rotates for accurate aiming. Rugged plastic. Battery operated. 2 lbs. 2 SIZES.
10-1689-865 22½" long . . .$12.98
10-1763-57 Set of 4 batteries .80
10-2081-397 13⅛" lg. 1½ lbs. $5.98
10-1764-29 Set of 2 batteries .40

(F) BOP ROCKET by IDEAL—Pneumatic funnel on polyethylene truck is connected to launching pad. Hit funnel with fist to speed guided missile into space. Youngsters voice siren warning through attached mike. Includes 3 missiles
10-2275-197 19" lg. 2 lbs . $2.95

(G) MATTEL SUPER-THRUST H2O MISSLE SET—Launches missile 3 ways: (1) by water pressure from garden hose; (2) by air pressure from pump; (3) by both air and water pressure. Safety powered — no chemicals. Includes 2-stage missile (24" high with launching pad), 3 extra 8½" rockets, plus air pump with 7 ft. special adapter hose for extra thrust, higher flight, complete portability—fire it anywhere. Tough plastic with safe cap-firing warhead that explodes on contact.
10-2024-665 4 lbs . . . Retail $10.00
Above water-powered 2-stage missile only.
10-2023-330 2½ lbs. . . Retail $5.00







They'll "Haul Away" Hours of Fun

(A) TRU-SCALE HYDRAULIC DUMP TRUCK—Driver releases lever to set hydraulic dumping into action. Tailgate locks from front position. Other realistic features include: dual tandem rear wheels with floating action, tru-scaled International Truck details, red and cream finish. Finger-tip steering. Heavy-gauge steel, rubber tires.

10-1828-330 15" long. 4 lbs. Ret. **$4.98**

(B) STRUCTO DOUBLE HYDRAULIC LOAD AND DUMP TRUCK—Two real hydraulic cylinders and controls. One operates front scoop to fill truck bed. The other dumps load automatically. Front scoop can also be used as bulldozer. Heavy-gauge steel, rubber tires. 23¾" long.

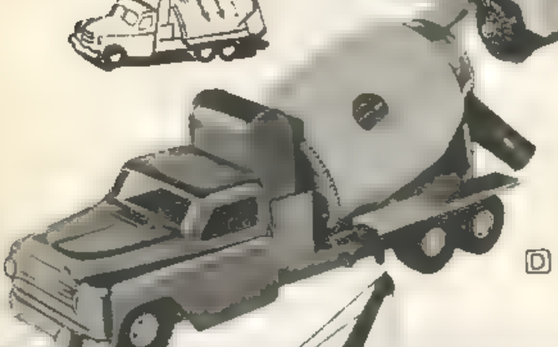
10-2247-530 7¼ lbs. .. Retail **$7.95**

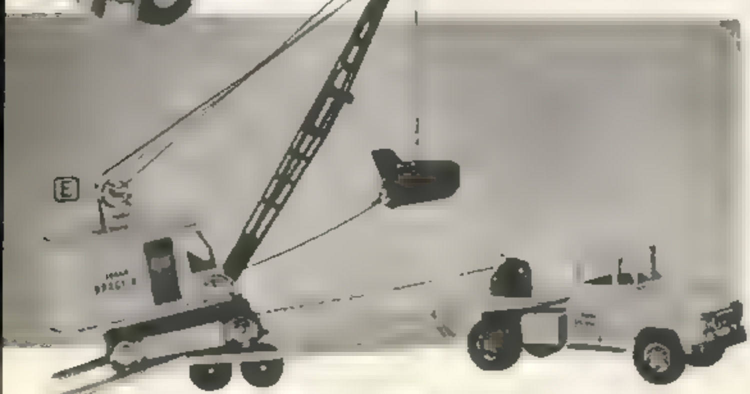
(C) NY-LINT MICHIGAN SHOVEL—Authorized scale model of Clark's famous "Work-Horse". Shovel housing pivots, boom raises and lowers. Bucket takes good, full "bite" . . then trips automatically when raised just like the real thing! Steerable front wheels. Plenty of life-like action! Strong heavy-gauge steel, rubber tires. Baked enamel finish 31½" long, 7½" wide, 20¼" high

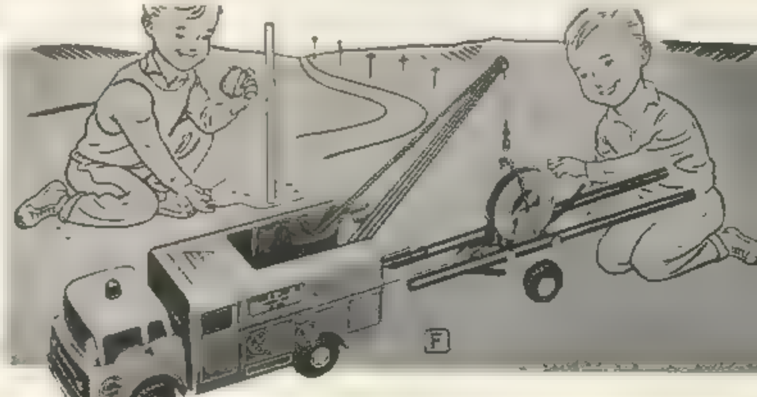
10-1586-665 10½ lbs. Retail **$9.98**

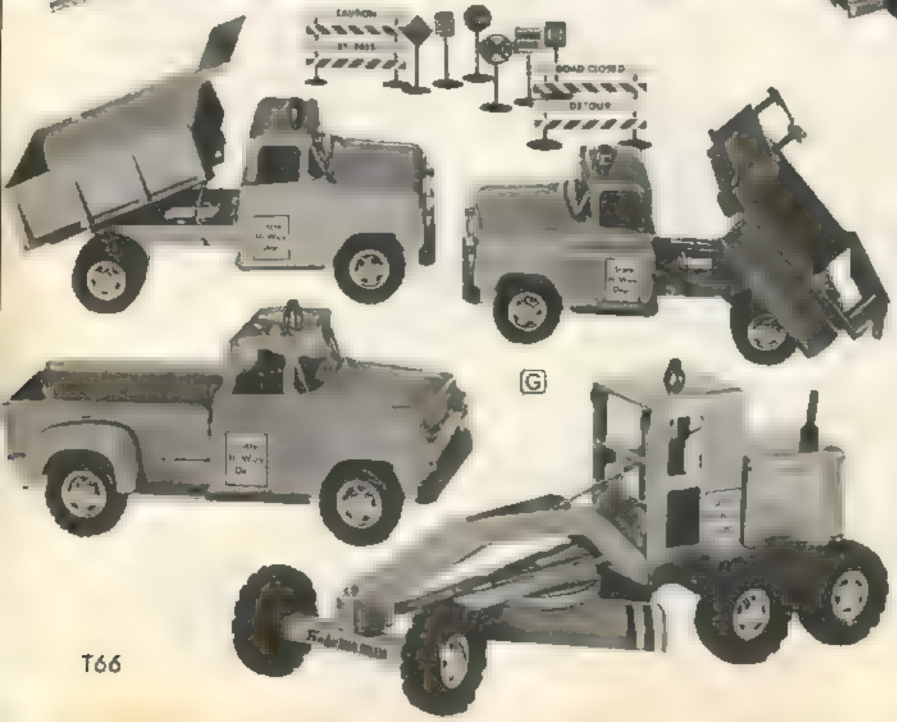
(D) STRUCTO READY-MIX CONCRETE TRUCK—Mixer rotates as truck moves. Body raises to dump loads and unloads through openings. Rugged heavy-gauge steel. Simulated water tank and "diesel" motor. Ten rubber wheels. 21" long

10-1952-530 9 lbs. .. Retail **$7.95**









(E) TONKA DRAGLINE AND TRAILER—Complete dirt hauling combination for junior contractors. Use it 3 ways dragline only, trailer only or both units together. Dragline is secured to trailer with chain on winch . . moves 4 ways. Constructed of heavy steel 26¼" long, 18" high (with Dragline loaded)

10-1109-597 8 lbs. Retail **$8 98**

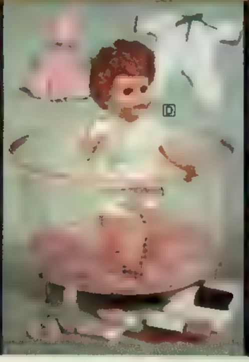
(F) NY-LINT LINEMAN TRUCK—Replica of the real power and light company trucks. Completely equipped with usable rope coils, diggers, pike poles and wire. Adjustable crane hoist is operated by two self-locking handwheels. Detachable pivoted trailer hauls cable reel, special bridle and hoist hook plus two power poles. All-welded 20 gauge and heavier steel. Baked enamel finish. 35¾" long, 17¾" high with hoist up.

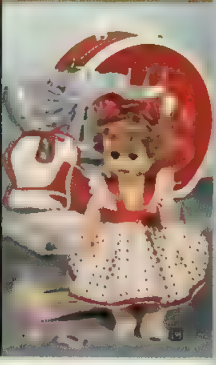
10-2245-530 6 lbs. Retail **$7.98**

(G) TONKA STATE HI-WAY DEPARTMENT SET—All roads lead to fun with this fascinating set. Includes four broad and burly vehicles: Dump truck, road grader with workable steering wheel, hydraulic dump truck and pick-up truck (all have simulated "flasher" light on cab roof for those important emergencies). Hydraulic hi-way truck is steel braced with drop down sides and 2 position tail gate. Road grader blade rotates and tilts. Included also are six road signs and two road barriers. Everything youngsters need to keep roads clear and in good repair. True-to-life detailing with thick deep treaded tires, wrap around windshield. Heavy duty steel construction. Vehicles have two coats of real truck paint.

10-2246-1330 18 lbs Retail **$19.95**

"PURTY"
The New WONDER DOLL
with the
CHANGING FACE
F
E
G





(A) MISS WALKING TEENAGER—A 10½" vinyl doll that stands, sits, walks, curls up like a kitten . . does the split. Her hips swivel, head turns and arms move. She wears a glamorous all lace evening dress, taffeta petticoat, pearl earrings, panties and hi-heeled shoes. Her wardrobe includes: bra panti-girdle, taffeta dress, cotton play dress, taffeta petticoat, ballerina outfit with slippers. hi-heeled shoes, nylons, straw bonnet, toreodor pants with blouse and sash, lace trimmed nightie, robe, mirror, sunglasses.

22F3606H665—Ship. wt. 1 lb. . . . . . **Retail $9 95**

(B) SHIRLEY TEMPLE TV PACKAGE—Famous 12" Shirley Temple Doll with all vinyl body and curly blonde rooted Saran hair that can be shampooed and set. She comes packaged in an attractive TV window box with handle. Wardrobe of slip, panties. pajama coat and hat, dress, shoes, socks, blouse, skirt purse, glasses and coat hangers

22F0412H800—Ship. wt. 3 lbs. . . . **Retail $11 95**

(C) 11" BABY JANIE WITH CARRY CASE—Little girls will love the utility case she comes in . . . they'll use it for their own travel needs or Janie's. 11" vinyl doll with fully rooted poodle-cut style hair, moving eyes, arms, legs and head . . . she drinks and wets. Several complete changes with accessories for a perfect gift choice

22F3301H400. Ship. wt 2 lbs. . . . . . **Retail $5.95**

(D) 16" DRINK 'N' WET DOLL IN PLAY PEN—She'll be content all day in her new style net playpen with metal frame. She drinks, wets, cries real tears. Has rooted hair moving arms and legs. She's dressed in knitted shirt and pants, with layette of checked taffeta dress and hat, flannel pajamas, washcloth, 3 powder puffs, soap, clothespins, pacifier, tissues, booties and nursing bottle

22F0601H795—Ship. wt 6 lbs. **Retail $11 95**

(E) PURTY 16" DOLL—New wonder doll that actually changes her facial expression just squeeze her stomach and her face ex-

(E cont'd)

presses real feeling as she cries real tears. New eye feature lets you control her eyes to stay open regardless of body position. She drinks and wets. All soft vinyl 16" body any little girl will love.

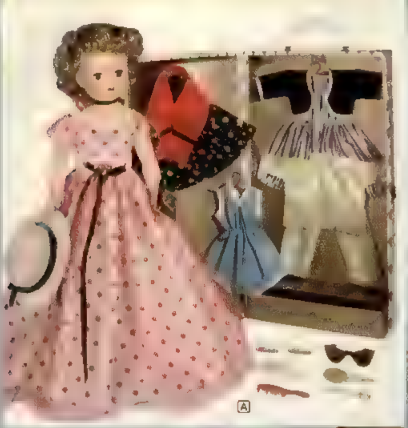
22F3501H665 —Ship. wt. 1½ lbs. **Retail $9 95**

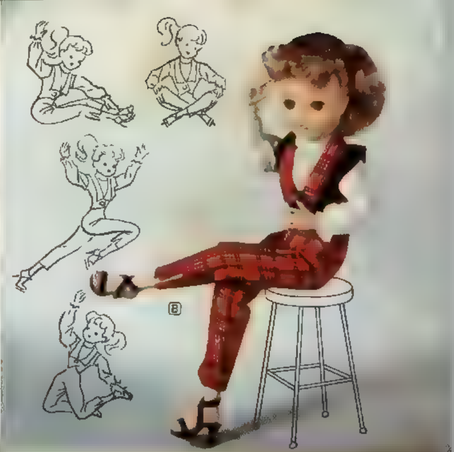
(F) 14" BABY DOLL—Entirely of soft resilient vinyl, fully jointed with distinct fingers and toes and real baby markings. Molded hair, sleeping eyes with lashes turning head, coo voice. In taffeta dress, knit sweater, knit bonnet, knit panties, rayon stockings and vinyl shoes. With bottle and nipple.

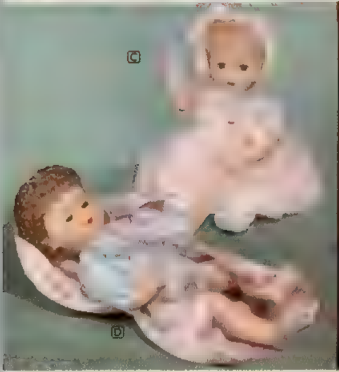
22F3204H335—Ship. wt. 1½ lbs. . **Retail $4.95**

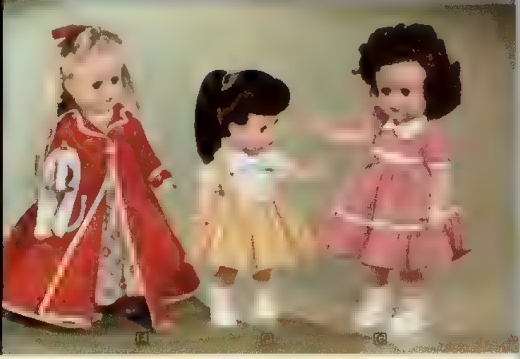
(G) CUDDLE BABY ON BEAR RUG—She lies on a bear rug with head. 20" vinyl doll, drinks, wets and cries. Fully jointed at knees, hips and shoulders for life-like poses. Wardrobe of pique rompers, shirt, multi-color robe, powder puffs, sponge, shower brush, etc

22F3607H795—Ship. wt. 4½ lbs. **Retail $11 95**









(A) MISS GLAMOUR—As glamorous as a movie queen . . . Madeline's 20″ full formed vinyl figure is fully jointed, with moving eyes and rooted hair. Elegantly gowned in flower-trimmed pink taffeta printed formal with net overskirt and lace edged panties . . she carries a gold evening purse. Her all-vinyl steamer trunk holds a taffeta afternoon dress with bolero jacket, sun dress with stole, straw-hat, rayon pajamas, play suit, sun glasses, brush, comb, mirror, 2 vinyl curlers, vinyl scissors, 4 hangers.

22F3603H1135—Ship. wt. 6 lbs.. Retail $16.95

(B) DOLLIKIN—A 20″ miracle of flexibility . . . she poses so naturally she seems almost human. 16 movable joints allow her to assume virtually any position. She wears casual lounging attire . . . plaid slacks, white pique blouse, felt vest and vinyl high heel shoes. Made of all soft vinyl, and her rooted hair is combed into a pert pony tail.

22F3502H535—Ship wt. 2½ lbs.. . . .Retail $7.95

(C) 20″ LINDA BABY DOLL—A darling in her nylon dotted dress, lace edged and rose bud trimmed, taffeta petticoat and matching bonnet. She wears panties, socks, white vinyl shoes and has a nursing bottle. All soft vinyl jointed body. She drinks, wets, cries real tears . . . has rooted life-like hair and moving eyes.

22F3605H675—Ship wt. 3¾ lbs.. . Retail $9.95

(D) 20″ NEW BORN BABY DOLL—Soft, cuddly vinyl, fully jointed with rooted hair and moving eyes. She wears a 2-piece flannel outfit and her receiving blanket is flannel trimmed with satin ribbon. Vinyl bottle.

22F3604H550—Ship. wt. 3¾ lbs.. .Retail $7.95

(E) SLEEPY TIME SAL—She's off to bed with her candle that actually lights (battery operated). She has a washcloth and toothbrush; wears printed flannel pajamas and a bathrobe, knit panties and sandals. 16″ tall, entirely of vinyl, fully jointed with sleeping

(E cont'd)
eyes, turning head, coo voice. Her rooted Perma-Curl hair in the new tie-back style keeps its curl even after washing.

22F3201H550—Ship. wt. 2½ lbs.. . Retail $7 95

(F) 14″ PONY TAIL RUTHIE DOLL—Demure and pretty, with the new-style straight pony tail . . . the new rooted Perma Curl hair that keeps its curl even when washed. Entirely of vinyl, fully jointed. She wears an attractive jumper dress, knit panties, rayon stockings, vinyl shoes; has sleeping eyes with lashes, turning head, coo voice.

22F3202H335—Ship. wt. 1¾ lbs.. . .Retail $4.95

(G) 16″ RUTHIE DOLL—Rooted hair in a new "side-part" style . . . it keeps its curl even when washed. Soft, resilient vinyl with fully jointed body. She wears checked taffeta dress with white collar and ribbon bow at waist, knit panties, rayon socks, vinyl shoes, has sleeping eyes, turning head, coo voice.

22F3203H400—Ship. wt. 4 lbs.. . . .Retail $5.95

September 18th		September 25th		October 2nd	
New York, WNEW-TV	5-6 P.M.	Pittsburgh, WIIC-TV	5-6 P.M.	Cincinnati, WKRC-TV	4:30-5:30 P.M.
[illegible], KHJ-TV	4-5 P.M.	Cleveland, WEWS-TV	2-3 P.M.	St. Louis, KPLR-TV	4:30-5:30 P.M.
[illegible], KRON-TV	4:30-5:30 P.M.	Baltimore, WMAR-TV	4:30-5:30 P.M.	San Antonio, KENS-TV	4:30-5:30 P.M.
[illegible], WSB-TV	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible], WXYZ-TV	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]sephia, WCAU-TV	3-4 P.M.	[illegible]	[illegible]
[illegible]	[illegible]	[illegible], WTVJ-TV	3:30-4:30 P.M.	[illegible]	[illegible]

See Shari Lewis...TV's most *"toyriffic"* personality starring in a spectacular one-hour TV Musical Comedy...presented by IDEAL TOY CORPORATION

Delightful All-family entertainment in her Emmy Award Style!

"Christmas in September"

SHARI LEWIS

[illegible]

[illegible] TV [illegible] we have all [illegible] [illegible] will see it"

[illegible]

[illegible] TV shows [illegible] entertained at the [illegible]

[illegible]

[illegible]

It's a wonderful show...it IDEAL

TV HITS

ORDER FORM

PCS.	NO.	ITEM	PACK	WGT.	RETAIL
	4444-	Mr. Machine	4	20	$12.00
	4823-5	Astro Base	3	13	25.00
	4825-3	[illegible]	4	23	20.00
	4402-5	Count Down	4	24	13.00
	4701-C	Steve Canyon Jet Helmet	12	14	3.00
	4703-4	Col. McCauley Space Helmet	6	11	4.00
	4571-6	Shirley Temple Tea Set	12	24	3.00
	4572-4	Shirley Temple Tea Set	8	16	[illegible]
	1751-6	30" Walking Patti Playpal	1	5	30.00
	1576	36" Walking Peter Playpal		10	35.00
	1545-7	25" Saucy Walker	1	7	25.00
	348-	32" Saucy Walker	1	8	30.00
	1731-6	18" Betsy Wetsy w/Automatic Swing	2	6	17.00
	1741-5	23" Betsy Wetsy w/Automatic Swing	1	9	20.00
	1739-2	11" Betsy Wetsy w/Bath	1	6	15.00
	1765-3	23" Betsy Wetsy w/Bath	1	7	18.00
	1153-3	11½" Betsy Wetsy w/Layette—rooted hair	4	12	6.00
	1164-5	13½" Betsy Wetsy w/Layette—rooted hair	2	13	[illegible]
	1125-6	18" Betsy Wetsy w/Layette—rooted hair	6	21	16.00
	1065-6	11½" Betsy Wetsy w/Layette—rooted hair	4	12	7.00
	1066-3	13½" Betsy Wetsy w/Layette—rooted hair	8	19	9.00

PCS.	NO.	ITEM	PACK	WGT.	RETAIL
	1097-5	16" Betsy Wetsy w/Layette—rooted hair	6	21	[illegible]
	8470-5	25" Bye Bye Baby w/Bye Bye Seat		7	25.00
	422-1	15" Shirley Temple	12	22	8.00
	1418-0	17" Shirley Temple	6	15	12.00
	423-3	19" Shirley Temple	6	17	15.00
	9523-9	17" Shirley Temple in Wardrobe Package	6	19	17.00
	3660-3	[illegible]	6	6	9.95
	3663-5	[illegible] Baby Tank	6	7	[illegible]
	3005-6	Ride-A-Cycle		17	18.00
	4720-1	Dennis the Menace Helmet	12	13	3.00
	4724-4	Hot Rod Crash Helmet	12	4	3.00
	3450-4	Table and Chairs	1	16	20.00

SHIP TO: DATE ________

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IDEAL TOY CORPORATION • [illegible] NEW YORK [illegible] N.Y.

Can you say "*Christmas Profits*" without moving your lips?

Shari Lewis can!....

©IDEAL TOY CORPORATION

TV HITS

ORDER FORM

PCS.	NO	ITEM	PACK	WGT	RETAIL
	4844-7	Mr Machine	4	20	$12 00
	4803-3	Astro Base	3	25	20.00
	4800-9	Fighter Jet	4	33	20.00
	4802-5	Count Down	4	24	13 00
	4201-0	Steve Canyon Jet Helmet	12	16	3.00
	4203-6	Col McCauley Space Helmet	6	12	4.00
	4571-6	Shirley Temple Tea Set	12	24	2.00
	4572-4	Shirley Temple Tea Set	6	16	3 00
	1552-9	36″ Walking Patti Playpal	1	9	30.00
	1570-1	36″ Walking Peter Playpal	1	10	35.00
	1545-3	28″ Saucy Walker	1	7	25.00
	1546-1	32″ Saucy Walker	1	8	30.00
	1231-0	16″ Betsy Wetsy w/Automatic Swing	1	8	17 00
	1241-9	23″ Betsy Wetsy w/Automatic Swing	1	9	20.00
	1230-2	16″ Betsy Wetsy w/Bath	1	6	15.00
	1240-1	23″ Betsy Wetsy w/Bath	1	7	18.00
	1103-1	11½″ Betsy Wetsy w/layette molded hair	6	12	6 00
	1104-9	13½″ Betsy Wetsy w/layette–molded hair	6	18	8.00
	1105-6	16″ Betsy Wetsy w/layette molded hair	6	21	10 00
	1095-9	11½″ Betsy Wetsy w/layette–rooted hair	6	12	7.00
	1096-7	13½″ Betsy Wetsy w/layette–rooted hair	6	18	9 00

PCS.	NO	ITEM	PACK	WGT.	RETAIL
	1097 5	16″ Betsy Wetsy w/layette rooted hair	6	21	11 00
	0470-5	25″ Bye Bye Baby w/Bye Bye Seat	1	7	25 00
	1400-1	15″ Shirley Temple	12	22	9.00
	1410-0	17″ Shirley Temple	6	15	12 00
	1420-9	19″ Shirley Temple	6	17	15 00
	9520-9	12″ Shirley Temple in Wardrobe Package	6	19	12.00
	3660-8	Halibut Diving Submarine	6	16	9 98
	3669-9	Battling Betsy Tank	6	17	7 98
	3005-6	Ride-A-Cycle	1	12	18 00
	4205-1	Dennis the Menace Helmet	12	13	2 00
	4204-4	Hot Rod Crash Helmet	12	14	2 00
	3450-4	Table and Chairs	1	16	20.00

SHIP TO: **DATE** ____________________

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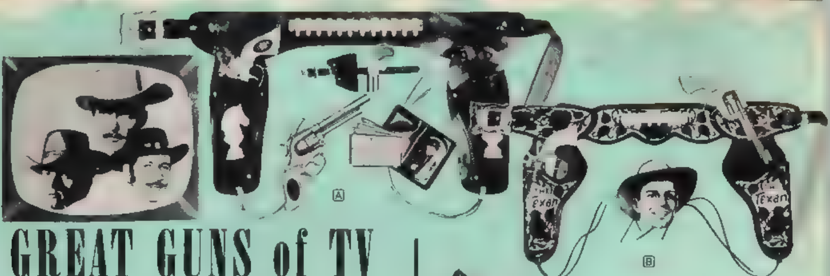
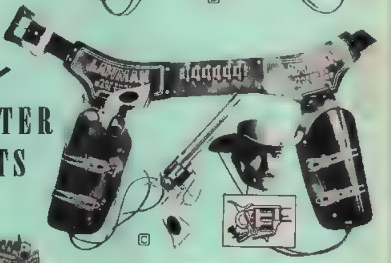
IDEAL TOY CORPORATION 200 FIFTH AVENUE NEW YORK 10 N Y



GREAT GUNS of TV

HOLSTER SETS



(A) HAVE GUN WILL TRAVEL

Black TOP GRAIN leather holsters with embossed design, carry repeating pistols with inlaid handles, belt holds 18 silver bullets, comes with derringer, wrist holster and card case with 25 PALADIN calling cards. Ship Wt. 4 lbs. Mailable

22F1504H465 ....$6.95

(B) TEXAN DOUBLE

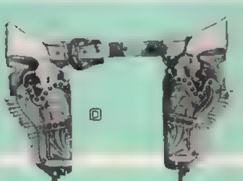
2 Buffalo Bill repeating pistols in handsome black and silver embossed holsters with "Texan" motif. Wide belt with embossed prong buckle is adjustable. Ship.Wt 3 lbs. Mailable.

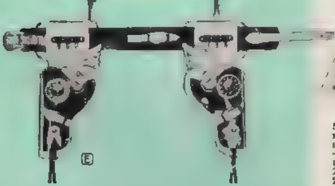
22F1501H265 .... $3.95

(C) LAWMAN

Silver embossed belt with Marshal Dan Troop's name holds 6 bullets, each hip-slung holster with double cross straps, carries 6 shooter cartridge pistol with inlaid handle Ship Wt. 4 lbs. Mailable.

22F1503H395 ....$5.95





(D) LI'L BUCK HOLSTER SET

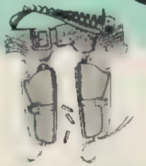
Double holster all top grain leather Junior Size. 2 Buck guns. Embossed 1 piece belt. Western style buckle and loop. Ship.Wt. 2 lbs. Mailable.

22F6901H198 ....$2.98

(E) 2-GUN HOLSTER SET

White Black all top grain leather double holster Two piece adjustable belt with center strap. Three piece western set buckle loop and tip. Six silver bullets. Two new Laredo repeater pistols. Ship. Wt. 3 lbs. Mailable.

22F6902H265 ....$3.95



FANNER 50" DOUBLE HOLSTER SET

2 BULLET loading pistols, with authentic cutaway neck fast drawn holster Cowhide leather saddle stitched and buckled Belt adjusts up to 34" has 10 metal bullets. Comic book included Ship. Wt 2½ lbs. Mailable.

22F5002H645 ....$9.95

"45" STALLION MARK II

Six shooter of the finest workmanship and materials obtainable. Super Chrome finish Gift box 2 sets of grips—pearlescent White and ebony plastic —plus belt clip containing six safe firing cap cartridges. Of legendary "western" design. Ship. Wt. 2 lbs. Mailable

22F2001H260 . $3.98

MUSTANG "500" GUN

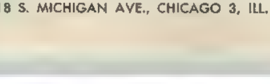
Shot cap pistol, fires 500 times without reloading. Triple action pistol. Trigger, hammer, or fanning action. Beautifully engraved, silvery finish, trimmed with golden hammer and lock. Simulated bone grips; Breakdown for easy loading. Overall length is 1 ft. Real smoking action. Ship. Wt. 2 lbs. Mailable.

22F2003H200 .... $2.98

FURY AND MUSTANG CAPS

10 rolls (each of 500 caps), 5000 shots in all. Loudest and most realistic caps made. Ship. Wt. 1 lb. Mailable.

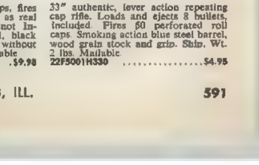
22F2004H75 Per Box of 10 Rolls $1.00



FURY "500" MACHINE GUN

A new concept in cap pistols. Uses 500 Shot caps, fires 500 times without reloading. Fires at same speed as real models. Battery operated with flashlight cells (not Included) Removable firing cylinder Bright metal, black plastic stock and grips. Extra loud firing even without caps. Real smoking action. Ship. Wt. 7 lbs. Mailable

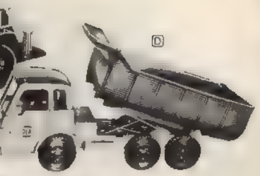
22F2002H660 ....$9.98

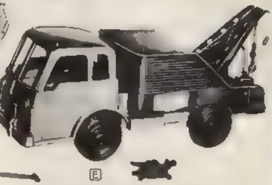


WINCHESTER GUN

33" authentic, lever action repeating cap rifle. Loads and ejects 8 bullets, included. Fires 60 perforated roll caps. Smoking action blue steel barrel, wood grain stock and grip. Ship. Wt. 2 lbs. Mailable.

22F5001H330 ....$4.95





(A) LEATHER HANDICRAFT KIT

Top grain leathers . . . precut and precision punched . . . easy to assemble Contains Cowboy billfold, 4-hook key case, comb case, coin purse, pen and pencil case, wrist coin purse, stamp case, Scotch purse, drawstring purse, lacing needle. Ship. Wt. 2 lbs. Mailable.

22F1301H300 . . . .$5.00

(B) PUMPER FIRE ENGINE

Six wheels, twenty full inches long and packed with realistically detailed features. A jet of water at the push of a button . . . plus removable ladders . . . extinguishers and spare hose nozzle. All massive Poly-Play unbreakable polyethylene. Size 20" x 7" x 6¾" Ship. Wt. 3 lbs. Mailable.

22F7401H200 . . . . $3.00

(C) IDEAL AUTO CARRIER

Giant everlast polyethylene auto carrying truck with two unbreakable cars. Cab and trailer separate by simple coupling device, ramp lowers for easy loading of cars. Has no sharp edges, never chips or peels. 26¾" long. Ship Wt. 3 lbs. Mailable.

22F0404H230 . . . .$5.00

(D) IDEAL DUMP TRUCK

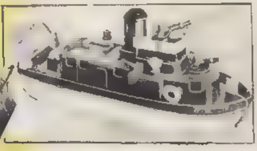
New design—all poly "cab-over-engine" dump truck. Dumper raises and lowers and the tail gate opens and closes. Truck cab tilts forward for "engine repair work" just like real trucks with simulated motor under cab. Made of unbreakable polyethylene . . . Will not chip or peel . . . no sharp edges. 20" long. Ship. Wt. 3 lbs. Mailable

22F0403H200 . . $3.00

(E) IDEAL MODERN TOW TRUCK

All poly tow truck . . safe, unbreakable . . . will not crack or peel. Cab-over-engine model Cab tilts forward for "repairs" on simulated motor. Adjustable crane with towing hook is mounted on rear of truck. Ship. Wt. 3 lbs. Mailable.

22F0402H200 . . . .$3.00



WATER SHOOTING MECHANICAL FIRE BOAT

Two rotating fire guns pump out water in long-range streams, siren adds to fun. Metalized deck accessories. Life boat can be lowered into water by working davit. High impact plastic. Windlass raises, lowers anchor Ship. Wt 2 lbs. Mailable.

22F0401H330 . . . . . . $4.95

BATTERY TOYS PRICED LESS BATTERIES

53B2606H13 Batteries . . . 20c each

(F) ANTI-AIRCRAFT TANK. Battery operated. This heavy gauge 9½" long tank has heavy rubber treads to enable tank to "climb." While in motion, its turret revolves from side to side and its twin-pom-pom anti-aircraft guns light and fire in a circular up and down movement. This is an action action toy that the U.S. Army Tank corps would really be proud of. 3 "d" batteries (not included) Ship. Wt 3 lbs. Mailable.

22F2304H265 . . . .$3.95

(G) MYSTERY ACTION BULLDOZER. Battery operated. A 10" long battery mystery action (bump around) bulldozer. As the driver steers" the bulldozer in new directions, the motor lights up and brightly flashes on and off—on and off, while making a tractor sound 2 "D" batteries. Not included Ship Wt. 3 lbs. Mailable

22F2303H265 . . $3.95

(H) DC-8 JET. Battery operated—remote control. Battery driven, remote control DC-8 Pan Am Jet airliner has four lighted jet engines and goes forward. While going in reverse, the plane automatically turns to start in a new direction. The four jets light brilliantly when in operation. Authentically detailed 2 "D" batteries (not included) Ship. Wt. 2 lbs. Mailable

22F2305H230 . . . . $3.50

(J) FORD "STEEL TOP" CONVERTIBLE. Battery operated—remote control. 9¼" long remote control, battery operated Ford Skyliner "steel top" convertible that goes forward and reverse and is steered automatically left and right While in motion, the steel convertible top can go into the trunk area, automatically simulating the actual Ford "steel top" convertible. 2 "D" batteries (not included) Ship. Wt. 3 lbs. Mailable

22F2301H265 $3.95

(K) 7 pc. VACATIONLAND SETS. Let's go on a vacation with this complete set, consisting of a friction eight inch late model convertible pulling a nine inch boat trailer. To complete this outfit, we give you a 9½" friction inertia cabin cruiser that actually goes in water. Take along the rest of the family and your two pieces of luggage in the seven inch U-HAUL-IT Trailer that is pulled by a five inch Sedan. Ship. Wt. 3 lbs. Mailable

22F2302H230 . . . . . . $3.50

(L) "JUNIOR" PLAY UMBRELLA TENTS. Light green treated tent fabric. Patterned after the adult size tents with "Head Room" eave frame. Tent easy to erect and is packed complete with ropes, poles and stakes 7 ft. by 7 ft. base, 5 ft. high, 2 ft. 6 in. eaves. Ship. Wt. 9 lbs. Mailable.

53B2216H850 . . . .$12.95

JOE GREENBERG FORMS FIRM TO MANUFACTURE DOLL WEAR

Joe Greenberg, well known in the toy field, has just organized the firm of J. M. Greenberg, Inc., at 57-59 Front Street, Brooklyn 1, N. Y., and has installed modern machinery in his factory for the manufacture of dolls clothing and accessories. The new line will be marketed under the trade name of "Majorette Brand."

Joe Greenberg

Mr. Greenberg has had a wide experience in this particular field, having specialized in these items for the past 15 years. The new plant, comprising approximately 10,000 square feet of floor space, provides daylight working facilities for the employees and is easily accessible to all subways.

During a recent interview Mr. Greenberg stated that it was his purpose to manufacture a popular priced line of doll clothes and accessories and that he is paying particular attention to the packaging of the items. He added that all of the items will be pre-priced. He further stated that a leading designer was in charge of the firm's fashion styling department.

Mr. Greenberg extends a cordial invitation to the trade to visit his new plant. He is at present seeking sales representatives in all territories.

CRAWFORD SALES NOW SET IN DALLAS MART SHOWROOM

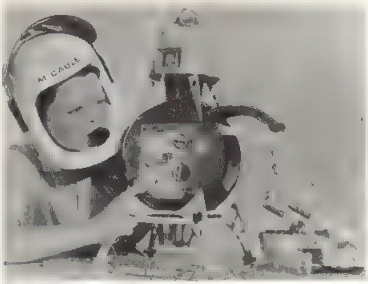
Crawford Sales Company, well-known manufacturers' representatives, have recently announced that they are now located in their new permanent showroom in the Dallas Trade Mart.

The company, which has leased 1000 square feet in the Mart, reports that they have utilized the most modern of display fixtures and have laid out a room to show the lines of the manufacturers they represent in a way that should produce the ultimate of sales potential for each.

"Since the room is large and the number of lines is limited we have been able to set up each line as an individual display," report Al Crawford and Charles Sagnibene.

"We have had close to 20 years' experience selling the buyers in the Southwest market and feel that, with this consolidation where each of us will be complementing the efforts of the other, we will be better able to serve both the buyer and the principal as one of us or the other will be in contact with every buyer in the area every six weeks," Mr. Crawford adds.

Space Ship, Panel and Scout Car 3 Parts of Ideal's Astro Base



One of the latest in outer space toys designed by the Ideal Toy Corporation, 200 Fifth Avenue, New York City, is the Astro Base, which consists of a space ship with a control panel and a remote-controlled, take-apart scout car.

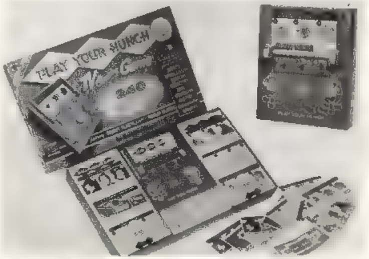
Constructed of rigid polyethylene, the Astro Base has two heavy-duty carbon brush motors (one in the Astro Base and one in the Scout Car) which operate on standard flashlight batteries.

After sighting moving space craft, meteorites, or satellites through the Astro Base viewing screen, the young space commander can, by pressing the rocket fire button, activate machine gun noises and flashing lights on the screen. Then, with the press of a switch, the astronaut and six-piece scout car are lowered to the ground and manipulated from the control panel.

Equipped with sufficient wire for wide maneuverability, the Scout Car has two mounted space probes and can be pre-programmed to fire from various sites.

The Astro Base is available complete at $20 retail.

Transogram Board Game Based on TV's "Play Your Hunch" Show



"Play Your Hunch," a new board game based on the popular NBC network television game, offers everyone from eight on up a chance to play their hunch in answering a variety of problem questions.

The game features an automatic problem selector machine with scoring dials for players, 240 problems on cards, and play money. It is based mainly on intuition and provides fun and knowledge. Two or more players play at once, identifying X, Y or Z as the right answer. The first one to answer three questions correctly wins and challenges players to a new game.

"Play Your Hunch" is manufactured by Transogram, 200 Fifth Avenue, New York City. It sells for $3.98 and is being shown and given away on the NBC program of the same name, which is televised Monday through Friday.

BLUE WILLOW TEA SET

IDEAL BLUE WILLOW TEA SET

Very young ladies can take pride in this complete service for two in a pattern that has been popular for generations. Teapot, cups, sugar bowl and cream pitcher of sturdy plastic, lithographed metal plates and saucers. Silvery knives, forks and spoons. Ship. wgt. 1¾ lbs.

22A-877 B135. ... .Retail **$2.00**

IDEAL RUSSELL WRIGHT TEA SET

Sophisticated little girls will enjoy a tea service designed by famous Russell Wright. Exact reproduction in plastic which even copies the special glaze. Complete service for three with metalized knives, forks and spoons. Fun now, a future collector's item.

22A-694 B195 Wgt. ½ lb.....Retail **$3.00**

WESTERN
SET

IDEAL ROY ROGERS DINNER SET

Young cowpokes will hurry to the chuck wagon for chow served from this rough and ready dinner set for 4. Bright metal-colored plates, wood-grained plastic cups, sugar and creamer, coffee pot with famous Double R Bar brand. Black plastic cooking pot and skillet, aluminum knives, forks and spoons with simulated wood handles.

22A-696 B330 Wgt. 6/13 lb...Retail **$5.00**

SHIRLEY TEMPLE
Tea Set

IDEAL SHIRLEY TEMPLE TEA SET

Dainty, unbreakable tea set for three. Plates and saucers have graceful S. T. initial pattern on pastel color. Portrait head of Shirley Temple in raised white on teapot, sugar and creamer. Designed especially for little girls. Silver-like knives, forks and spoons.

22A-878 B195...............Retail **$3.00**

IDEAL BETTY CROCKER JR. BAKING KIT

She'll love making her own little cakes, pies, cookies and muffins with real Betty Crocker mixes – and what she learns now will be mighty useful later. Includes mixing bowl, baking tins, rolling pin and all other implements. 8 different mixes.

22A-697 B330 Wgt. 4¼ lbs...Retail **$5.00**

IDEAL ROY ROGERS DINNER SET FOR 2

Home from a day on the range, they'll be especially hungry for a meal served on this Roy Rogers set. Metal finished plates, simulated wood cups, coffee pot with Double R Bar brand, aluminum knives, forks and spoons.

22A-695 B195 Wgt. 6/13 lb ..Retail **$3.00**

9-piece Model Kitchen

Over 12" HIGH

STRUCTO

9-PIECE LAUNDRY AND KITCHEN SET. Complete modern equipment with battery operated washer-drier, dishwasher, sink with electric water pump, refrigerator-freezer, stove and cabinets. G. E. appearance replicas.

22A-945 F3995 Wgt. 44 lbs............Retail **$59.95**

(A) ELECTRIC RANGE. Really bakes! Fully insulated oven and burners. Cord attached. Completely tested for safety. Cooking utensils, cook book included in set. Size 12½" by 11⅞" by 7". Wgt. 8½ lbs.

22A-566 B530.........................Retail **$7.95**

(B) ANN PILLSBURY CAKE FUN KIT. Complete baking set includes 4 cake mixes, 4 frosting mixes, brownie and gingerbread mixes, pans, spoons, mixing bowl. Cook book, too. A fun way to learn how to cook. Ship. wgt. 3 lbs.

22A-985 B195.........................Retail **$3.00**

(D) IRONING BOARD WITH COVER. When she has done a big washing for her dolls, she can get the ironing out of the way with this miniature adjustable board on chrome steel frame. Adjusts to three heights. Complete with cover and toy iron.

22A-073 B397 Wgt. 5 lbs...............Retail **$5.98**

(A)
Cake Fun Kit
(B)
(D)

(A)

(B)

LET'S PLAY GROWN UP
Amsco
TOYS
DOLL-E TOYS & KIDD-E TOYS

(C)

(D)

(A) DELUXE DOLL-E-HI CHAIR. Small mothers need this sturdy all-steel high chair. Feeding tray slides in and out. Embossed tufted back. Baked Lustranamel finish. Height 29", depth 12½", width, 12½". Wgt. 4 lbs.
22A-486 B267....Retail **$4.00**

(B) COSCO DOLL-E-PLAYPEN. Fashioned after the famous COSCO nylon-sided playpen . . . designed for the Little Mother's heart' Durable steel frame has baked lustranamel finish. Decorated hard-board floor. 12½" H.,18" D., W. 4 lbs.
22A-1192 B395...Retail **$6.00**

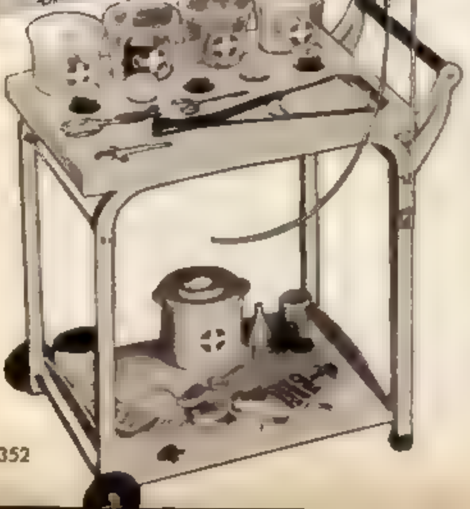
(C) DELUXE DOLL CRIB. Safe comfortable all-steel crib with one-piece mattress. Barred sides move up and down. Solid head and foot-boards. Free-rolling. swivel casters. Hgt. 21½", length 25½", width 15½". Wgt. 11 lbs.
22A-487 B665...Retail **$10.00**

(D) DOLL-E BATH. Just like baby brother's. Made of heat-sealed, leak-proof, pink plastic All steel frame with blue enamel finish. Adjustable dressing table top with safety straps. Drain hose with clamp. 28" x 14" x 22". Wgt. 5¼ lbs.
22A-488 B330 ....Retail **$5.00**

(A)

(B)

(C)
Deluxe CLEANING SET


(D)

(A) DOLL-E-DETECTO SCALE. A set to brighten the hearts of little girls . . . exact replica of the famous Detecto Baby Scale with Johnson & Johnson baby powder, Q-Tips, miniature Chix diaper, unbreakable nursing bottle, Doll-E-Ruler. 6" H., 12" L., 10¾" D. Wgt. 4 lbs.
22A-1193 B330...Retail **$5.00**

(B) BETSY McCALL DELUXE PRETTY PACK. All the essentials for good grooming packed in smart model's hat box with zip top. There's a good-grooming booklet and even an umbrella. Wgt. 2 lbs.
22A-494 B395....Retail **$6.00**

(C) DELUXE HOUSEKEEPING SET. Mother and daughter can keep house together. Actual miniatures of everything mother uses, from broom and dustpan to Ivory soap. Fun and comradeship while learning. Ship. wgt. 2½ lbs.
22A-608 B195....Retail **$3.00**

(D) KIDD-E CLINIC. Nurses and medics of tomorrow love this white enamel cart with medical equipment: Forceps, pills, plasma bottle, even diploma to show doll patients. Hgt. 21". Wgt. 9 lbs.

22A-491 B665...Retail **$10.00**

(G)

(E)

(F)

(E) DOLL-E LAYETTE. Everything for care and feeding of infant, plus 11" infant made of washable vinyl. Packed in over-night basket with metal handles and colorful hinged lid. Ship. wgt. 2¼ lbs.
22A-173 B267............................Retail **$4.00**

(F) TRAIN CASE, FITTED. White, washable calf grain vinyl plastic with gay travel decor. Zip-around lid and carrying handle. Lift-out tray of fine quality colognes, bath powder, etc
22A-496 B330 Ship. wgt. 2 lbs...........Retail **$5.00**

(G) BISSELL LITTLE QUEEN SWEEPER. Miniature reproduction of famous "Grand Rapids" sweeper. Handsome rose red case. Easy to handle — and so efficient mother may borrow it.
22A-075 B252 Ship. wgt. 2½ lbs.........Retail **$3.98**

in the pool field which are guaranteed both algae and bacteria free. The firm will also feature Alstrom filters, patch kits and test kits. Mason's Plastics will be offering a summer furniture cover, sawbuck table covers and, for the first time, a pool "foot bath."

Springfield Tent & Awning Co. has introduced a completely portable and collapsible play tent and cabana tent. The play tent weighs five pounds and can be used indoors and outdoors. One of its advantages, claims Hilton & Mann, is that the tent folds easily and takes up little storage space in an apartment. The cabana tent has been designed to complement a backyard pool in that it represents an ideal dressing space.

The Kroll Trading Co. line includes a number of garden and beach sets, including a rainbow colored pail and shovel set (69¢) and a large pail and shovel (29¢), as well as sprinkler pails, garden tools and record racks.

One of the new items in the Poolside Products, Inc. line is a pool vacuum cleaner which is reported to eliminate the need for a pool owner to empty the pool to keep it clean. It lists at $7.95. The firm's pool skimmer designed to keep the pool's water surface clean, which lists at $4.00, is another product in the Poolside line.

BEN-HUR merchandising display, a creation of Stone Merchandising Associates, has been set up on the mezzanine lobby of Loew's State Theatre in New York where the spectacular MGM picture "Ben-Hur" is playing. Shown at display are (l-r) R. Joseph Kingsley, Stone Associates, Allan Stone, president of Stone Associates, and Stanley A. Weston, director of merchandising. Among toy companies tying in with film who have merchandise displayed are Lowell Toy Corp., Louis Marx & Co., Acorn Industries, Inc., The Van Dam Rubber Co., Ellenville Wood Novelty Co., Lowe, Inc., and Dell Publishing.

Riemann, Seabrey adds three lines, ups total to eleven

The Riemann, Seabrey Co., Inc. has been appointed sales representatives for three leading outdoor play equipment manufacturers, according to A. J. Degan, vice-president. They are:

Gordon Manufacturing Co., gym sets and hammock stands; Tatem Manufacturing Co., a complete line of baseball bats, and Sheldon Manufacturing Co., a full line of adult and juvenile croquet sets.

Riemann, Seabrey numbers eight other manufacturers among its accounts: Noble & Cooley Co., musical merchandise; Gray Iron Casting Co., cast iron sets, jack sets, tool sets, stoves and banks; F. L. Clapp Novelty Co., table and chair sets, rockers, desk sets and blackboards; National Reed Furniture Co., upholstered cricket rockers and settees; Cardwood Products Corp., upholstered vinyl covered rockers, toy chests, Chandler Manufacturing Co., Hurst Gyroscope Top; Columbia Skate Co., regular and beginner roller skates; and Tober Baseball Manufacturing Co., baseballs and softballs.

Degan said that he expects 1960 to be a banner year and the addition of three more lines may be taken as an indicator.

Dukoff resigns as Woolnough head

Max J. Dukoff has resigned as president of the F. W. Woolnough Corp. and will no longer be associated with the firm, it was announced by L. John Swedlin. Dukoff's future plans have not been announced, Swedlin said. Woolnough, located at 200 Fifth ave., New York, manufactures custom made stuffed toys.

New brochure describes Atlanta Mart

The new 22-story Atlanta Merchandise Mart, now under construction in downtown Atlanta, is illustrated and described in a new twelve-page brochure, it was said by John C. Portman, Jr., president.

Available to manufacturers on request, the brochure offers data and diagrams pertaining to showroom space in the new skyscraper, including space numbers, square footage per showroom, rates per square foot, and other details of interest.

BETSY McCALL and her cousin dolls Linda and Sandy entered the fashion world recently when they were used to model Carter's spring-summer clothes for infants and toddlers at a preview showing of the line. The 36" dolls, manufactured by American Character Doll Corp., were selected because of their life-size appearance and adaptability to modeling clothes. Herbert Brock (standing), executive vice-president of American Character Doll, gets ready to serenade Betsy (on piano) while organist William L. Carter, vice-president of The William Carter Co., warms up the keys and audience at the show. At right, the McCall family models part of the Carter line.

DeLUXE RACER
No. 3938

Foremost In The Field! Authentic reproduction of an actual speedway racing car . . . 4½ feet long . . . lightweight, strong, one-piece body of "Irvilon 777" . . . powerful forward and reverse chain drive . . . for 3 to 8 year olds.

CASH IN ON
TODAY'S RACING CRAZE
with IRWIN
SPEED-AGE
WHEEL TOYS
First of their kind!

4½
FEET
LONG

DeLUXE PEDAL ACTION
MOTO CYCLE No. 3924

A Real Fast Mover! Strong, lightweight one-piece body of [illegible] seat, [illegible] equipped with trainer wheels . . . for 3 to 8 year olds.

PEDAL ACTION HORSE &
SULKY No. 3940

Out In Front All The Way! Realistic golden Palomino horse molded of "Irvilon 777" steel and wood sulky has adjustable seat, rubber-tired wheels . . . for 3 to 8 year olds.

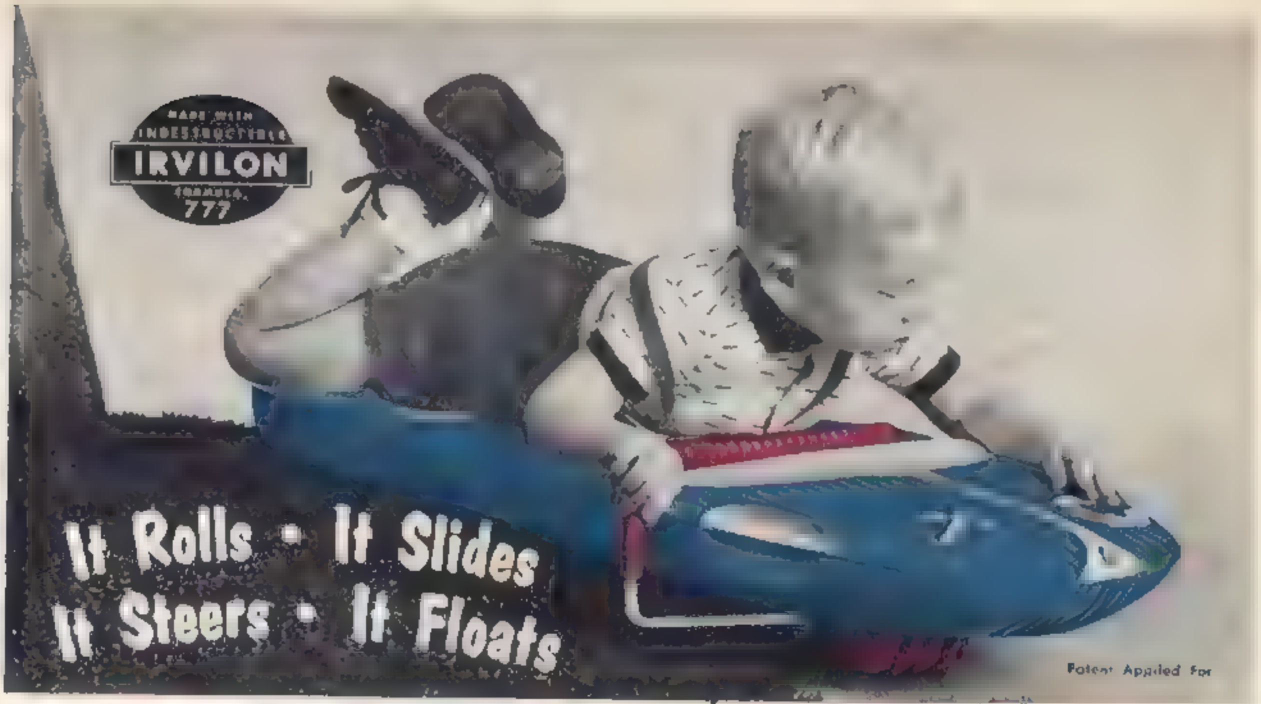
ORDER NOW FROM YOUR JOBBER . . . or

IRWIN
CORP.

SHOWROOMS: 200 FIFTH AVENUE, NEW YORK

Executive Offices: 650 Water St., Fitchburg, Mass.
Factories: Fitchburg, Mass., Leominster, Mass., Nashua, N

One of America's Largest Toy Manufacturers, since 1925


MADE WITH INDESTRUCTIBLE
IRVILON
FORMULA 777
It Rolls • It Slides
It Steers • It Floats
Patent Applied For

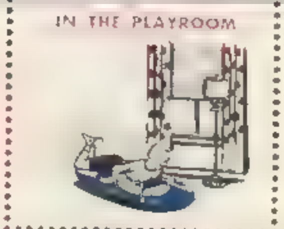
THE ONE AND ONLY—

AKWA-KAR!

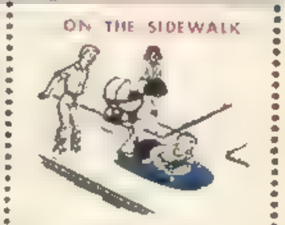
VERSATILE! LIGHTWEIGHT! STEELSTRONG PLASTIC!

Unbeatable in quality, design and value!
Reinforced steel construction!

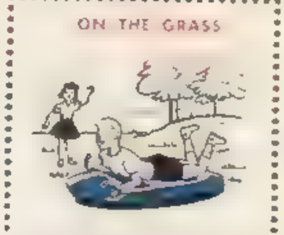
- Grooved slots for safe, non-fall hand grip!
- Easy-glide roller wheels!
- Side-arm steering handle for smooth steering!



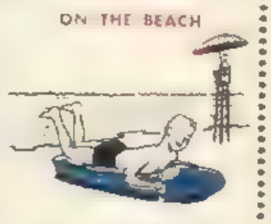
IN THE PLAYROOM



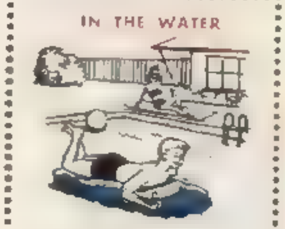
ON THE SIDEWALK



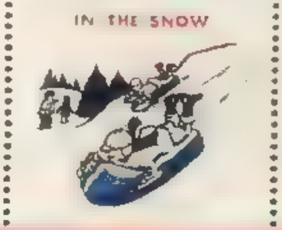
ON THE GRASS



ON THE BEACH



IN THE WATER



IN THE SNOW

36½" Tall

Easel display card shipped with each toy.

Packed individually in a shipping carton. Weight-6½ Lbs.

$11.98 LIST PRICE

IRWIN CORPORATION • 200 FIFTH AVENUE, NEW YORK 10, N. Y.

DeLUXE RACER
No. 3938

Foremost In The Field! Authentic reproduction of an actual speedway racing car . . . 4½ feet long . . . lightweight, strong, one-piece body of "Irwion 777" . . . powerful forward and reverse chain drive . . . for 3 to 8 year olds

4½
FEET
LONG

CASH IN ON TODAY'S RACING CRAZE with IRWIN

SPEED-AGE WHEEL TOYS

First of their kind!

DeLUXE PEDAL ACTION MOTO CYCLE No. 3924

A Real Fast Mover! Strong [illegible]

PEDAL ACTION HORSE & SULKY No. [illegible]

Out In Front All The Way! Real [illegible] wheels [illegible]

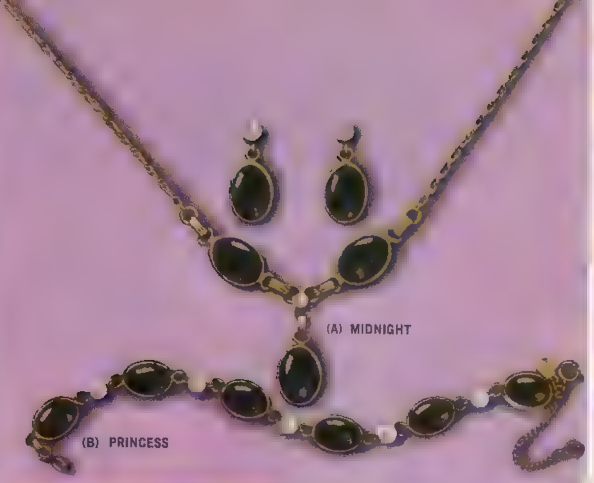
ORDER NOW FROM YOUR JOBBER . . . or

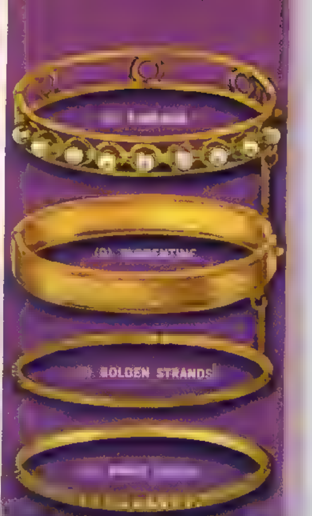
IRWIN
CORP.

SHOWROOMS: 200 FIFTH AVENUE, NEW YORK

Executive Offices: 850 Water St., Fitchburg, Mass
Factories: Fitchburg, Mass., Leominster, Mass., Nashua, N. H.

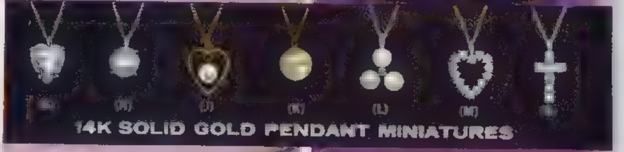
One of America's Largest Toy Manufacturers, since 1925

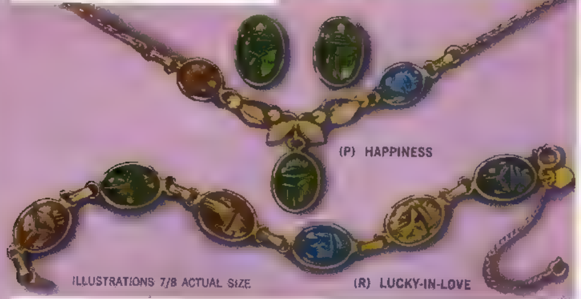




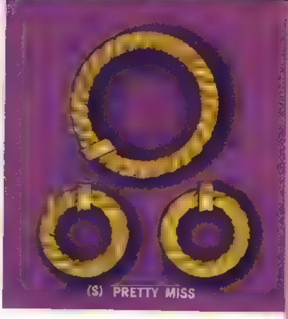
Karen Lynne

FINEST IN AMERICAN CRAFTSMANSHIP
ALL JEWELRY LUXURIOUSLY GIFT-BOXED





ILLUSTRATIONS 7/8 ACTUAL SIZE



A. **MIDNIGHT** . . . The beautiful contrast of genuine cultured pearls and black onyx in a necklace and earrings of 12K gold-filled

2J238X1165	Set	Ret. $23.25
2J239X375	Earrings	Ret. 7.50

B. **PRINCESS** . . . An elegant bracelet created from genuine cultured pearls and black onyx in 12K gold-filled.

2J240X865	Bracelet	Ret. $17.25

C. **FANTASIA** . . . A bracelet of incomparable beauty Nine genuine cultured pearls — 12K gold-filled

2J234X1200	Bracelet	Ret. $24.00

D. **FLORENTINE** . . . Delightful bracelet with a lovely textured design in 12K gold-filled.

2J235X900	Bracelet	Ret. $18.00

E. **GOLDEN STRANDS** . . . Captivating twisted wire motif in a bracelet of 12K gold-filled.

2J236X375	Bracelet	Ret. $7.50

F. **MAGIC CIRCLE** . . . Charming golden cuff bracelet with textured design in 12K gold-filled.

2J237X375	Bracelet	Ret. $7.50

P. **HAPPINESS** . . . Magnificent genuine scarab pendant — distinctive matching earrings in 12K gold-filled

2J244X1350	Set	Ret $27.00
[redacted]	Earrings	Ret 10.50

R. **LUCKY-IN-LOVE** . . . Enchanting genuine scarab bracelet in 12K gold-filled The perfect gift.

2J246X1090	Bracelet	Ret. $21.75

S. **PRETTY MISS** . . . Lovely pin and matching earrings, perfectly finished in 12K gold-filled

2J241X675	Set	Ret. $13.50
2J242X375	Pin	Ret. 7.50
2J243X300	Earrings	Ret. 6.00

Federal Excise Tax
must be added to all prices on this page

14K SOLID GOLD MINIATURES:

G. 14K SOLID WHITE GOLD pendant, set with a radiant synthetic white spinel heartshape

2J247X675	Ret. $13.50

H. 14K SOLID WHITE GOLD mounting and chain, set with a brilliant synthetic white spinel.

2J248X675	Ret $13.50

J 14K SOLID YELLOW GOLD heart pendant and chain with genuine cultured pearl

2J249X525	Ret. $10.50

K. 14K SOLID YELLOW GOLD chain with large genuine cultured pearl.

2J250X600	Ret. $12.00

L. 14K SOLID WHITE GOLD pendant—3 genuine cultured pearls, one synthetic white spinel.

2J251X900	Ret. $18.00

M. 14K SOLID WHITE GOLD heart pendant and chain, with fourteen synthetic white spinels

2J252X900	Ret. $18.00

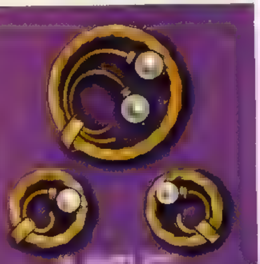
N. 14K SOLID WHITE GOLD cross and chain set with seven synthetic white spinels

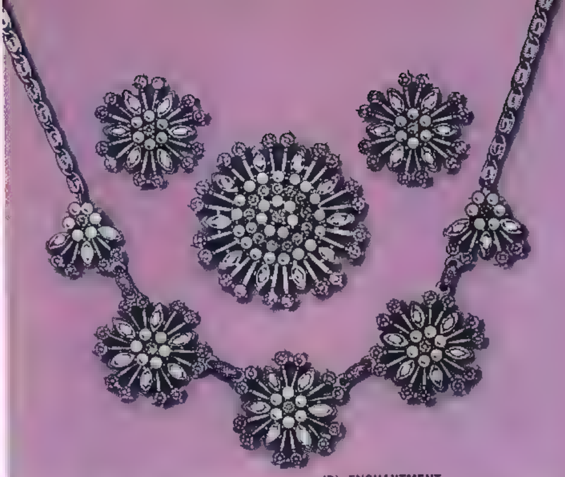
2J253X825	Ret. $16.50

Karen Lynne

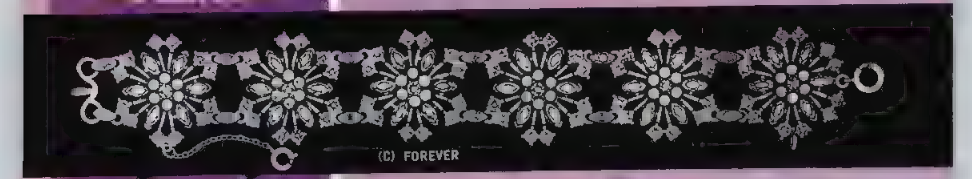
FINEST IN AMERICAN CRAFTSMANSHIP

ALL JEWELRY LUXURIOUSLY GIFT-BOXED

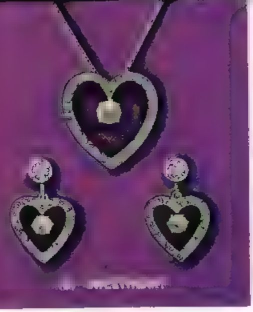


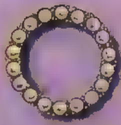


(B) ENCHANTMENT

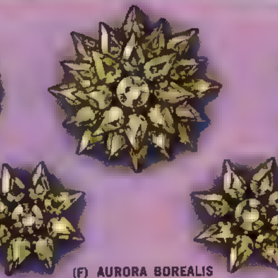


(C) FOREVER

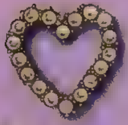




(E) FIRST LOVE



(F) AURORA BOREALIS



(G) ALWAYS

ILLUSTRATIONS 7/8 ACTUAL SIZE

EXQUISITE JEWELRY . . . STYLED FOR YOU

A. **GOLDEN ORBIT** . . . Genuine cultured pearls in a handsome brooch with matching earrings. Crafted in 12K gold-filled.

2J258X900	Set	Ret. $18.00
2J259X375	Earrings	Ret. 7.50

B. **ENCHANTMENT** . . . The radiance of glittering marquise stones and lustrous pseudo-pearls in a necklace, matching earrings and brooch of exquisite taste. Finished in precious rhodium.

2J254X1163	Neck & Earrings	Ret. $23.25
2J255X375	Earrings	Ret. 7.50
2J256X450	Brooch	Ret. 9.00

C. **FOREVER** . . . A stunning bracelet of shimmering marquise stones and pseudo-pearls. Finished in precious rhodium.

2J257X1125	Bracelet	Ret. $22.50

D. **SWEETHEART** . . . Sterling silver heart pendant and earrings with genuine cultured pearls and sparkling rhinestones. Finished in precious rhodium.

2J262X825	Set	Ret. $16.50
[illegible]	Earrings	Ret. 7.50

Federal Excise Tax
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E. **FIRST LOVE** . . . Circle pin of 12K gold-filled, set with matched pseudo-pearls. Perfect for every outfit.

2J261X375	Pin	Ret. $7.50

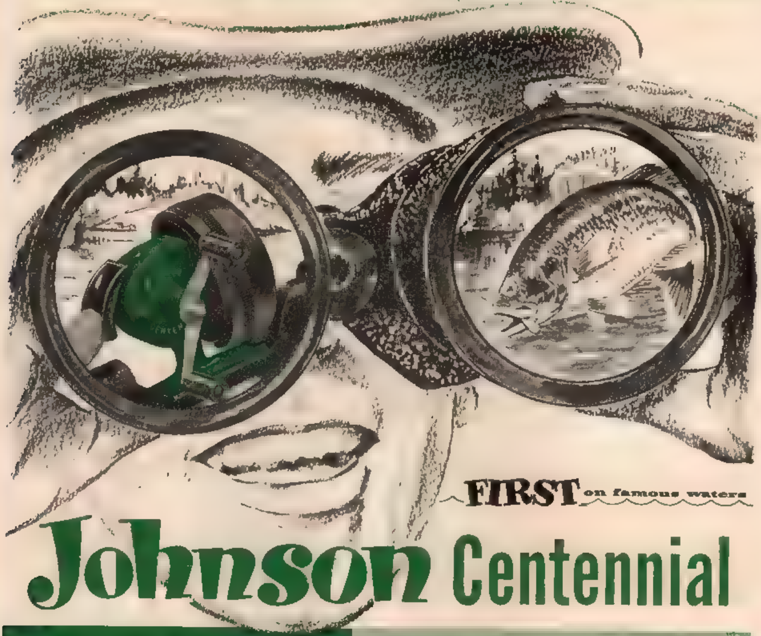
F. **AURORA** . . . The fabulous brilliance of Aurora Borealis pearshapes in a brooch and matching earrings of infinite color & beauty.

2J264X900	Set	Ret. $18.00
2J265X375	Earrings	Ret. 7.50

G. **ALWAYS** . . . Matched pseudo-pearls carefully set in settings of 12K gold-filled in a pin of eternal beauty.

2J260X375	Pin	Ret. $7.50

Closes the gap between Fisherman and Fish!



FIRST on famous waters

Johnson Centennial

Johnson CENTURY
First of the American-type spinning reels—first in design, first in performance

Johnson CITATION
The big-capacity spinning reel that turns the meanest fish

Johnson MAGNETIC Fly Reel
Silent magnetic drag two micrometer matched spools. Lifetime guarantee.

Sell more FEEL—more FUN!

Now, sell the *new* dimension in fishing . . . sell the reel that "closes the gap between fisherman and fish." *Combines* the spinning reel and the casting reel. The Johnson Centennial actually *is* a spinning reel on the cast . . . it is a bait-casting reel on the retrieve. Gives spinning ease, casting power. Add exclusive Duo-matic drag and you've got the *dream* reel—simple, powerful, sensitive to every move a fish can make. Sell it, you sell the best!

THE DENISON-JOHNSON CORPORATION
MANKATO 1, MINNESOTA

(For More Information Circle No. 24 on Page 257)

Four-cylinder V-type, 75-hp. Johnson with 89.5 cu in piston displacement

This 5½-hp. Johnson has fuel pump, thermostat and full gear shift

NEW JOHNSONS MORE POWERFUL. Highlights of the 1960 line of Johnson Sea Horse outboards are new models rated at 75 and 40 hp.

An innovation in the form of automatic chokes is incorporated in both the 75 and the electric starting 40. This device operates with a bi-metallic element similar to that used on autos. It regulates the degree of choking according to engine block temperature. The new choke can also be operated manually.

The Super Sea Horse V-75, built with electric starting only, delivers peak power at 4500 r.p.m. Although boasting 89.5-cu. in. piston displacement compared with the 70.7 of last year's 50-hp. "four," its weight is approximately the same. The 75's cylinder head, combustion chambers, intake valves, crankshaft and other power components are newly designed. The gear housing of this model's lower unit has been given a new lean design for high speed performance. The buyer is offered a choice of three propeller sizes to best fit the needs of his hull. The V-75's transom mounting incorporates small, light brackets which bolt directly to the boat, eliminating clamp screws. The motor can be removed by loosening two bolts. Two hydraulic shock absorbers cushion jolts to the motor and transom when a foreign object is struck.

The two-cylinder, 40-hp. Sea Horse is built in manual and electric starting models. With its 43.9-cu. in. displacement, it boasts 3.4 more inches than its 35-hp. predecessor. The power step-up also involved new pistons, combustion chamber design, cylinder heads and bearings.

Other models in the current Johnson line are rated at 18, 10, 5½ and 3 hp.

All sizes except the smallest have forward-neutral-reverse shift with a lever engineered to fit Johnson's remote control unit.

Fuel pumps, eliminating pressurized fuel tanks, are standard on all models except the 3-hp., as are water system thermostats, quiet suspension drive and fiberglass hoods.

JOHNSON MOTORS, Waukegan, Ill.

The Hinckley 30' Sou'wester Jr comes in either wood or plastic

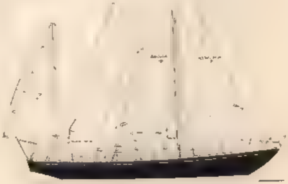
HINCKLEY BOATS IN FIBERGLASS are something new for this veteran builder of fine wooden yachts in the best Maine tradition, but Hinckley offers two of them this year. The new Bermuda 40 yawl, on which construction was started in October, was designed by William H. Tripp Jr. She is a cruiser-racer of keel-centerboard model, tank-tested, with hull, deck, cabin and cockpit molded into one solid plastic unit. Exterior trim of teak and interior finish of mahogany "dress up" the otherwise all-fiberglass boats.

Accommodations for six include generous storage space, large galley, shower and hot water system, and provisions for lots of light and air. Masts are aluminum and standing rigging stainless steel. A favorable rating under the ocean racing handicapping rule is an advantage to racing owners.

Offered in either fiberglass or conventional wooden construction is the 30' Sou'wester Jr., a four-berth, 30' o.a. auxiliary sloop.

A new Hinckley boat, now built in wood only, is the 38' yawl Sou'wester Sr., an ocean racing and cruising yacht with accommodations for six and many of the comforts listed for the larger Bermuda 40. On both these larger boats, safety features include both bow and stern "pulpits" with lifelines running between them. A Gray 4-112 auxiliary engine is standard equipment in the 38' Sou'wester Sr., which has a 30-gal. monel fuel tank and 40-gal. stainless water tank.

HENRY R. HINCKLEY & CO., Southwest Harbor, Maine.



Sail plan of the new Hinckley-built Bermuda 40 Class yawl

JUSCALON ICE COOL WHITE is one of a complete line of acrylic plastic colors, anti-fouling primer, black, white, and clear coatings made by Juscalon, Inc. The Ice Cool White was developed to provide a high degree of reflection of the sun's rays and thus reduce the transmission of solar heat through the surface to which it is applied. Ice Cool White is particularly adapted to cabin tops and similar surfaces subject to exposure to the sun's rays. Juscalon reports it never needs stripping and it bonds to wood, metal, canvas, aluminum, or fiberglass. Footprints and grease and oil stains readily wipe off Juscalon finishes.

JUSCALON, INC., East Walpole, Mass.

ONLY RUSSELL'S CHILDRENS CARD GAMES AND FLASH CARDS GIVE YOU THESE EXCLUSIVE FEATURES

1. BEAUTIFUL GRAVURE PRINTING
2. PLASTIC COATED CARDS
3. CELLOPHANE WRAPPED BOXES
4. TEAR OPEN TAPE
5. HIGHEST IN QUALITY
6. LOWEST IN COST
7. TERRIFIC "CHECK OUT" ITEM
8. BIGGEST PROFITS FOR YOU
9. SENSATIONAL ITEMS READY SOON
10. OVER 40 YEARS EXPERIENCE
11. BUY RUSSELL FOR BEST DEAL

CARD GAMES
25

153

Large Game Assortment

Big-Little
29

251

Big Little Card Games

FLASH CARDS
25

959

Flash Card Display

"SELLING THE RUSSELL LINE MAKES A LOT OF CENTS"

RUSSELL MANUFACTURING CO.
1150 MAIN ST., LEICESTER, MASS.
TW 5-4011

THE ANT FARM IS NEW!

Yes! The Ant Farm is New to Millions of Kids

Big TV schedules are already in progress in the following cities: New York, Pittsburgh, Los Angeles and San Francisco. Additional cities are being added daily.

REGULAR SIZE ANT FARM $2.98 Retail
GIANT SIZE ANT FARM $6.95 Retail

ATTENTION DEALERS! Order through your Jobber. If he can't supply you, contact us direct.

ATTENTION JOBBERS! WRITE FOR OUR COOPERATIVE TV PLAN.

E. JOSEPH COSSMAN & CO. DEPT. T
7039 SUNSET BLVD. HOLLYWOOD 28, CALIF.

SUPPLIERS of materials, machinery, parts and services to the **TOY INDUSTRY**

PROFIT in a PROVEN MARKET

Exhibit at the **2nd Annual**

TOY PRODUCTION SHOW

Nov. 13, 14, 15, 1960

New York Trade Show Building 35th St & 8th Ave., N.Y.C.

For Exhibit Details Contact **ROGERS & AGATE, INC.**
19 West 44th Street, New York 36, N. Y. MUrray Hill 7-4580

City	Station	Program	No. Times Weekly	Product (Manufacturer)
	WNEW	Romper Room	3	Crazy Faces, Dolly's Birthday Party Kit, Gig the Talking Poodle (Norstar)
	WOR	Herb Sheldon	3	Crazy Faces, Dolly's Birthday Party Kit, Gig the Talking Poodle (Norstar)
	WOR	Adventure Playhouse	1	Electric Quiz Games (Jacmar)
	WOR	Herb Sheldon	3	Electric Quiz Games (Jacmar)
	WOR	Terrytoon Circus	1	Play-Doh Modeling Comp., Fun Factory (Rainbow Crafts)
	WPIX	Popeye	3	Crazy Faces, Dolly's Birthday Party Kit, Gig the Talking Poodle (Norstar)
	WCAV	Gene London	[illegible]	Bridge-It (Hassenfeld)
Pittsburgh	WIIC	Popeye Show	4	Yogi Bear Ball Toss, Dr. & Nurse Medicine Chests (Transogram)
	WTAE	3 Stooges	9	Yogi Bear Ball Toss, Dr. & Nurse Medicine Chests (Transogram)
Portland	—	Uncle Charlie	8	Bridge-It (Hassenfeld)
	KPTV	Uncle Charlie's Roundhouse	2	Yogi Bear Ball Toss (Transogram)
	KPTV	Uncle Charlie's Den	3	Yogi Bear Ball Toss (Transogram)
Rockford, Ill.	WTVO	—	[illegible]	Play-Doh Modeling Comp., Fun Factory (Rainbow Crafts)
St. Louis	KPLR	3 Stooges	[illegible]	Bridge-It (Hassenfeld)
Salt Lake City	KUTV	Kimbo the Clown	5	Bridge-It (Hassenfeld)
	KUTV	Kimbo the Clown	6	Yogi Bear Ball Toss, Dr. & Nurse Medicine Chests, Scatter-Shooter Shotgun (Transogram)
San Antonio	KENS	Popeye	[illegible]	Bridge-It (Hassenfeld)
San Francisco	KPIX	Hanibal & Friend	1	Moon Rock (Hassenfeld)
	KPIX	Popeye	5	Moon Rock (Hassenfeld)
	KTTV	Captain Satellite	2	Play-Doh Modeling Comp., Fun Factory (Rainbow Crafts)
	KTVU	Captain Satellite	8	Bridge-It (Hassenfeld)

Above listings are based on information furnished to us and, while accurate to the best of our knowledge, they are subject to change without notice. Copyright 1960, Toys & Novelties Div., Haire Publishing Co., Inc

Transogram to increase TV advertising in fall

The Transogram Co. will launch its biggest television advertising campaign to date this fall Four new toys and games will be shown on major network television from September through to December.

More than 1,500 spots will be run on a variety of top-rated kiddie programs including Popeye the Sailor, Uncle Al's Toy Town, Three Stooges, Looney Tunes, Bozo the Clown Terrytown Circus, Sally Starr The spots, which are being produced in twenty leading cities, will feature: the "Milk and Juice Bar," "Yogi Bear Score-A-Matic," "Scatter Shooter Shotgun," "Little Country Doctor" and "Little Play Nurse" Medicine Chests.

In New York City, all four products will be shown on 150 spots from Sept. 5 to Dec. 16 In Los Angeles, the Score-A-Matic and Milk and Juice Bar will share 107 spots from Sept. 19 to Dec. 16. In Pittsburgh, the Score-A-Matic and Medicine Chests will divide 79 spots between Sept. 12 and Dec 10 In Philadelphia, the Score-A-Matic and Medicine Chests will be spotted 77 times from Sept. 24 to Dec 9

The balance of the ads are distributed between these cities: Amarillo, Baltimore, Buffalo, Cincinnati, Columbus, Dayton, Detroit, Houston, Indianapolis, Minneapolis, New Orleans, Portland, Salt Lake City, San Antonio, San Francisco Seattle

Bachmann to double Fall promotion plans

The Fall promotional plans of Bachmann Bros., Inc , Philadelphia, Pa., have been doubled this year, according to A. H Redles, secretary and director of sales of this 127 year old company. Sales of Plasticville, U S.A., Birds of the World and Dogs of the World, during the first six months of this year, convinced Bachmann that Pre-Christmas demand for these hobby kits will surpass all expectations.

From August to October, these items will be featured in such trade publications as Toys and Novelties, Playthings, Variety Store Merchandiser and Chain Store Age. Consumer magazines including Boy's Life Girl Scout Leader and Harvey Comics will also be utilized in this Fall promotion

In addition, a nation-wide TV schedule of more than 100 stations will reach millions of viewers. Specific articles and photos of Bachmann products also will appear in newspapers throughout the country.

Venus tries 'off-beat' TV campaign

Venus Pen and Pencil Corporation is taking a new look at its television advertising program as a result of a Boston experiment

Ed Stockwell, Venus' Boston sales representative, surveyed TV programming in his area, and suggested that Venus advertise a "flyer" on a well-established daily noontime program directed toward the women's audience instead of in the standard evening "kiddie shows" that generally are considered "safer.

TV time was purchased on the Boston WNAC noontime "Louise Morgan Show" in addition to the evening kiddie shows "Sales in the Boston area increased 100 per cent within a year's time," said Marvin A. Elson, manager of Venus' Toy Division, "and we believe Miss Morgan's show was one of the more important factors in that rise."

Venus' BallooNose toy will be introduced this fall on a new schedule with "The Louise Morgan Show", and the company is now watching for similar "off-beat" programs throughout the country.

Parker Bros. plans TV campaign

Fall plans for television advertising by Parker Bros., Inc., indicate that the campaign will be similar to those in the past, probably with an increased budget. Spot schedules should run in five or six top markets. The teen-age and adult games allow the company to use other availabilities than those in kid shows

WARNER BROS®
Presents
THE NEW

BUGS BUNNY
SHOW

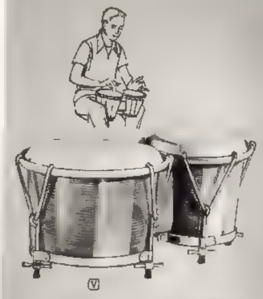
PLUS
SurfSide 6
•
The Roaring 20's
•
ROOM FOR ONE MORE
•
CHEYENNE
•
SUGARFOOT
•
BRONCO
•
LAWMAN
•
77 SUNSET STRIP
•
HAWAIIAN EYE
•
MAVERICK
•

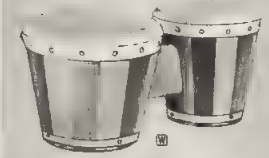
CHARACTER MERCHANDISING LICENSES AVAILABLE ON SOME OF THE ABOVE NAMED TELEVISION SERIES TELEVISED ON THE ABC TV NETWORK

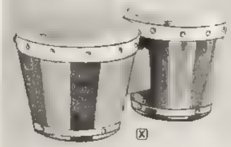
All Characters© Warner Bros. Pictures Inc

WB

For Information please write to
SAM CLARK
Merchandising Manager
WARNER BROS. PICTURES, INC.
4000 Warner Blvd. Burbank, Calif.







Guitars, Ukulele, Violin

Ⓜ KAY STANDARD GUITAR . . . a top quality instrument at a very modest price! A sturdily made beauty with spruce top, maple back and sides. Has a rich brown finish with decorative white striping. Fingerboard has 14 frets, clear of body. A wise choice for student or amateur . . . wonderful accompaniment on group get-togethers! From N.Y.
76-1411 D1995 Guitar....... **$31.50**
76-1494 D695 Carrying case... . **12.50**

Ⓝ KAY SPANISH ELECTRIC GUITAR. Grand auditorium size with built-in magnetic pick-up and volume control. Has adjustable bridge, nickel-plated hardware. All maple laminated crackproof construction. Lustrous gold metallic finish with white edging. A lot of guitar for the money . . . you'll play it with satisfaction wherever you go. From N.Y.
76-1510 D3750 Electric Guitar.....**$59.95**
76-1544 D995 Carrying Case...... **17.50**

Ⓟ KAY AMPLIFIER . . . a tone-true, compact companion for your electric guitar. Easy to transport, efficient . . . gives long, trouble-free service. Has volume control, 3 tubes, 8-inch speaker, 2 instrument inputs, and on-off switch. Scuff-resisting green vinyl plastic case with contrasting sound grille. Amplifier is 12x15x7". Gives your guitar added range, added importance in instrumental groups. Shipped from New York.
76-1502 D3950 Amplifier... **$64.50**

Ⓡ KAY GRAND SPANISH GUITAR. Auditorium size for full, rich tone . . . right for orchestra or solo playing. Beautiful hand rubbed brown finish with golden sunburst effect. Fully arched spruce top, figured maple back and sides. Rosewood fingerboard, deluxe heads, built-in covers, celluloid plate guard. Shipped from New York.
76-1700 D2795 Grand Guitar. . . **$45.00**
76-1544 D995 Carrying Case . . **17.50**

Ⓢ FAVILLA UKULELE . . . easy to play, a popular party-goer! Made of genuine mahogany, triple lacquered and hand rubbed to a lustrous glow. Ebony nut and bridge saddle; inlaid position dots. Produces a pleasing, full tone. Shipped from New York.
76-1452 D1495 Standard Ukulele . . . **$25.00**
Baritone Ukelele. Similar in appearance. Has a deeper, richer tone.
76-1478 D2995 Baritone Ukulele . . **$50.00**

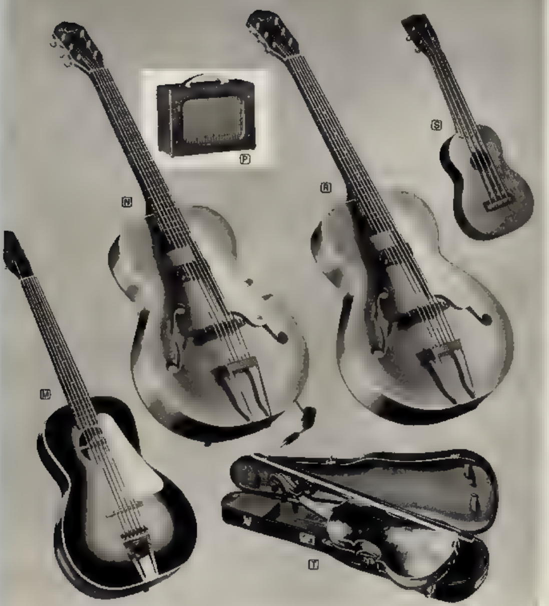
Ⓣ STUDENT VIOLIN OUTFIT. Handsome Stradivarius model violin, inspected and adjusted to meet the rigid specifications set by the Violin Teachers Association of America. Complete outfit includes a brazilwood bow, rosin, tuner, chinrest, extra strings, carrying case and instruction book. Violin has spruce top with ebony pegs, tailpiece and fingerboard. *Specify*: Full or ¾ size. Shpg. wt. 9 lbs. From Illinois.
76-1445 D2995 Violin Outfit. **$49.50**

Bongo Drums

Ⓥ TUNEABLE BONGOS . . . can't help but make you the most popular guest at the party! These are musician's quality, Latin American bongos, made with finest quality goatskin heads. Six points adjust tension for accurate, easy tuning. Natural finish wood shells, acoustically formed to produce maximum authentic tonal quality. Head sizes: 7" and 5¼". Brass plated hardware.
76-1569 D2195 From Ill. Wt. 6 lbs.. **$34.95**

Ⓦ STANDARD BONGOS . . . the life of the party, no matter where they go! Dancing . . . singing . . . every gathering's more fun when you play the bongos. It's easy, natural . . . just try it! The 6½" and 8" mounted goatskin heads give marvelous tone and response. The two-tone wood finish makes these bongos a handsome looking pair. Popular with everyone—at all age levels. From Ill. Wt. 5 lbs.
76-1577 D895 Bongos............ **$15.00**

Ⓧ SMALL-SCALE BONGOS . . . perfect size for youngsters, fun to play no matter what your age. Just a tap or two will make you a bongo fan . . . whether you have musical talent or not. Set has 4½" and 5½" heads of fine quality goatskin, 2-tone natural finish wood shells. They are easy travelers that won't miss a party. They're a wonderful gift idea that's imaginative, educational and entertaining too. Shipped from Ill. Wt. 4 lbs.
76-1593 D595 Small Bongos.........**$9.00**



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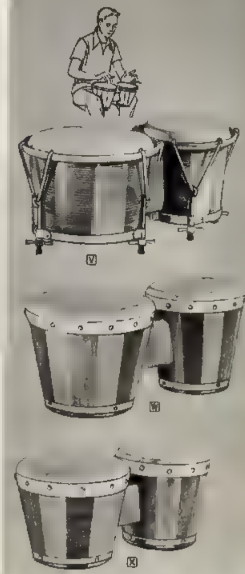

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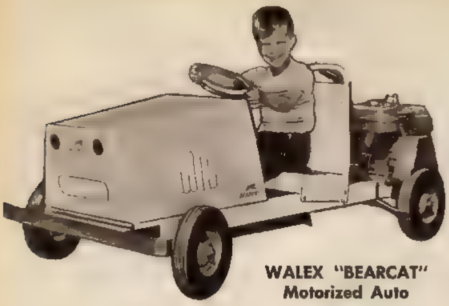
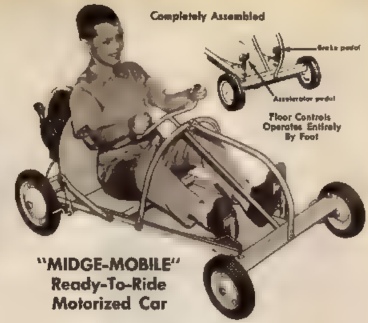
76-1593 D595 Small Bongos **$9.00**

Motorized Cars For Junior Auto Drivers



WALEX "BEARCAT"
Motorized Auto



Completely Assembled

Floor Controls
Operates Entirely
By Foot

"MIDGE-MOBILE"
Ready-To-Ride
Motorized Car

• Over 5 Feet Long • All Steel Construction • Engineered For Safety
• Positive Rear Wheel Braking • Front Bumpers
• 3-Position Adjustable Seat

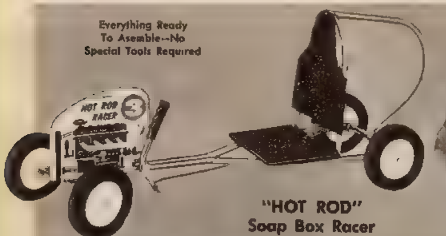
He'll be the luckiest and the proudest kid on the entire block when he owns and cares for this famous "BearKat" motorized midget auto—offers child safety-type fun with the adventure and excitement of "big-time" racing. This sturdy, all-steel constructed midget auto with box-type auto frame is attractively finished in weatherproof white with a brilliant red trim. The little youngster will appreciate the feeling of owning one of these "BearKats". It offers the opportunity in learning to take care and appreciate one's property. Some of the quality and safety features are: sturdy ball-bearing wheels with 10x2.75 heavy duty puncture-proof semi-pneumatic tires; camamatic automatic clutch; foot brakes with positive action brakes on rear wheels; 3-position adjustable seat; 2 position adjustable steering wheel; special emergency brake lock to prevent runaways; 4-position speed locks to control speed from 8 to 22 MPH; ignition cut-off switch on dash. Size 62" long. 30" wide. 27" high. Wheel base 47". Shipped from factory, San Antonio, Texas. Wt. 110 lbs.

F49929-13300 ....Retail **$199.50**

• Floor Controls Like a Real Car • 2.2 HP Engine with Recoil Starter
• Overall Length 56" • 2 Cycle Engine • Speeds 4 to 6 MPH
• Foot Brake With Clutch • Foot Accelerator • Automatic Belt Clutch

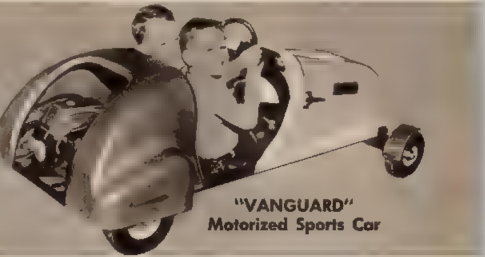
A gas-powered, single-seater motorized car that kids will feel safe in and enjoy—it is scientifically built, designed and constructed to provide the ultimate in safety and fun without eliminating all the adventures, thrills and excitement of a racer. So easy to ride—it moves smoothly and easily on dirt tracks, lawns or driveways—simple, convenient controls are tailored for the small fry—though we're sure there isn't a dad around who won't want to join in on the fun and frolic. The all-steel, heavily braced construction of this quality made auto is attractively finished in brilliant Flame with contrasting White trim on wheels. Some of the important quality features are: automatic belt clutch; floor controls—foot accelerator, foot brakes with lock; sturdy 10x1.75 rear wheels and 8x1.75 front wheels—semi-pneumatic rubber tires front and rear; wheel base 40"—wheel thread 24"; ratio: clutch to pulley 1 to 3.1, chain side 1 to 5.4. Powerful 2.2 HP, 2 cycle engine with recoil starter provides speeds 4 to 6 MPH. 56" long, 21" high. Seat width 17". Weight 80 lbs.

H05551-8965 . . . .Retail **$135.95**



Everything Ready
To Asemble--No
Special Tools Required

"HOT ROD"
Soap Box Racer



"VANGUARD"
Motorized Sports Car

• King Size 55" Long • Positive Linkage Foot Brakes
• Heavy Gauge Tubular Steel Construction • Low Center of Gravity
• Emergency Lever Hand Brake • Lifetime Bearing Wheels

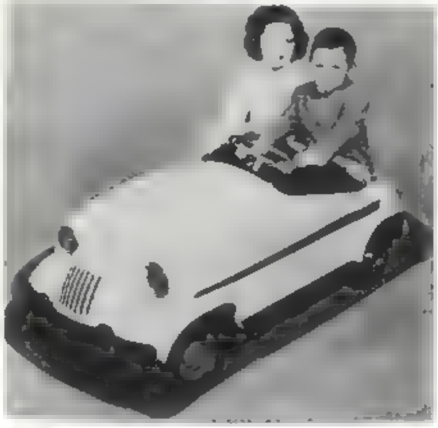
This tubular steel, ultra-streamlined "Hot Rod" Racer will tickle the fancy of any "lucky youngster" with the dreams of the great "Indianapolis Speedway". Each youngster will enjoy riding in this safety-design, quality made racer—provides unlimited thrills and excitement with the full assurance of complete safety and durability The youngster will appreciate the feeling of owning one of these "Hot Rods"—it offers the opportunity for creativeness, ownership and personal upkeep. The "Hot Rod" Soap Box Racer contains the following quality features: positive linkage foot brake; emergency lever hand brake; low center of gravity; wide tread; center point steering; 4-8" wheels; heavy duty semi-pneumatic; tubular stressed steel frame; fast running, smooth tread tires on lifetime bearing wheels. Assembles easily with furnished heavy duty steel nuts and bolts. All tubular steel construction with bright red seat and backrest and contrasting white trim wheels. 55" long. Comes complete in kit form, easily assembles in 30 minutes. Weight 19 lbs.

H05587-1085 .... Retail **$15.95**

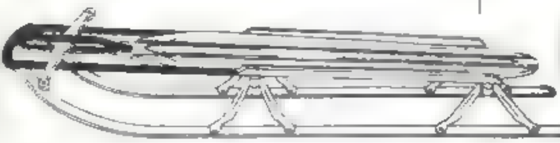
• Fiberglass Reinforced Body • Positive Action Brakes
• Enclosed Running Mechanism • 2 Cycle, 2½ HP Engine
• 4 Semi-Pneumatic Tires • Front Wheel Suspension

A motorized, streamlined sports car that fulfills the dreams and visions of every active youngster—complete with motor in the rear—just like the foreign cars! New Fiberglass reinforced body cannot rust or dent—keeps its original brilliant red and white finish indefinitely. Super-safe clutch operates automatically—provides for infinitely variable speeds with complete safety—can't lurch, and whenever power is shut off, car is automatically thrown out of drive. Running mechanisms are enclosed in rear engine compartment—no danger from open drives or hot exhaust. Solid Steel Floor Panel keeps youngsters feet and legs safely off of ground. Positive action brakes. Speed governed by positive hand throttle. Front wheel suspension—8 ft. turning radius. 2 spacious seats comfortably accommodates 2 youngsters. Aircraft-type steering wheel with 4 semi-pneumatic tires, 8" front—10" rear ball bearing tires. Tires protected by fenders. Clinton 2½ HP, 2 cycle motor powers. Length 64", Width 32". Height 21½". Shipped from factory, Rock Creek, Ohio. Weight 150 lbs.

F49594-13780 ....Retail **$213.95**

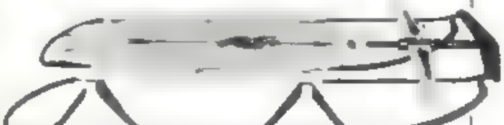


No. 230—Gas Car
Length 58 in., width 25½ in., weight 25 inches. Fiberglass body, 2½ H.P. gas engine, 10x2.75 semi-pneumatic tires, headlights, horn, ignition key on dashboard. Polished aluminum rear grill, polished aluminum steering wheel, rubber floor matting. 1 year warranty on engine, 1 year warranty on car and rear wheel brakes. Each $225.00



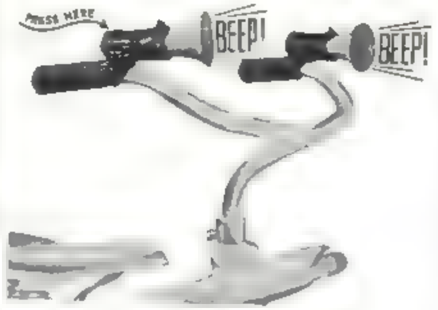
Yankee Clipper Sleds—
Streamlined, rakish, speedy. The spring steel runners are grooved and turned over at the ends. Heavy reinforced standards. All steel front and wood parts are selected white ash, smartly decorated in a modern design, finished with clear varnish. Height front 6 in., rear 5 in., width 12 in.

No.	11	12	13	14
Lgth., in.	40	45	49	55
Wt. lbs.	[illegible]	[illegible]	[illegible]	[illegible]
Each	$7.00	8.25	9.75	[illegible]



No. 55—Flexible Flyer Sled.
Length 55 in.; width 15½ in.; height front 8½ in. rear 8 in. Weight 12 lbs. Red and black steel bumpers. Shipped two in a bundle.
Each $17.25

No. 47—Flexible Flyer Sleds.
Length 47 in.; width 13¾ in.; height front 6½ in., rear 4¾ in. Weight 12 lbs. Chrome steel bumpers. Shipped two in a bundle.
Each $15.25



WHISTLE 'N' GRIPS

A pair of streamlined handle bar grips with 'built-in' horns designed to fit any velocipede. An easy press of the thumb and BEEP! BEEP! the sidewalk is cleared. Molded of indestructible vinyl and hi-impact plastic, Whistle 'N' Grips will last a lifetime. Blister packed. **No. K-71** retails 98c. Pack 1 Doz. Weight. 6 lbs. per case

No. 7002—Poly Kiddie Cart
All polyethylene, completely unbreakable—steering mechanism with turning front wheels. Size: approx. 7x15x15 inches. Each $4.00

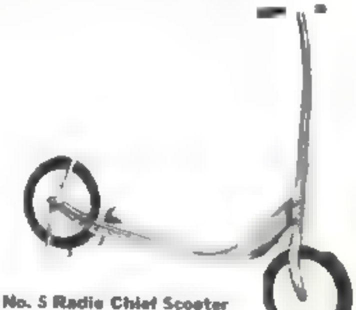
No. 1160—Scooter
Streamlined stamped one-piece frame and fork 41x32 in. Wheels 10x ¾ in. semi-pneumatic tires. Lifetime bearings. Furnished with plastic hand grips, brake and stand. Baked on enamel finish. One in a carton; wt. 13 lbs. Each $8.52

Model No. 2 Radio Super Scooter

One piece heavy gauge steel frame with non-slip embossed foot rest in new Seminole Red baked enamel finish. Length 33"—height 30". Sparkling Cloud White wheels 6" x ¾" molded rubber tires. Steel sleeve bearings; white tubular handle; black plastic grips. Parking stand. Packed 1 to a 3-color self-service carton. 7 lbs. Each $5.14

Model No. 4 DeLuxe Scooter

One piece heavy gauge steel frame with non slip embossed foot rest in new Seminole Red baked enamel finish. Length 38"—height 34". Sparkling Cloud White, red striped double disc wheels with steel sleeve bearing support 8.50" x 1.25" semi-pneumatic, puncture-proof tires of exclusive design. "Congo" graphite guaranteed bearings—(never need oiling). White tubular steel handle, black plastic grips. Parking stand and brake. Packed 1 to a 3-color self service carton. 13 lbs. Each $7.86



Model No. 5 Radio Chief Scooter

Heavy gauge, one piece frame in radiant Turquoise Blue enamel. Length 38"—height 34". Cloud White fenders. Non slip embossed footrest. Sparkling white red striped, double disc wheels. 10" x 1.50" semi pneumatic, puncture-proof tires. "Congo" Graphite guaranteed bearings. White tubular steel handle, black plastic grips. Parking stand, black brake. Packed 1 to a 3-color, self-service carton. 15 lbs. Each $10.40

SIDEWALK BIKES Z

JUNIOR ROADMASTER

Standard Models, Semi-Pneumatic Tires; Convertible from Boy's to Girl's

Double bar construction 1¼ inch tubular steel frame. 1½ inch steel tubing head. ¾ inch tubing mast and 5/8 inch tubing mast supports. Fork stamped and formed from heavy gauge steel. ¾ inch handle bars.

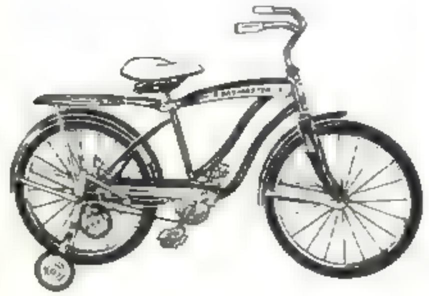
New Junior design tank. Hinged at front and swings down from rear support bracket to convert from boy's to gril's model.

Gothic design fenders.

Tangent standard bicycle spoke wheels. Wide channel type rims. Ball bearing hubs. Roller chain.

Bicycle type coaster brake.

Training outrigger — 5 inch steel disc wheels with 5/8 inch rubber tires. Heavy duty stabilizer frame. Adjustable and removable.

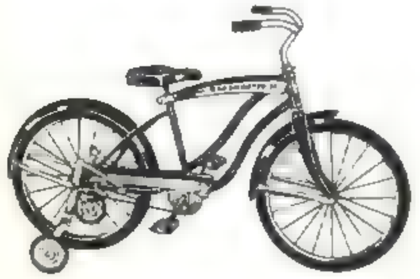


Equipped with rear luggage carrier. Adjustable deluxe saddle — two-tone padded vinyl top with double coil springs. Chromed handle bars with white plastic grips, bicycle type pedals.

Flamboyant red with white trim. Silver wheels.

Each

No. 986—16x1.75 in. wheels; wt. 36 lbs. $5..62



Adjustable stamped steel saddle with extra large top. White enameled handle bars with red plastic grips; bicycle type pedals.

Flamboyant turquoise with white trim. Silver wheels.

Each

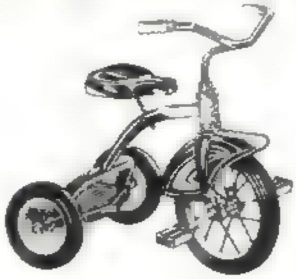
No. 984—16x1.75 in. wheels; wt. 34 lbs. $39.26

One in a carton.

VELOCIPEDES Z

JUNIOR

Common outstanding features: adjustable saddles; formed steel rear step decks; forks stamped and forged from heavy gauge steel; wheels have heavy gauge riveted steel spokes with channel type rims on all models except No. 913. 1¼ in. tubular backbone. 2 in. steel tubing head, chrome plated hub caps and locking collar. Stamped steel saddle.



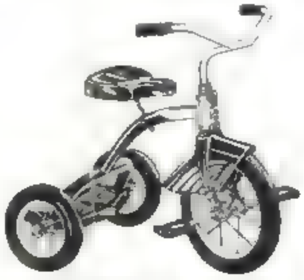
U-Bone, Semi-Pneumatic Tires

Jet sweep, bicycle type fenders. Ball bearings front, plain bearing rear wheels. ¾ inch chromed steel. "Jr. Jet" handlebars.

Sure grip white pedals.

Turquoise metallic, white trim.

Nos.	**940**	**941**	**942**
Front wheel, in.	10	12	16
Rear wheels, in.	7	8	10
Wt. each, lbs.	18	20	23
Each	$18.24	20.00	22.68

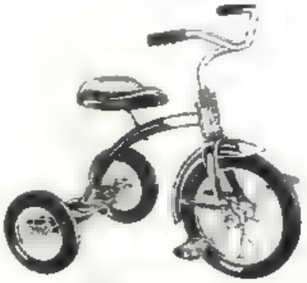


U-Bone, Semi-Pneumatic Tires

Flite line design: ¾ in. "Jr. Jet" enameled steel handlebars with red grips; extra large steel saddle; ball bearing front; plain bearings rear wheels.

Flamboyant red with white trim. White wheels and handlebars.

Nos.	**925**	**926**	**927**
Front wheel, in.	10	12	16
Rear wheels, in.	7	8	10
Wt. ea., lbs.	16	18	23
Each	$15.40	17.24	19.90



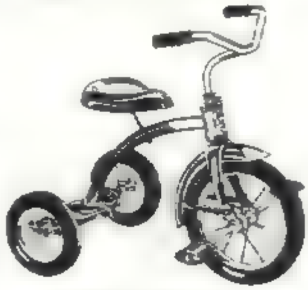
Semi-Pneumatic Tires

Gothic fenders; ball bearing front, plain bearings rear wheels; ¾ in. enameled steel "Jr. Jet" handlebar with red grips.

Bright red with white trim. White wheels and handlebar.

No.	**721**	**722**
Front wheel, in.	12	16
Rear wheels, in.	8	10
Wt. each, lbs.	7	8
Each	$16.40	19.00

Above one in a carton.

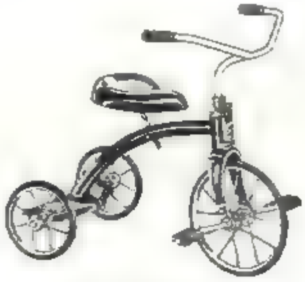


Semi-Pneumatic Tires

Gothic fenders; ball bearing front, plain bearings rear wheels; 5/8 in. enameled steel "Jr. Jet" handlebar with red grips; stamped steel saddle.

Bright red with white trim. White wheels and handlebar.

Nos.	**915**	**916**	**917**
Front wheel, in.	10	12	16
Rear wheels, in.	7	8	10
Wt. each, lbs.	16	18	23
Each	$13.84	15.52	18.20



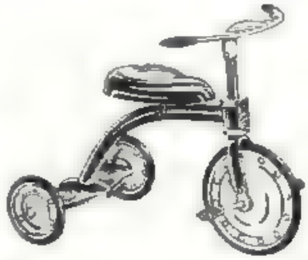
Solid Rubber Tires

Oilite bearings in front wheel. Plain bearings rear wheel. 5/8 in. extruded tires. 5/8 in. steel tubing handlebar with rubber grips.

Bright red with white wheels and handlebar.

Each

No. 900—10 in. front wheel, 7 in. rear wheels; wt. ctn. 36 lbs. $10.36



"Pedal Bike", Solid Rubber Tires

Double disc stamped steel wheels. Front wheel has steel bearing clips. Plain bearing rear wheels. 5/8 in. extruded tires. Stamped steel handlebar with rubber grips.

Bright red with white wheels and handlebar.

Each

No. 913—8 in. front wheel, 5 in. rear wheels; wt. ctn. 24 lbs. $7.40

Three in a carton.

NEW! FROM THE WORLD'S LARGEST MANUFACTURER OF PISTOLS AND CAPS... NEW!

THE KILGORE HOLSTER PAK

KILGORE
HOLSTER
SET

FREE HOLSTER WITH EVERY CAP PISTOL

TWO FOR ONE!

Kilgore Toy Pistols in individually designed, patented, fast-draw holsters to retail for the price of the pistols, alone!

A COMPLETE LINE

12 HOLSTER SETS covering the full range of popular prices to retail from 39 cents to $1.49. Repeating, 6-Shooter and Single Shot cap pistols. All Kilgore-quality die cast zinc alloy with Supra-Gleam silver finish. Full color holsters resemble finest handcrafted, decorated leather.

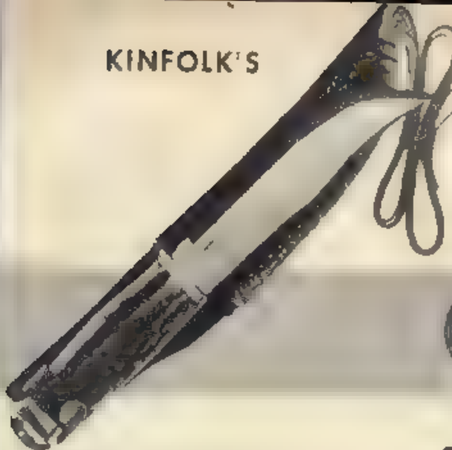
ORDER NOW

[illegible]

Kilgore
INC. [illegible]

"Quality toy manufacturers for over 40 years"

KINFOLK'S



FLAME EDGE HUNTING KNIFE

Exclusive FLAME EDGE of Tungsten Carbide . . . hardest metal known to man Tungsten Carbide edge on one side of blade actually sharpens in use 5½" rugged blade Genuine India Stag Horn handle Black Cowhide sheath Wgt ½ lb

79A-1358 V600 Retail **$10.00**

MARBLE

GENUINE STAGHORN HUNTING KNIFE

Handle is composed of carefully selected genuine staghorn imported from India Blade and tang forged in one piece from high carbon manganese cutlery steel polished and honed to razor sharp edge Wgt ½ lb

			Retail
79A-1382	**V570**	6"	**$9.50**
79A-1383	**V450**	4½"	**7.50**

MARBLE

HUNTING KNIFE

Superb all around steel hunting knife with 5" blade and genuine tooled leather sheath Also has durable leather handle A perfect gift for any outdoorsman, camper scout boy or adult Wgt ½ lb.

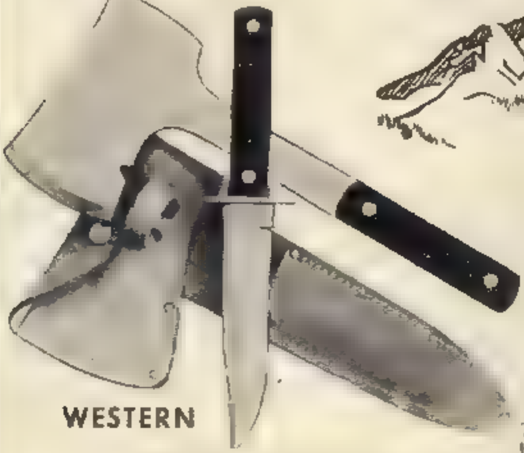
79A-1381 V450 Retail **$7.50**

WESTERN

HEAVY-DUTY HUNTING KNIFE

Perfect for heavy-duty camp work. Excellent as a utility or survival knife Thong hole in knob Over all length is 10⅛ Blade is 6' Tooled leather flat sheath Heavy brass guards Aluminum end knobs Leather handle Wgt ½ lb

79A-1380 V300 Retail **$5.00**

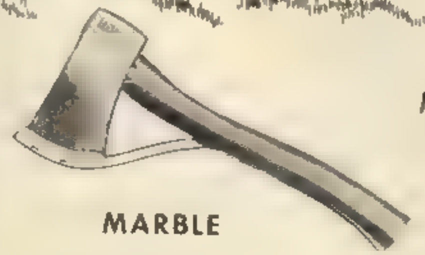


WESTERN

AXE-HUNTER COMBINATION

Knife and axe are separate units. Special design permits sheaths to be attached as single unit when desired Fits belt or saddle strap. Leather-handled knife has sabre blade which is 4⅞" long. Over all length is 8¾" Leather sheath Cutting edge of axe: 2⅜". Over-all length of axe: 10¾". Very lightweight Wgt. 1 lb., 10 oz

79A-1379 B585 .... Retail **$9.75**



MARBLE

SAFETY POCKET AXE

The wooden handles are of selected hickory and have nickel plated steel guard and lining for groove in handle. Blade is forged from high carbon manganese tool steel, carefully tempered and sharpened Lead-lined guard folds into handle and is held in place by a spring A popular axe with Boy Scouts. 10½" long

79A-1384 V450 Wgt 2½ lbs Retail **$6.75**

MARBLE

REVOLVER CLEANING ROD

Three brass sections, tips and any make or size of cleaner can be carried in the screw capped, nickel-plated brass handle Has roller-bearing swivel Fitted with combination jagged and slotted tip Threaded for cleaning brushes. ¾" x 5" in size For 10 barrel

			Retail
84A-075	**B165**	22 and 25 Cal	**$2.75**
84A-076	**B165**	32 Cal and up	**2.75**

MARBLE

GUN CLEANING KIT WITH METAL CASE

Aluminum rod, cleaning brush, flannel cleaning patches, lubrication and Nitro-Solvent oil

			Retail
84A-077	**B210**	.22 Cal Brass	**$3.50**
84A-078	**B210**	30 Cal Brass	**3.50**
84A-079	**B210**	12 Ga. Alum.	**3.50**
84A-080	**B210**	16 Ga Alum	**3.50**
84A-081	**B210**	20 Ga Alum	**3.50**
84A-082	**B210**	410 Ga Alum	**3.50**

GUN CASE

For sizes 50"-48"-44"-42"-40" Specify length. Dark brown vinyl plastic outer shell with tan napped flannel lining. Sewed vinyl handle Zipper end Luggage type handle makes it easy to carry. The most economical gun case on the market . . big value for your money

84A-059 B237.................. Retail **$3.95**

Mr. Dealer-Your customers know these better quality accessories- Sell them with unconditional guarantees!

GUN CASE WITH LUGGAGE TYPE HANDLE

Full zipper w/web backguard. Vinyl shell.

84A-060 B465 50"-48"-44".. Retail **$7.75**

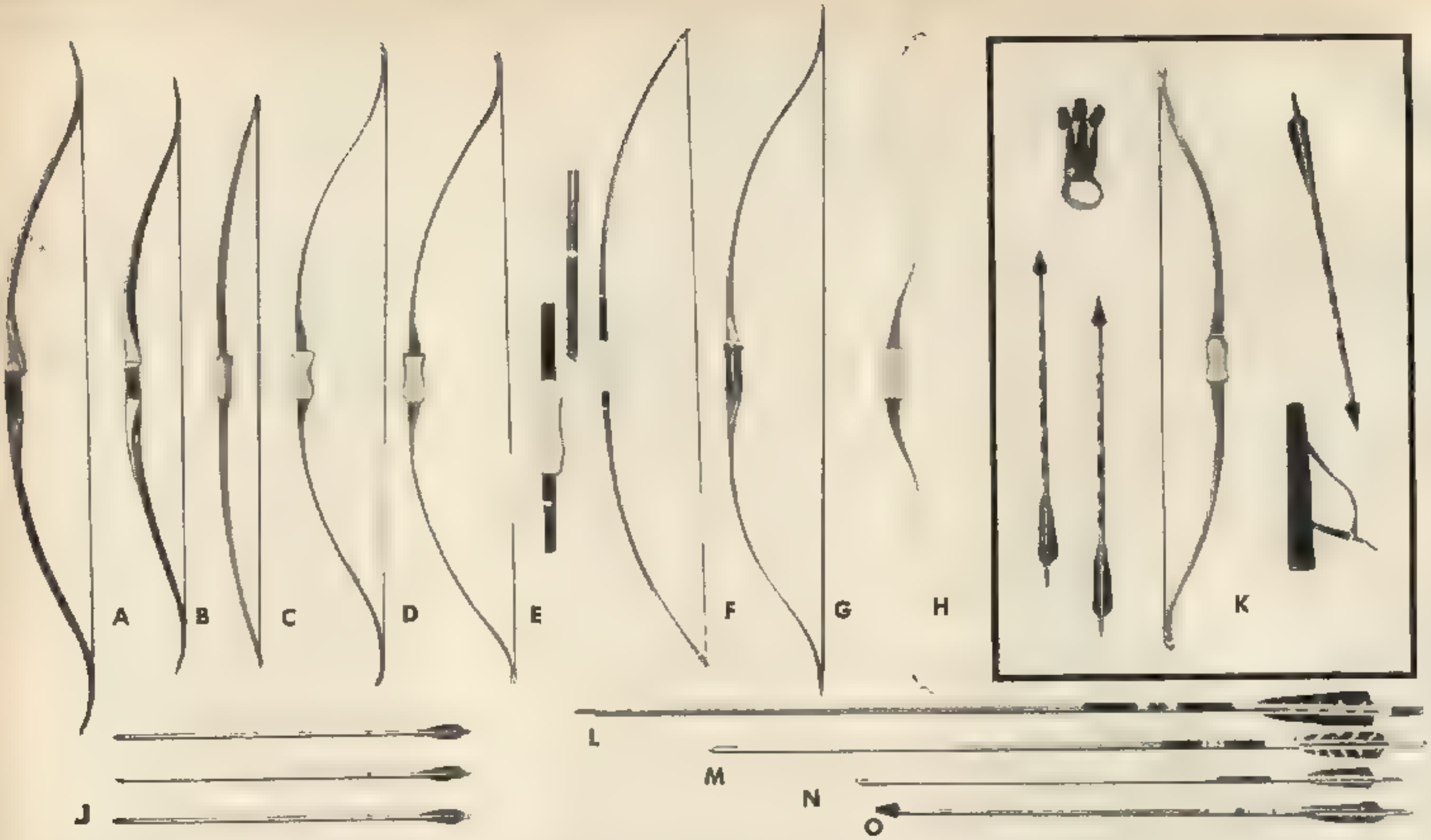
84A-061 B537 46"-44"
for Gun w/Scope ....Retail **8.95**

GUN CASE WITH SUEDE OUTER SHELL. (Not shown.) Leather handle and strap, full zipper, fiber pad.

84A-062 B735 44"-48"-50 Retail **$12.25**

ARCHERY BOW CASE. (Not shown.) Rich-looking suede flannel Tie strings. Wgt 8 oz

84A-063 B78 Retail **$1.29**



(A) CUSTOM "45". Champion bow with a re-curve. Flexi-glass facing and backing. Quality Flexi-glass over select maple core and riser Leather wrapped grip 5'4" long. 28" draw. Dacron endless string Faster, flatter trajectory.

79A-504 B2950	40-lb. pull	Retail	**$47.50**
79A-505 B2950	45-lb. pull	Retail	**47.50**
79A-506 B2950	50-lb. pull	Retail	**47.50**
79A-507 B2950	55-lb. pull	Retail	**47.50**

(B) CUSTOM "50". 60" length, 26" draw — like Custom "45" for the lady archer

79A-508 B2550	30-lb. pull	Retail	**$42.50**
79A-509 B2550	35-lb. pull	Retail	**42.50**
79A-510 B2550	40-lb. pull	Retail	**42.50**

(C) FIBERGLASS STRAIGHT BOW. Nylon nocks. Right and left-hand molded aluminum grip with calfskin. Double looped linen string. 4'10" length.

79A-498 B537	20-lb. pull at 24"	Retail	**$8.95**
79A-499 B537	30-lb. pull at 28"	Retail	**8.95**

(D) "LIGHTNING" FIBERGLASS BOW. Deluxe heavy duty. Reflex curve. 5 ft. nylon nocks. Right and left hand aluminum grip with calfskin.

79A-494 B2097	40-lb. pull	Retail	**$34.95**
79A-495 B2097	50-lb. pull	Retail	**34.95**

(E) "DEERSLAYER" FIBERGLASS HUNTING BOW. 5' long. Excellent for hunting. Right and left hand aluminum grip, calfskin covered. Nylon nocks. Accurate.

79A-496 B1377	35-lb. pull	Retail	**$22.95**
79A-497 B1377	45-lb. pull	Retail	**22.95**

(F) "TAKE-DOWN" FIBERGLASS BOW. Solid fiberglass, 56" long. Accurate, fast, for all-around hunting.

79A-511 B1197	30-lb. pull	Retail	**$19.95**
79A-512 B1197	40-lb. pull	Retail	**19.95**

(G) 33" ALL-PURPOSE FIBERGLASS BOW. For target, field, hunting semi-recurve. 56" long, formed handle, leather covered, 2 looped Dacron string, 28" draw, solid molded fiberglass.

79A-513 B777	30-lb. pull	Retail	**$12.95**
79A-514 B777	40-lb. pull	Retail	**12.95**

(H) "TERRIBLE TURK" FIBERGLASS BOW. "S" shaped bow for large game. Lightweight. Nylon nocks. Right and left hand contoured aluminum grip w/calfskin. 5' length. Terrific speed. The ultimate in bows!

79A-993 B2997	40-lb. pull	Retail	**$49.95**
79A-994 B2997	50-lb. pull	Retail	**49.95**
79A-995 B2997	60-lb. pull	Retail	**49.95**

(J) TARGET ARROWS. 24" length.

79A-518 B384	Dozen	Retail	**$6.40**

(K) PLY-FLEX "HUNTSMEN" FIBERGLASS ARCHERY SET. For all-around target shooting. Genuine Port Orford cedar shafts, metal points and 9½" crest — for all-around target shots.

79A-422 B1997		Retail	**$29.95**

(L) PLY-FLEX TARGET ARROWS. Excellent for all-around target shooting. Port Orford cedar shafts, metal points, 9½" crest.

79A-421 B597	Dozen	Retail	**$9.95**

(M) CUSTOM MATCHED TARGET ARROWS. Same os 79K-517 below except $\frac{11}{32}$" Head.

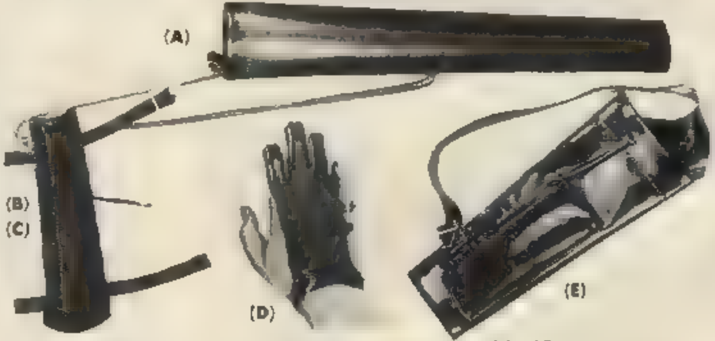
79A-516 B870	Dozen	Retail	**$14.50**

(N) CUSTOM MATCHED TARGET ARROWS. Select P. O Cedar — 28" Bodkin B Head $\frac{5}{16}$".

79A-517 B750	Dozen	Retail	**$12.50**

(O) CUSTOM MATCHED HUNTING ARROWS. Select P O. Cedar — 28" Bodkin B Head $\frac{5}{16}$".

79A-515 B990	Dozen	Retail	**$16.50**



(A) LEATHER TARGET OR HUNTING QUIVER. Holds 18 target arrows or 12 hunting arrows. Waist belt and loop for archery; shoulder attachment for hunting.

79A-1162 B390	Heavy cowhide leather.	Retail	**$6.50**

(B) TARGET ARM GUARD. Spring steel stay sewn in. Elastic straps.

79A-1160 B126		Retail	**$2.10**

(C) HUNTER ARM GUARD. For rugged use. Steel stay, straps. buckles.

79A-1161 B195		Retail	**$3.25**

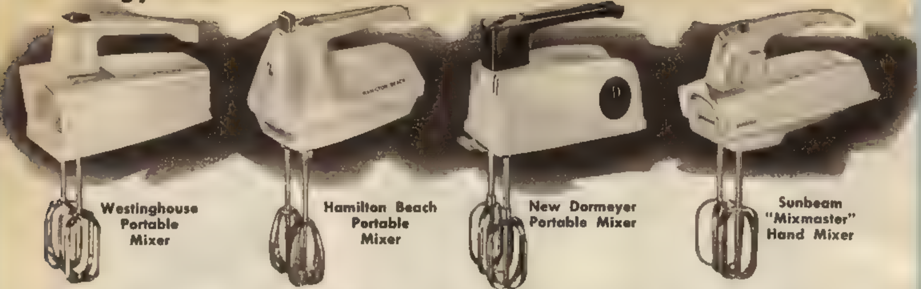
(D) SHOOTING GLOVE. No-twist. Tips skived to fit fingers. Flexible chrome leather back. Tips of shell cordovan with molded ends

79A-1157 B150	Medium	Retail	**$2.50**
79A-1158 B150	Large	Retail	**2.50**
79A-1159 B150	X-Large	Retail	**2.50**

(E) LEATHER HUNTING QUIVER. Holds a dozen large feathered hunting arrows. Shoulder strap. Puncture proof bottom; l'ge pocket; embossed.

79A-1163 B810		Retail	**$13.50**

Handy, Convenient Portable Electric Hand Mixers



Westinghouse Portable Mixer

• 3 Kitchen-Tested Speeds
• Pop-Out Beater Ejector

Modern lightweight design, extra power, a range of 3 kitchen-tested speeds plus a host of other features make this mixer one of the most versatile, most wanted portable mixers. Speeds range from LO for blending and folding, MEDIUM for mixing cakes, batters and breads, to HI for beating egg whites, whipping potatoes, fluffing frostings. New open handle provides better balance. Stop-N-Go switch is up front for one hand operation. A touch of the thumb releases the 2 large chrome plated beaters. Sits on heel rest . . . stows away in a drawer or hangs on wall. Baked-on enamel finish. Recipe book and detachable 6′ cord included. 115V AC/DC. UL. Wt. 3½ lbs.

		Retail
B02889-1470	ea. White	$21.00
B02889-1418	6 or more	$21.00
B02890-1470	each Aqua	$21.00
B02890-1418	6 or more	$21.00
B02891-1470	each. Pink	$21.00
B02891-1418	6 or more	$21.00
B02892-1470	each Yel.	$21.00
B02892-1418	6 or more	$21.00

Hamilton Beach Portable Mixer

• 3 Kitchen-Tested Speeds
• Beater Ejector • Hangs On Wall

Introducing the brand new Hamilton Beach Portable Mixette—especially and scientifically designed for convenient one hand operation on all mixing jobs. It is truly a kitchen aid that will easily make mixing fun and interesting once again. The Hamilton Beach Portable Mixette is the only portable mixer guaranteed for five full years. Most powerful mixer, yet lightweight and well balanced. Switch, speed selector and ejector button —all right under your thumb position. So easy to use with the open-end, hand contoured handle. Stands on end while you add ingredients. Meets everything from small mixing to beating tasks with smooth efficiency. Longer beaters reach bottom of double boiler or saucepan. Beater ejector pops beaters out into the sink for easy cleaning. Baked on white enamel finish. Recipe book included. UL. 115V. AC/DC. Wt. 3¾ lbs.

		Retail
B04935-1397	each . . .	$21.50
B04935-1297	3 or more	$21.50

New Dormeyer Portable Mixer

• 3 Full Power Speeds
• Beater Release • Lightweight

Designed especially for the housewife's convenience, service and comfort. Extremely powerful 3-speed motor provides a speed for all mixing chores. Convenient fingertip control switch permits instant changing from high speed to medium, to low speed for mixing everything from heavy cake batter to frothy light icing. Heel rest so beater can drain into mixing bowl. A touch of the beater release button "pops" the two chrome beaters out for cleaning, your hands never touch the left-over mix. Scientifically designed hanging slot permits any nail or hook to hold mixer flat against the wall. Store it in any kitchen drawer. Attractively finished in baked white enamel. With new squared contour styling. 6 foot stached cord. UL approved. 110-120 volts. AC. The perfect gift for the discriminating housewife. Shipping weight 3½ lbs.

		Retail
B02759-905	each	$14.95
B02759-912	3 or more . .	$14.95

Sunbeam "Mixmaster" Hand Mixer

• Thumb Tip 3-Speed Control
• Push Button Beater Ejector

This handy new Sunbeam "Mixmaster" hand mixer takes the hard work out of mixing chores. Smart, compact modern styling permits mixing anywhere — all you need is in your hand. Light in weight, and comfort designed handle, combined to produce less fatiguing work for the housewife. Exclusive thumb-tip push button beater ejector lets you hold mixer and release beaters with one hand—you never touch the left-over mix. Pops beaters right into dish pan for immediate washing. Extra large full-mix, chrome-plated beaters produce greater volume in less time, extra stable heel prevents wobbling; thumb-tip chart shows speed settings for fold, blend, stir, mix, beat, whip. Hangs on wall for out of the way storage. Recipe book included. 6-foot cord. U/L approved. 110-120 volts. AC/DC. Wt. 4 lbs.

		Retail
B01902-1554	White .	$21.00
B01991-1554	Pink	$21.00
B01990-1554	Turquoise	$21.00
B01993-1554	Yellow	$21.00

(A) Kitchen Aid Food Mixer, Model 3C

• 1/8 HP Motor • 10 Speed Control • Planetary Action Beaters

Every housewife will see at a glance the superior performance and the many extra conveniences of the Kitchen Aid Mixer. The ⅛ HP motor has 10 definite speeds controlled by an electrical governor, thus assuring full motor power at all times. Attachment in front of housing for accessories—no extra power adapter required. Planetary Beater Action assures thorough coverage. The mix is carried around stationary bowl, while beater turns on its own axis in the opposite direction. Full-vision, 3-qt., heat-resistant mixing bowl screws rigidly into base. Bowl design, plus self-scraping action of beater, handles any assignment. This Kitchen Aid mixer is distinguished from ordinary mixers by an amazingly high degree of efficiency. Engineered from base to handle for every mixing job. Lustrous white baked enamel finish, chrome-plated parts. 13¾x7½x12⅝″. 110 volts. AC-DC. UL. Wt. 25½ lbs.

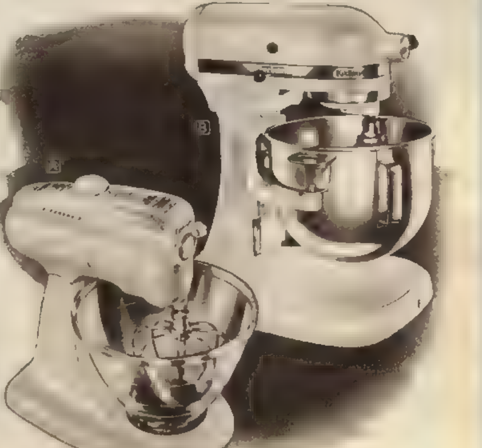
B03149-4579	each	Retail $69.50
B03149-4376	2 or more	Retail $69.50

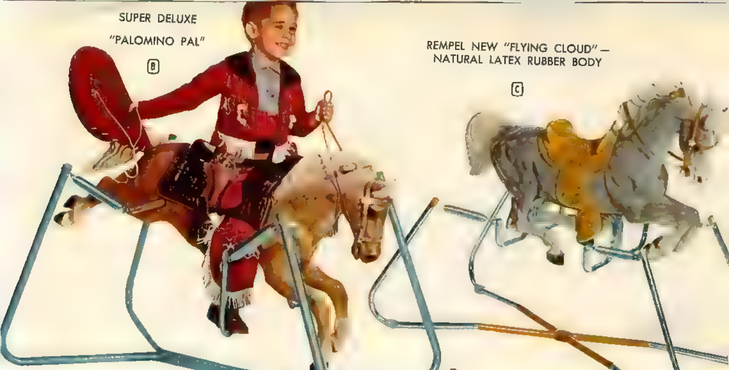
(B) Kitchen Aid Professional Size Mixer, Model K5-A

• 10 Governor Controlled Mixing Speeds • 1/6 HP Motor

Ideal where large quantities of food must be prepared at one time. Performs scores of laborious, food-preparing tasks with amazing speed and ease. Full Planetary Action Beater assures thorough coverage of even the toughest mix. Eliminates the necessity of having to turn the bowl to permit the beaters to reach all parts of the mix. The mix is carried around stationary bowl, while beater turns on its own axis in opposite direction, assuring complete thorough mixing action. Heavy-duty 1/6 HP motor is equipped with self-lubricating bearings. Power application direct through mediate speeds. Governor controlled. Built-in Power Unit for attachments. Includes 5-qt. tinned steel mixing bowl, wire loop whip, flat beater and pastry knife. 17″ high, base 11″ x12″. 110-115 volts. AC/DC. UL approved. Wt. 37 lbs.

B03152-10509	each	Retail $159.50
B03152-10043	2 or more	Retail $159.50





SUPER DELUXE "PALOMINO PAL"

B

REMPEL NEW "FLYING CLOUD"— NATURAL LATEX RUBBER BODY

C

"WONDER MARE"

Removable saddle —extra fun for young cowboys

D

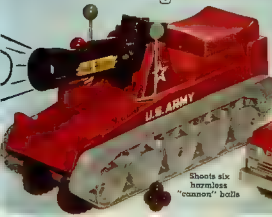
SEE IT ON TV

Art Linkletter RIDE-ON JUMBO CRANE

E

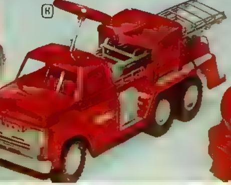
over 5 ft. high

Ladder moves up and down, extends and swivels



G

Shoots six harmless "cannon" balls



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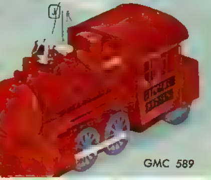

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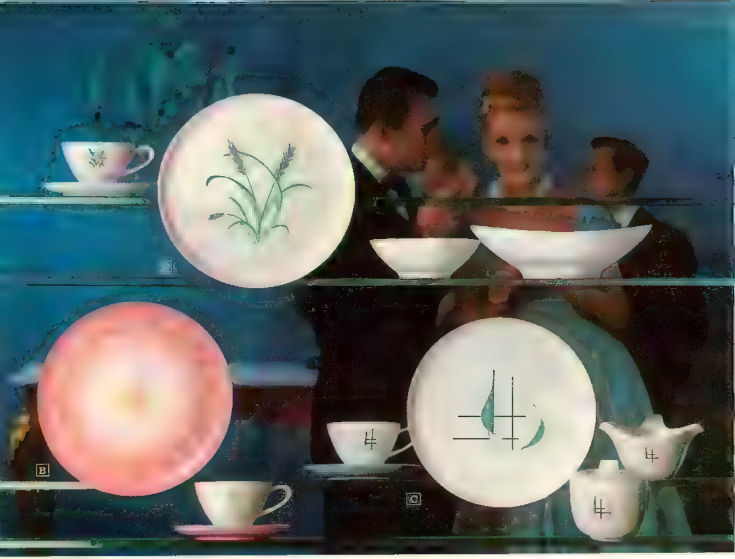


PROLON brings you true magnificence in melamine dinnerware

Only PROLON could combine all the delicacy of fine china with the amazing durability of PROLON melamine. Here, in superb luxury weight dinnerware that is practically unbreakable, are three breathtaking patterns to grace your table. Even the hottest dishwasher water can't harm them in any way. They'll never fade or craze. They're chip and crack resistant, too! The deep coupe plates have finely tapered edges and the unusual "Flare-Styling" of the cups mark this dinnerware as worthy of accompanying your finest silver and crystal. Add PROLON Design Guild's incomparable choice of colors and unmatched reputation for quality melamine and you'll know why you shouldn't wait any longer to own one of these sets.

A **SILVER BELLE** . . . delicacy in motion is a feeling you receive from the graceful ice-green and silver wheat sheaves set gently in a field of translucent white. This truly-in-tempo with the times interpretation of the traditional wheat pattern has become a modern classic. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated. Other pieces in translucent white. **Retail**

25-0308 W 3330 45-pc. Set (**27 pcs. Dec.**) **$49.95**
25-0324 W 5330 77-pc. Set (**38 pcs. Dec.**) **$79.95**

B **DUCHESS** . . . a truly classic and elegant pattern in shimmering gold leaf on warm rose with a bone-white center. Stunning on a sky blue tablecloth or a handsome white linen. The delicate scroll work on the Duchess design is lacelike in quality. A truly superb Design Guild Creation. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated, cereals, fruits in white. Saucers and veg. dish in rose. **Retail**

25-2205 W 3330 45-pc. Set (**27 pcs. Dec.**) **$49.95**
25-0316 W 5330 77-pc. Set (**39 pcs. Dec.**) **$79.95**

C **REGATTA** . . . an award-winning seascape abstract pattern handsomely done in a cool turquoise and black against white. This pattern has an affinity for contemporary settings but has a way of blending in easily with period accessories. In short, a pattern for your every dining occasion. Dinner plates, B & B's, cups, platter, creamer, sugar bowl decorated. Other pieces in turquoise **Retail**

25-2197 W 3330 45-pc. Set (**27 pcs. Dec.**) **$49.95**
25-0225 W 5330 77-pc. Set (**39 pcs. Dec.**) **$79.95**

COMPOSITION OF SETS

45-Piece Set. Eight each: large dinner plates, bread and butter plates, cups, saucers, cereal bowls. One each: platter, creamer, covered sugar bowl and vegetable serving dish. Shipping weight 16 lbs.

77-Piece Set. Twelve each: large dinner plates, bread and butter plates, cups, saucers, cereal bowls and fruit bowls. One each platter, creamer, covered sugar bowl and vegetable serving dish. Shipping weight 24 lbs.

All PROLON dinnerware is guaranteed by manufacturer not to chip, crack or break during two years of normal use.

OPEN STOCK **Shipped Prepaid.** Minimum order $10.00 retail. Allow 10 days for shipping

DECORATED PIECES

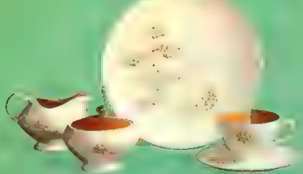
Patterns: Regatta, Duchess, or Silver Belle. Specify pattern when ordering.

Stock No.	Description	Retail
65-3345 FF 244	10-in. Dinner Plate	$3.25
65-3378 FF 139	6¼-in. B & B Plate	1.85
65-3402 FF 139	9-oz. Cup	1.85
65-3436 FF 469	13-in. Oval Platter	6.25
65-3469 FF 446	Creamer & Sugar Set	5.95

SOLID COLORS

Available in three solid colors: Turquoise, Bone White, or Regal Rose. Specify color when ordering.

Stock No.	Description	Retail
65-2982 FF 169	10-in. Dinner Plate	$2.25
65-3014 FF 113	7¾-in. Salad Plate	1.50
65-3048 FF 90	6¼-in. B & B Plate	1.20
65-3071 FF 101	9-oz. Cup	1.35
65-3105 FF 83	Saucer	1.10
65-3139 FF 101	14-oz. Soup-Cereal	1.35
65-3162 FF 83	8-oz. Fruit Bowl	1.10
65-3196 FF 282	13-in. Oval Platter	3.75
65-3220 FF 282	Open Vegetable Dish	3.75
65-3253 FF 338	Divided Veg. Dish	4.50
65-3287 FF 371	Cream & Sugar Set	4.95
65-3311 FF 446	11-in. Salad Serv. Bowl	5.95



BREATH O'SPRING . . . A cheerful spray of spring flowers with sunlit colors of orange, yellow, soft gray.

65-2420	F 1530	32 Pc. Set	Retail 22 95
65-2438	F 2530	53 Pc. Set	Retail 37 95
65-2446	F 3864	61 Pc. Set	Retail 57 95
65-2453	F 4330	93 Pc. Set	Retail 64 95

LUCERNE . A wreath of autumn leaves and flowers. Golden yellow and tones of brown are the colors

65-2545	F 1463	32 Pc Set	Retail 21.95
65-2552	F 2463	53 Pc Set	Retail 36.95
65-2560	F 3664	61 Pc. Set	Retail 54.95
65-2578	F 4330	93 Pc Set	Retail 64.95

Special buffet service (61 pc. sets) on this page includes brass accessories.

EVENING SONG . . A sophisticated pattern at home on casual as well as formal dining occasions.

65-2461	F 1530	32 Pc Set	Retail 22 95
65-2479	F 2530	53 Pc Set	Retail 37 95
65-2487	F 3864	61 Pc Set	Retail 57 95
65-2495	F 4330	93 Pc Set	Retail 64 95

PINK DOGWOOD . . . A feminine center of lovely pink dogwood blossoms accented with gold trim.

65-2503	F 1463	32 Pc Set	Retail 21 95
65-2511	F 2463	53 Pc. Set	Retail 36.95
65-2529	F 3664	61 Pc Set	Retail 54 95
65-2537	F 4330	93 Pc Set	Retail 64.95

Knowles

America's finest dinnerware since 1901.

Semi-Vitreous — Styled by KALLA — Choose from five smart patterns on this page

SERENADE . . A new treatment of an old theme — soft brown foliage with unusual shades of bisque orange.

65-2388	F 1530	32 Pc Set	Retail 22.95
65-2396	F 2530	53 Pc. Set	Retail 37 95
65-2404	F 3864	61 Pc. Set	Retail 57.95
65-2412	F 4330	93 Pc. Set	Retail 64 95

SET COMPOSITIONS

32 Pc. Set — Service for 6 (Shipping Weight 22 Lbs.)

6 Dinner Plates
6 Cups
6 Saucers
6 Bread & Butter Plates
6 Fruit Dishes
1 Medium Size Platter
1 Vegetable Dish (Open)

53 Pc. Set — Service for 8 (Shipping Weight 35 Lbs.)

8 Dinner Plates
8 Cups
8 Saucers
8 Fruit Dishes
8 Soups
8 Bread & Butter Plates
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Medium Size Platter
1 Vegetable Dish (Open)

61 Pc. Set — Service for 8 — Buffet Service (Shipping Weight 43 Lbs.)

8 Dinner Plates
8 Salad Plates
8 Bread & Butter Plates
8 Cups
8 Saucers
8 Fruits
1 Medium Platter
1 Open Vegetable Medium
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Salt
1 Pepper
1 Cvd. Server with warmer
1 Cvd. Beverage Server with warmer

93 Pc. Set — Service for 12 (Shipping Weight 65 Lbs.)

12 Dinner Plates
12 Cups
12 Saucers
12 Fruit Dishes
12 Soups
12 Bread & Butter Plates
12 Salad-Dessert Plates
1 Creamer
1 Cvd. Sugar (2 pcs.)
1 Medium Platter
2 Vegetable Dishes (Open)
1 Sauce Boat
1 Sauce Boat Stand
1 Large Platter

Important notice: All compositions include full size dinner plates — shipped direct from factory in Newell, W Va. Allow two weeks for delivery. Not mailable — pay shipping charges on arrival.

Printed in U.S.A.

B
Bell & Howell
electric eye camera

NEW BROWNIE STARMATIC CAMERA

Automatic . . . with electric-eye exposure control Good clear pictures automatically—sun or shade cloudy day or bright Electric eye reads the light, sets the lens Just aim and shoot Uses film indexes 32 to 125 ASA. Takes black and white, color, super slides. Use 127 film size. 12 exposures. High-sensitivity photocell Manual control for flash Flash synch for No. 5, 25, M2, M5 and M25 bulbs. Finder has tim when camera is set for "Manual." Signal tells when day is too dim for pictures. Bright eye-level finder. Mailable

43B2201H2650	Ship. wt. 2 lbs	$34.50
43B2202H470	Field Case. Ship wt. 1 lb.	5.95
43B2203H315	Flash Gun. Ship. wt. 1 lb	3.95

REVERE
EYE MATIC
EE 127
D

E
AUTOMATIC

(B) BELL & HOWELL "INFALLIBLE"—ELECTRIC EYE OUTFIT

Electric eye sets lens automatically, continuously Automatic picture control signals when it's too dim to shoot. Picture window viewfinder . . . "what you see you get" Fast pre-focused extra wide-view lens always set. Uses standard 127 film 12 exposures per roll. Weighs only 24 ozs. Includes camera genuine leather eveready case and flash gun. Mailable

43P2606H4785	Ship. wt. 5 lbs	Set $59.85

(C) BELL & HOWELL "INFALLIBLE"—ELECTRIC EYE CAMERA

Sets lens automatically continuously. Automatically signals when it's too dim to shoot Picture window viewfinder . . . "what you see you get." Pre-focused wide-view lens is always set. Uses 127 film—12 exposures. Weighs 24 ozs. Mailable

43P2607H3195	$39.95

(D) REVERE EE-127 ELECTRIC EYE-MATIC

Sets exposures automatically indoors with Flash Matic, outdoors with electric Eye Matic Just aim . bring subject into focus press button. Built-in super-imposed-image type range finder Color slides, black and white, and color from 127 film 12 exposures. "Optic Scale" indicates exposure value Super fast f/2.8 Wollensak wocoted raptor lens, rapax shutter with "M" for flash and "X" synch for strobe. Manual control, zone focusing, film speed dial from ASA 10 to ASA 100, single stroke advances film and cocks shutter Double exposure safeguard. Mailable

43P1601H11857	Camera,	Ship. wt. 4 lbs.	$139.50
43P1602H1190	Flash,	Ship. wt. 1 lb.	15.00
43P1603H990	Sheath Case.	Ship. wt. 1 lb.	12 50

U.S.C AUTOMATIC REFLEX

Built-in "electric brain" . . . automatically sets lens. Just aim and shoot, every exposure will be perfect, whether you want transparencies, Kodacolor prints, or black and white Built-in warning signal tells whether there is sufficient light for perfect exposure. Viewing window and built-in double exposure preventing device. Synchronized for flash Uses midget M2, M5 and M25 bulbs. Manual controls for flash picture Settings for ASA film ratings between 10 and 125. Uses 620 film. Swing out film cradle for loading. Contains camera, Flash gun and Eveready case Mailable

43P2301H2530	Ship. wt. 5 lbs	Set $39 95

(F) YASHICAMAT

Uses 120 film, makes twelve 2¼"x2¼" pictures. Crank action, advances film, sets shutter, and prevents double exposures—automatically! Features an F3/5 taking lens and F3.2 viewing lens—both 4 elements, hard coated and color corrected, shutter speeds from 1 to 1/500th sec. and "Bulb", extra bright field lens, MX flash synch delayed action, sport finder and magnifier Camera and case Mailable

43P2501H6410	Ship. wt 6 lbs.	$85.50
43P1201H630	Flash Gun. Ship wt 1 lb.	8.95

(G) YASHICA 44 A-4x4 REFLEX

Takes 12 pictures on 127 roll film. Yashikor f 3.5 60mm hard-coated anastigmatic lens Slip-on mount Copal shutter, accurate speeds at 1/25, 1/50, 1/100, 1/300 second and Bulb. Built-in synchronization X; standard PC flash terminal Fresnel lens focusing screen, magnifier, eye-level sports finder Focusing knob with distance scale and depth-of-field scale ASA speed dial on winding knob. Window film counter with Leather case. Mailable

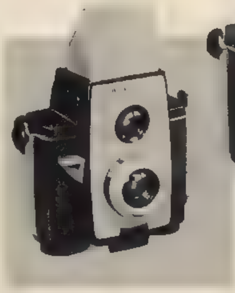
43P2502H2875	Ship wt 5 lbs.	$35 95
43P1201H630	Flash Gun. Ship. wt 1 lb.	8.95

KODAK-BROWNIE FLASH CAMERAS

BROWNIE FLASH 20 CAMERA

Flashholder built-in . accepts M2, M5, M25 bulbs
Take all three . black-and-white . . . color snaps super-slides. Set for closeups, groups, scenes. Automatic film metering . . . automatic stop—no looking at red window after first shot! Double exposure prevention. Easy to handle . . . easy to hold steady 620 film . . . 12 shots 2¼"x2¼" Smart modern styling. Neckstrap included Mailable.

43B2204H110 Camera Ship wt. 2 lbs. **$13.95**
43B2203H315 Flash Gun Ship. wt. 1 lb.. **3.95**



BROWNIE REFLEX 20 CAMERA

Big "preview" finder Kodalite fittings for flash
Take all three . black-and-white color snaps super-slides. Set for closeups, groups, scenes. Automatic film metering automatic stop—no looking at red window after first shot! Double-exposure prevention. Easy to handle Easy to hold steady. 620 film . . 12 shots 2¼"x2¼" Smart modern styling. Neckstrap included. Mailable

43B2205H1325 Camera Ship. wt. 2 lbs **$16.95**
43B2203H315 Flash Gun Ship. wt. 1 lb **3.95**

BROWNIE TWIN 20 CAMERA

Two Finders . . . Waist And Eye-Level . . . Kodalite Fittings For Flash

ALL OF BROWNIES FINE QUALITY

At A Very Popular Price

Take all three . . . black-and-white . . . color snaps super-slides Set for closeups, groups, scenes. Automatic film metering . . . automatic stop—no looking at red window after first shot! Double-exposure prevention. Easy to handle . . . easy to hold steady. 620 film . . . 12 shots 2¼"x2¼". Smart modern styling. Neckstrap included. Mailable

43B2206H875 Camera Mailable Ship. wt. 2 lbs **$10 95**
43B2203H315 Flash Gun Ship. wt. 1 lb.......... **3.95**

Brownie-Kodak Flash Outfits

(A) BROWNIE STARFLASH OUTFIT

This attractive outfit contains everything needed for easy picture taking indoors and out. Features Kodak's newest, very compact Brownie Star-flash Camera with built-in reflector, fast fixed-focus Dakon Lens, and many other features; 1 roll of VP127 Film for 24 pictures; 2 penlite batteries; 4 M2 flash lamps; and instruction book. Ship. wt. 5 lbs. Mailable.

43B2209H770 Outfit . . **$9 95**

(B) BROWNIE HAWKEYE FLASH OUTFIT

A complete outfit to snap pictures indoors and out—with ease and certainty—all in an attractive, sturdy carton. The outfit features the ever-popular Brownie Hawkeye Camera, Flash Model, the Kodalite Flash-holder (Black) with 2 "C" batteries, eight No. 5 or No. 25 flash lamps, and 2 rolls of VP620 Film. An easy-to-follow instruction book assures good pictures right from the start Ship. wt. 5 lbs. Mailable.

43B2208H1250 Outfit **$15.95**

(C) KODAK DUAFLEX FLASH OUTFIT

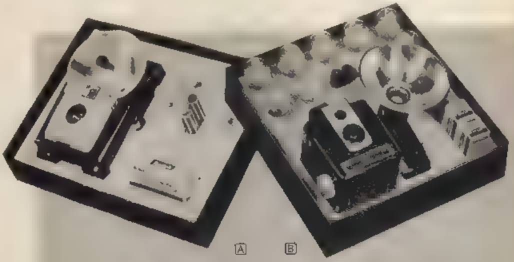
Built around Kodak's famous Duaflex—the camera that previews the picture before it's taken. Contains Kodak Duaflex Camera with Kodet Lens, Kodalite Flasholder, two batteries, six SM or SF flashbulbs, two rolls of film, and a valuable 36 page, photo-tips booklet. Ship. wt 5 lbs. Mailable

43B2210H2000 Outfit **$25.45**

(D) BROWNIE STARFLEX OUTFIT

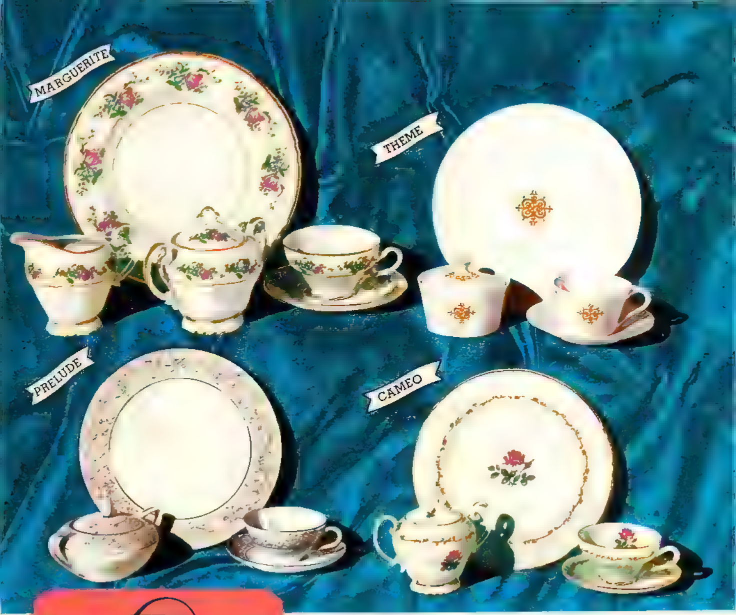
Features Kodak's newest, very compact reflex-type camera—the Brownie Starflex with its brilliant reflex finder and wire-frame sports finder, its fast Dakon Lens, and many other features; 2 rolls of VP 127 Film for 24 pictures; Kodalite Midget Flasholder (Black), 2 penlite batteries, 6 M2 flash lamps, and instruction book Ship. wt. 5 lbs. Mailable.

43B2207H1330 Outfit **$16.75**



Brownie-Kodak Flash Outfits

Brownie-Kodak Flash Outfits



KYOTO
FINE CHINA

Genuine

FULLY VITRIFIED

CHINA

BEAUTIFULLY TRANSLUCENT

COMPOSITION OF SETS

57 PC. SERVICE FOR 8. 8 each dinner plates bread/butter plates soups fruits, cups, saucers, 1 each creamer covered sugar, platter baker PLUS 4 extra cups Wt 45 lbs

98 PC SERVICE FOR 12 12 each dinner plates salad plates bread/butter plates, soups, fruits, cups, saucers, 1 each creamer, covered sugar, large and small platters, sauce boat, two vegetable servers. PLUS 6 extra cups. Wt 75 lbs

KYOTO FINE CHINA

Japan's famous Kyoto fine china—the ultimate in beauty! It's so fragile in appearance, yet so dependable in service. Made from the finest clays and fully vitrified—it has the rich sheen and translucency found only in the loveliest china, yet it's highly resistant to chipping, impervious to moisture. Beautiful patterns in traditional rim shape, lavish baroque shape, or modern coupe shape. Shipped by freight or express from nearest warehouse—Philadelphia or San Francisco—pay shipping on delivery

MARGUERITE

A vivid floral motif decorates the rim of each plate, creates a bright garland of color against a milk white background Baroque-shaped plates designed with gently scalloped edges bordered in 22K gold The delicate footed bases of the cups and serving pieces complete the feeling of luxury

65-1141 F 3997 57 Pc Service for 8 . Retail $59.95
65-1158 F 6663 98 Pc Service for 12 Retail $99.95

PRELUDE

Glowing beauty to enrich any setting' The pure white background contrasts with a lacy border pattern of tiny pastel tinted flowers and leaves encased between two bands of platinum Creates an elegant mood for formal dining complements your finest silver and crystal Traditional rimmed plates graceful footed cups and serving pieces

65-1182 F 3997 57 Pc Service for 8 Retail $59.95
65-1190 F 6663 98 Pc Service for 12 Retail $99.95

THEME

Stark simplicity highlights the formal modern setting Here's a sheer white beauty with a bold central theme in rich 22K gold Strikingly beautiful in graceful coupe shape with ultra-modern cups and serving pieces. Designed to set a beautiful table and provide a lifetime of dining elegance

65-1166 F 5997 57 Pc Service for 8 Ret $ 89.95
65-1174 F 8900 98 Pc Service for 12 Ret. $133.50

CAMEO

A pattern of unequalled beauty and grace. The traditional American Beauty Rose blooms against a pure white background And for just the right touch of emphasis a scroll-work inner border in the palest shade of toast, an outer rim of 22K gold Charming footed cups and serving pieces accent the baroque-shaped dinner plates

65-1208 F 2833 57 Pc Service for 8 Retail $42.50
65-1216 F 5330 98 Pc Service for 12 Retail $79.95

EACH SERVICE FOR 8 CONTAINS 4 EXTRA CUPS — EACH SERVICE FOR 12 CONTAINS 6 EXTRA CUPS

Allow Ample Time for Holiday Shipments ROUTED VIA FREIGHT OR EXPRESS FROM NEARER CITY, PHILADELPHIA OR SAN FRANCISCO
ALLOW 2 TO 4 WEEKS FOR DELIVERY — PAY SHIPPING CHARGES UPON RECEIPT OF GOODS

"Musts" for the Homeowner

SURE WAY TO BETTER RESULTS WITH LESS WORK

Ⓐ LANCASTER DIRECT-DRIVE CHAIN SAWS

- **Designed for trouble-free operation, minimum maintenance!**
- **Lightweight, fast-cutting models—versatile, easy to use!**

In-line pistol-grip handle. Cuts within 1 in. of ground. Direct-drive 7/16-in. pitch for fast cutting, less fatigue. Emergency starting drum on starter. Cooler operating automatic clutch. Down-draft carburetor mounting keeps air filter clean longer. Manual oiler. Fuel pump diaphragm carburetor—saw won't flood or choke at any cutting angle. Ball bearings at both ends of crankshaft. Horizontal cylinder minimizes vibration. One-unit tank design. Tenzaloy casting, nickel-plated steel handlebar. **Shipped from Pennsylvania.***

Handyman "350." For homeowners, farmers, 3½-HP utility engine.
67-4853 F 9776—16-in. saw. Wt. 33 lbs......Retail **$129.95**

Whirlwind "550." Industrial-rated saw made for all-around farm service and rugged use. 5½-HP industrial chain saw engine.
67-4861 F 13496—16-in. saw. Wt. 34 lbs.....Retail **$179.95**
67-4879 F 14246—19-in. saw. Wt. 35 lbs. ...Retail **$189.95**
67-4887 F 14996—24-in. saw. Wt. 38 lbs.....Retail **$199.95**

Barracuda "850." Professional saw for tree surgeons, lumber mills, other extensive users. 8½-HP (8 cu. in. displacement) engine. Heavy-duty ball and needle bearings throughout.
67-4895 F 18188—19-in. saw. Wt. 37 lbs.....Retail **$242.50**
67-4903 F 18938—24-in. saw. Wt. 40 lbs.....Retail **$252.50**
67-4911 F 19688—30-in. saw. Wt. 43 lbs.....Retail **$262.50**

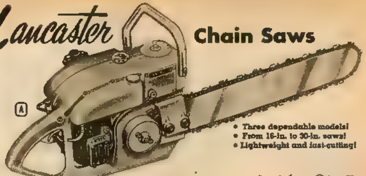
Ⓑ Ⓒ SPEEDY SPRAYER-COMPRESSOR COMBINATION

- **Ideal for use in home workshops, factories, and garages!**
- **Perfect results—intricate painting without brush marks!**

[B] [C] Sprayer and Compressor Outfit. Sprays insecticides and weed killers. No. 112 internal-mix spray gun [B] with 1-qt. aluminum cup, three nozzles. Compressor [C] delivers 2 cu. ft. per min. at 30-40 lb. pressure. Long-life diaphragm—no oily pistons. 15-ft. high-test air hose, V-belt, pulley. Use with ¼- or ⅓-HP motor (motor not included). **Shipped from Illinois.***
67-0398 F 3060—Outfit. Shpg. wt. 21 lbs.*...Retail **$42.50**
As above, but includes ⅓-HP motor. 110-120 volts, AC.
67-0406 F 5220—Outfit. Shpg. wt. 42 lbs.*...Retail **$72.50**

[B] Spray Gun. No. 112 internal-mix spray gun described above.
56-0870 A 697—Shipping weight 3 lbs........Retail **$9.75**
Same, but No. 135 external-mix for lacquer, fast-drying paint.
56-0904 A 897—Shipping weight 3½ lbs.....Retail **$12.50**
Same as above, but No. 131 internal-mix gun for heavy-duty all-purpose spraying. Ideal for multi-color paints.
56-0912 A 897—Shipping weight 3½ lbs.....Retail **$12.50**

Lancaster Chain Saws



- **Three dependable models!**
- **From 16-in. to 30-in. saws!**
- **Lightweight and fast-cutting!**

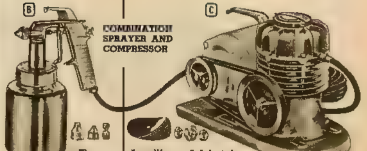
Fells big trees easily, quickly, and dependably!

Fast bucking and under-bucking, too!

Trims and prunes without effort!

Flush cuts—leaves no awkward stumps!

Perfectly balanced for handling and toting!



Three nozzles **Long-life diaphragm** **Lubricated for life!**

Ⓓ MERCURY SELF-PROPELLED POWER LAWN SWEEPER

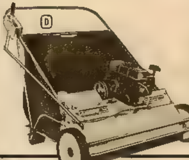
- **1.6-HP 4-cycle Briggs and Stratton engine—recoil starter!**

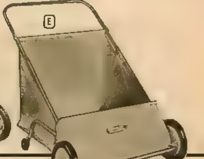
Positive chain drive, fingertip controls. Alternate-tufted bassine brush Hite-Selector adjusts from 0 to 2½ in. 30 in. wide. Steel frame. Lift-out hamper holds 6½ bu. 10-in. wheels, semi-pneumatic tires. Folds flat for storage. **Shipped from Ohio.***
67-1396 F 8270—Shipping weight 100 lbs....Retail **$119.95**

Ⓔ HANDY MARK V LAWN SWEEPER—STEEL FRAME

- **Brush and front shield adjust in height from 0 to 2½ in.!**

Exclusive adjustment—just raise or lower front bumper bar! Alternate-tuft bassine brush—steel backed. Sturdy canvas hamper. Semi-pneumatic rubber-tired wheels. Folds flat for storage.
55-1721 W 2248—25 in. wide. 5-bushel cap. 32 lbs..**$34.95**
55-0103 W 2897—30 in. wide. 6-bushel cap. 37 lbs..**$42.00**





Ⓖ ALL-PURPOSE ELECTRIC POWER GENERATOR PLANT

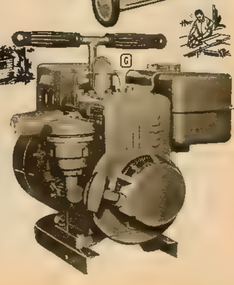
- **3-HP Briggs and Stratton 4-cycle gas engine—recoil starter!**
- **Perfect unit for cabins, trailers, camps, construction sites!**

A practical source of electricity in any emergency—gives power for lights, TV, deep freeze! Portable, easy to set up—generator and engine built in one compact unit for easy handling, storage. Produces single-phase 110-120 volt, 60 cycle, alternating current. Direct-drive inherently regulated generator powered by air-cooled 3-HP gas engine with float-type carburetor. All windings insulated, dipped, baked—for trouble-free operation. Four twist-tite receptacles with pilot light. 20 x 16 x 13 in. Instructions. Choose suitable wattage—see chart below. Larger units available—write to Dept. 67F. **Shipped from Wisconsin.***
67-1248 F 19320—750-watt capacity. Wt. 105 lbs...**$276.00**
67-1305 F 20664—1000-watt capacity. Wt 113 lbs. **$295.20**
67-1347 F 22047—1500-watt capacity. Wt. 114 lbs..**$314.95**

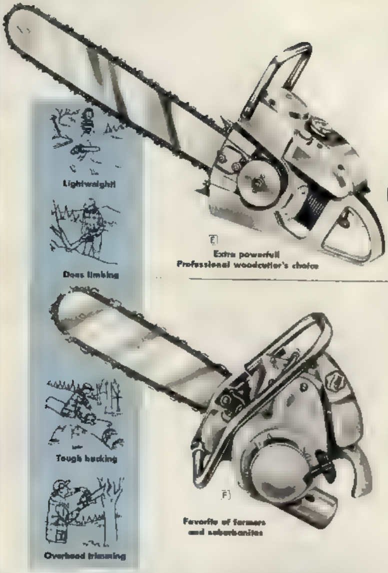
Appliances	Watts Required
Fluorescent Lighting Tubes	10-40
Radio	60-200
Sewing Machine	100-150
Heating Pad or Fan	40-100
Vacuum Cleaner	200-300
Toaster, Percolator, or Waffle Iron	450-650
Sun Lamp	125-500
Hot Plate (Wattage per burner)	600-1000
Storage-Type Water Heater	1000-5000
Iron (Hand Type)	600-1000
Electric Drill, ½-in.	200-400

*** Not mailable—pay shipping charges at time of delivery**

Ideal for cabins, camps, and trailers!



Portable electric generator—a practical source of power during any emergency! Supplies electric power for trailers, cabins, and campsites—serves contractors on construction jobs. Convenient to have in your home, too . . . you won't have to worry in case of a power failure during a flood, because it keeps your sump pump working and your basement dry!



Extra powerful!
Professional woodcutter's choice

Favorite of farmers
and suburbanites

LANCASTER CHAIN SAWS

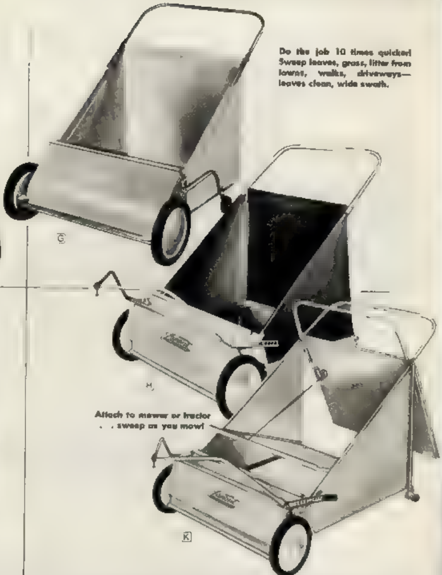
Rugged, powerful—even tough cutting jobs are easy

E **BARRACUDA** . . . new, extra powerful direct drive chain saw. Compact, lightweight—easier to handle in tough spots—the Barracuda is the professional woodcutter's ideal saw. Has diaphragm type carburetor for all position cutting; automatic clutch and recoil starter. Power Products 2-cycle air cooled engine with 4.7 cu. inch displacement, 2" bore, 1.5" stroke. Narrow kerf 7/16" pitch chain assures smoother, more rapid production cutting. Heavy duty ball and needle bearings throughout. Flame killing muffler. Interlocking castings minimize vibration for trouble-free operation. Shipped from Pa

52-6566 D9575 16" Saw. 3 HP. Wt. 33 lbs. Light duty. . **$129.95**
52-6574 D12825 16" Saw. 5 HP. Wt. 34 lbs. Heavy duty. . . **179.95**
52-6582 D13535 19" Saw. 5 HP Wt. 35 lbs. Heavy duty. . . . **189.95**
52-6590 D14245 24" Saw. 5 HP Wt. 38 lbs. Heavy duty. . **199.95**

F **"LOG JIFFY" CHAIN SAW** . . . ideal for small farms and suburban homes. Equipped with Power Products 2-cycle engine, automatic recoil starter and clutch. Float type carburetor. 1½" stroke, 2" bore. Flame killing muffler. Shipped from Pa.

52-6061 D12695 19" Saw. 3 HP. Wt. 32 lbs. **$169.95**
52-6467 D13450 24" Saw. 3 HP. Wt. 34 lbs. **179.95**



Do the job 10 times quicker! Sweep leaves, grass, litter from lawns, walks, driveways—leaves clean, wide swath.

Attach to mower or tractor . . . sweep as you mow!

LAMBERT LAWN SWEEPERS

Sweep up grass, leaves—tidy lawns quickly, easily

G **LAMBERT LAWN SWEEPERS.** Save hours of raking . . . whirling brush whisks up leaves and grass from lawns, paved areas. Weatherproof canvas hopper empties easily, folds flat. Non-mark tires. From Ohio.

52-5444 D2280 "Mark V" Sweeper . . . 25" sweeping width, 5-bushel hamper. Bumper bar adjusts heights. Ship. wt. 33 lbs. **$29.95**
52-5493 D3430 "Ranger" Sweeper . . . 30" sweeping width, 6-bushel hamper. Handle control adjusts heights. Ship. wt. 49 lbs. **$46.95**

LAMBERT TRAILER SWEEPERS. Attach to riding mower or garden tractor—and sweep up leaves, grass, trash as you mow! Order the hamper unloader too . . . and you can lift contents out of sweeper and dump into truck or wheelbarrow Adjustable brush height.

H **With Heavy Duty Canvas Hamper.** Sweeps 30" path. Attach to mower, or use as hand propelled sweeper by removing hitch

52-6129 D3870 Trailer Sweeper. From Ohio. 65 lbs. **$52.95**
52-6160 D560 Canvas Hamper Unloader for above. **7.50**

K **With All Steel Flip-O-Matic Hamper.** No need to get off the tractor to dump it—just pull the cord! 30" sweeping width.

52-6137 D6195 Trailer Sweeper. From Ohio. 90 lbs. **$84.95**
52-6152 D825 Canvas Hamper Unloader for above [illegible]

ALL-STEEL UTILITY BUILDING

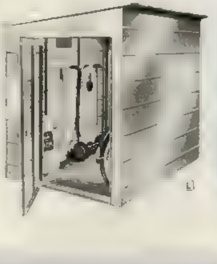
Use as tool shed, workshop, playhouse

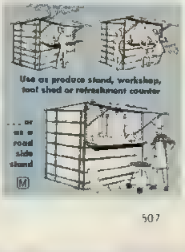
L **Stor-All Utility Building** . . . assembles or dismantles in minutes with just a screwdriver and wrench! Prime-painted all steel building stores lawn and garden tools safely . . . provides all-weather shelter for workshop projects . . . makes an ideal playhouse. Ruggedly built to withstand wind, weather and fire . . . needs no maintenance. Measures 60x84x76" high, with a 37x66" door. From Mich.

52-5626 D9950 Stor-All Building. Wt. 270 lbs. . . . **$149.95**

M **Roadside Stand-Refreshment Bar-Storage Building** . . . all in one combination. Identical to building above except that side opens to make a canopy, shelf drops down to give counter service for outdoor entertaining or to display produce for roadside business. All steel building measures 60x84x76" high, has a 37x66" door. From Mich

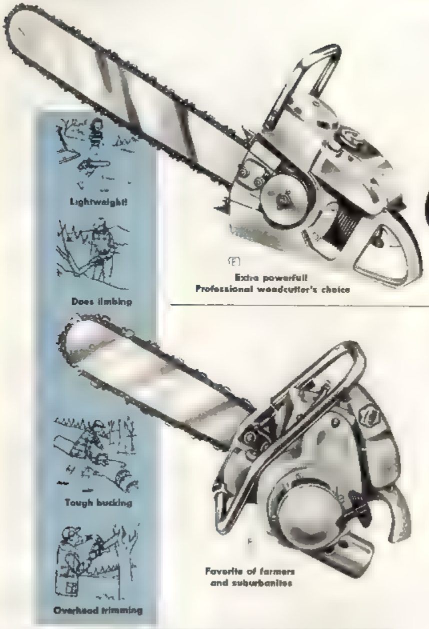
52-5634 D12500 Roadside Stand Model. Wt 270 lbs. **$187.50**





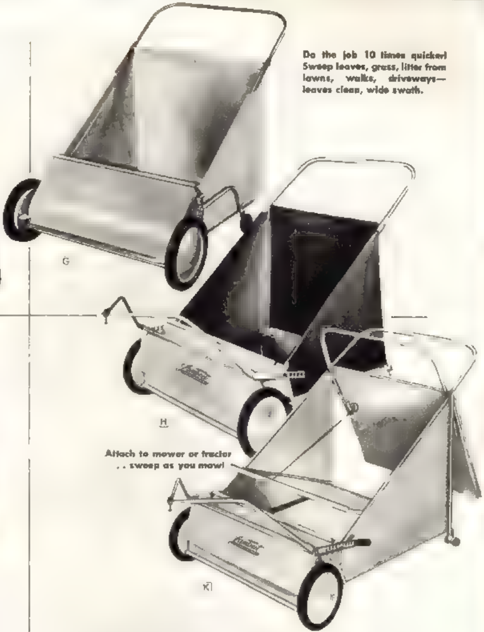
Use as produce stand, workshop, tool shed or refreshment counter

. . . or as a road side stand



Extra powerful!
Professional woodcutter's choice

Favorite of farmers
and suburbanites



Do the job 10 times quicker! Sweep leaves, grass, litter from lawns, walks, driveways—leaves clean, wide swath.

Attach to mower or tractor
.. sweep as you mow!

LANCASTER CHAIN SAWS

Rugged, powerful—even tough cutting jobs are easy

Ⓔ **BARRACUDA** . . . new, extra powerful direct drive chain saw. Compact, lightweight—easier to handle in tough spots—the Barracuda is the professional woodcutter's ideal saw. Has diaphragm type carburetor for all position cutting; automatic clutch and recoil starter. Power Products 2-cycle air cooled engine with 4.7 cu. inch displacement, 2" bore, 1.5" stroke. Narrow kerf 3/8" pitch chain assures smoother, more rapid production cutting. Heavy duty ball and needle bearings throughout. Flame killing muffler. Interlocking castings minimize vibration for trouble-free operation. Shipped from Pa.

52-6566	**D9575**	16" Saw. 3 HP. Wt. 33 lbs. Light duty . . .	**$129.95**
52-6574	**D12825**	16" Saw. 5 HP Wt. 34 lbs. Heavy duty.	**179.95**
52-6582	**D13535**	19" Saw. 5 HP. Wt. 35 lbs. Heavy duty.	**189.95**
52-6590	**D14245**	24" Saw. 5 HP. Wt. 38 lbs. Heavy duty . . .	**199.95**

Ⓕ **"LOG JIFFY" CHAIN SAW** . . . ideal for small farms and suburban homes. Equipped with Power Products 2-cycle engine, automatic recoil starter and clutch. Float type carburetor. 1½" stroke, 2" bore. Flame killing muffler. Shipped from Pa

52-6061	**D12695**	19" Saw. 3 HP. Wt. 32 lbs.	**$169.95**
52-6467	**D13450**	24" Saw 3 HP Wt. 34 lbs. .	**179.95**

LAMBERT LAWN SWEEPERS

Sweep up grass, leaves—tidy lawns quickly, easily

Ⓖ **LAMBERT LAWN SWEEPERS.** Save hours of raking . . . whirling brush whisks up leaves and grass from lawns, paved areas. Weatherproof canvas hopper empties easily, folds flat. Non-mark tires. From Ohio.

52-5444	**D2280**	"Mark V" Sweeper . . . 25" sweeping width, 5-bushel hamper. Bumper bar adjusts heights. Ship. wt. 33 lbs.	**$29.95**
52-5493	**D3430**	"Ranger" Sweeper . . . 30" sweeping width, 6-bushel hamper. Handle control adjusts heights. Ship. wt. 49 lbs.	**$46.95**

LAMBERT TRAILER SWEEPERS. Attach to riding mower or garden tractor—and sweep up leaves, grass, trash as you mow! Order the hamper unloader too . . . and you can lift contents out of sweeper and dump into truck or wheelbarrow. Adjustable brush height.

Ⓗ **With Heavy Duty Canvas Hamper.** Sweeps 30" path. Attach to mower, or use as hand propelled sweeper by removing hitch.

52-6129	**D3870**	Trailer Sweeper. From Ohio. 65 lbs.	**$52.95**
52-6160	**D560**	Canvas Hamper Unloader for above . . .	**7.50**

Ⓚ **With All Steel Flip-O-Matic Hamper.** No need to get off the tractor to dump it—just pull the cord! 30" sweeping width.

52-6137	**D6195**	Trailer Sweeper. From Ohio. 90 lbs.	**$84.95**
52-6152	**D825**	Canvas Hamper Unloader for above .	**10.95**

ALL-STEEL UTILITY BUILDING

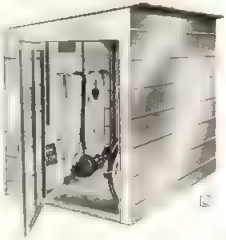
Use as tool shed, workshop, playhouse

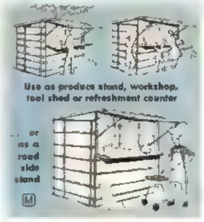
Ⓛ **Stor-All Utility Building** . . . assembles or dismantles in minutes with just a screwdriver and wrench! Prime-painted all steel building stores lawn and garden tools safely . . . provides all-weather shelter for workshop projects . . . makes an ideal playhouse. Ruggedly built to withstand wind, weather and fire . . . needs no maintenance. Measures 60x84x76" high, with a 37x66" door. From Mich.

52-5626	**D9950**	Stor-All Building. Wt. 270 lbs	**$149.95**

Ⓜ **Roadside Stand-Refreshment Bar-Storage Building** . . . all in one combination. Identical to building above except that side opens to make a canopy, shelf drops down to give counter service for outdoor entertaining or to display produce for roadside business. All steel building measures 60x84x76" high, has a 37x66" door. From Mich.

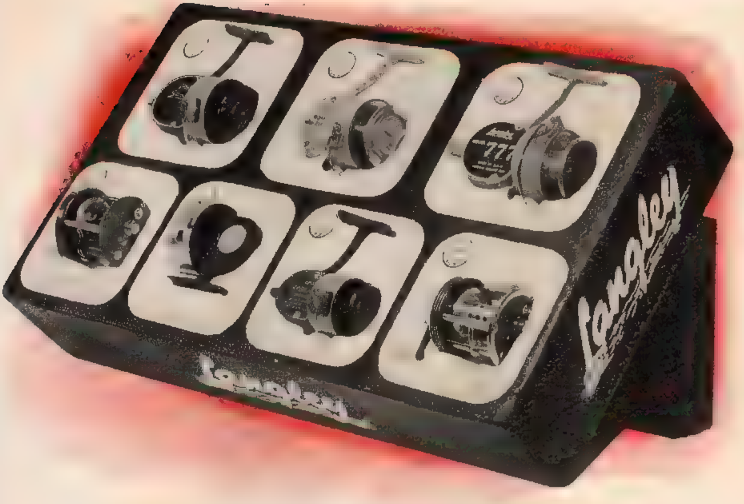
52-5634	**D12500**	Roadside Stand Model. Wt. 270 lbs.	**$187.50**





Use as produce stand, workshop, tool shed or refreshment counter

. . . or as a road side stand



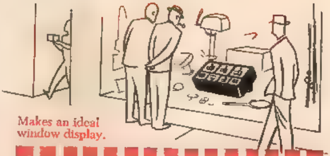
New Langley 7-PAK display package

ATTRACTS! SELLS!

You get this good-looking Dylite Display Package *FREE* when you order the seven reels! It's custom-made out of expanded polystyrene. Reels fit snugly into their own compartments but may be easily removed for closer inspection. Plastic bags, Langley guarantee literature and tool are stored in cavity under each reel.

The reels are shipped right in the display case. No assembly required. Simply remove top and it's ready to attract customers. Converts easily into an easel display simply by inserting half the cover into a slot in the bottom to form a stand. Also can be displayed in a flat position.

Start your "Soaring-Sixties" selling campaign with a 1960 package that attracts and sells. This new display not only enhances the appearance of quality-built Langley reels but also dresses up your whole tackle section. Call your jobber today and get your free 7 PAK display.



Makes an ideal window display.

STANDARD PACKAGE CONTAINS:
Models 822GC, 830A, 777, 500A, 999A, 852B and 310. Order 7 PAK. List price of reels is $136.20 - package is free.

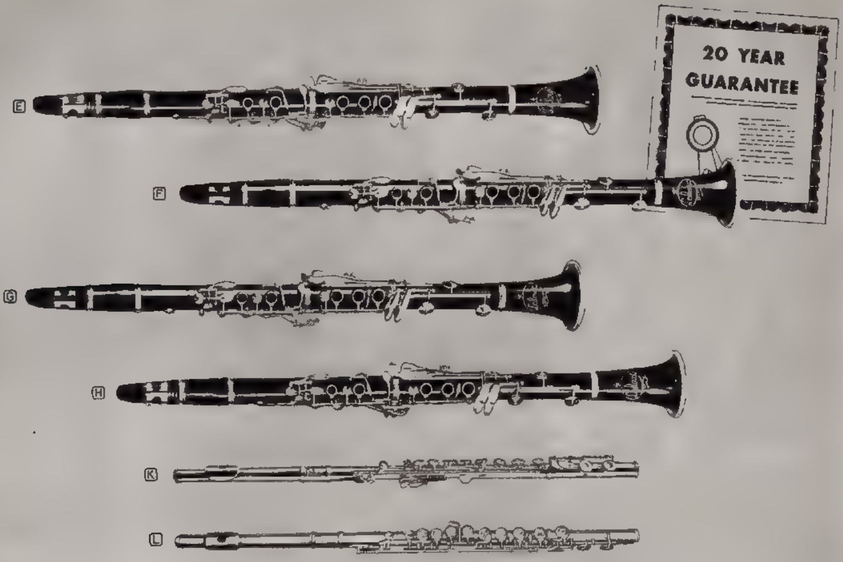
ALTERNATE PACKAGE CONTAINS:
Models 822GC, 830A, 777, 500A and 999A plus your choice of any two different models of the following: 850B, 852B, 310, 330, 410A and 900. Order 7 PAK (??). In the parenthesis, write the model numbers of the two alternate reels chosen. Price depends on reels chosen—package is free.

Langley

RODS AND REELS

LANGLEY CORP. • DEPT. 77 • 310 EUCLID AVENUE • SAN DIEGO 12, CALIF.

(For More Information Circle No. 18 on Page 257)



LEDOUX Fine Quality Woodwinds

Made by the Carl Fischer Musical Instrument Co.

Made in Europe to our exacting specifications, under our own trade name, by the world-renowned Carl Fischer Musical Instrument Co. Inc. of New York, France, Switzerland and Italy. Ledoux instruments stand supreme for flawless tone quality, perfect intonation, easy-facile action . . . for maximum flexibility and responsiveness.

Clarinet bodies are fine, seasoned Grenadilla wood or Ebonite. Keys are drop forged nickel silver with a lightness, speed and flexibility hard to match. Simple automatic octave mechanism. Clarinets and flutes are fully guaranteed against defects due to faulty material or workmanship for twenty years from date of purchase. From N.Y.

Ⓔ **ARTIST MODEL LEDOUX CLARINET.** The Ledoux Artist Model is among the world's finest! Made in Europe by skilled workmen whose families have been clarinet craftsmen for generations . . . the Ledoux Artist is fashioned of finest Grenadilla wood and has an exceptionally liquid tonal quality and perfect intonation. In Boehm system, 17 keys, 6 rings . . . B flat, A or E flat. Comes complete with accessories. In deluxe, leather bound Gladstone case with plush lining, zippered waterproof cover. Specify key desired . . . B flat, A or E flat.
76-1262 D10950 Clarinet with case and cover. **$205.00**

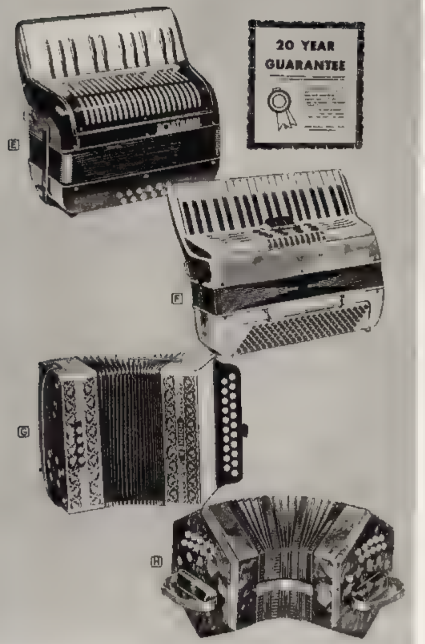
Ⓖ **LEDOUX NATIONAL CLARINET.** Although priced for the student, the quality of this instrument is so fine that it is used extensively by professionals. Made of finest, seasoned solid Grenadilla wood. Has lock key posts and middle G sharp screw adjustments (usually found only in the highest priced instruments). In Boehm system . . . key of B flat; with 17 keys, 6 rings. Yields exceptionally fine tonal quality and full intonation. Instrument comes in a plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1288 D6995 Ledoux National Clarinet with case. **$125.00**

Ⓚ **LEDOUX FLUTE.** Made to our precise specifications by one of Europe's oldest and most renowned flute makers . . . this fine instrument is exceptionally accurate in pitch and intonation. It possesses the fullest, richest beauty of tone . . . the perfect action and split-second response that is appreciated so much by all professional artists. Made of drawn nickel silver throughout . . . silver plated and hand burnished, with nickel silver forged keys and hand tempered springs. Boehm system, key of C only, with closed G sharp. The Ledoux flute comes in a handsome plush lined case, durably covered with Keratol.
76-1304 D6750 Ledoux Flute with case. **$125.00**

Ⓕ **LEDOUX STANDARD MODEL CLARINET** . . . a superlative instrument at a moderate price. Made of finest Grenadilla wood seasoned and dried for years, then oil-treated for durability. Keys are nickel silver, hammered by hand and hardened for maximum strength. Intonation, tonal quality, flexibility and responsiveness make playing this clarinet a pleasure. Boehm system, key of B flat; 17 keys, 6 rings. Comes with accessories in plush lined, durably covered, simulated leather case with partitions dividing clarinet in 3 parts.
76-1270 D8950 Ledoux Standard Clarinet with case. **$165.00**

Ⓗ **LEDOUX STANDARD EBONITE CLARINET** . . . the world's finest in this price range! Has the fine tonal quality and perfect intonation usually found only in highest priced instruments. Made of ebonite (hard rubber) . . . it is not affected by temperature changes; won't crack. Entire upper joint is lined with nickel silver to eliminate breakage. Boehm system, key of B flat; with 17 keys, 6 rings (keys are nickel silver). Comes with accessories; in plush lined, durably covered simulated leather case with partitions dividing clarinet in 3 parts.
76-1296 D5995 Ledoux Standard Ebonite Clarinet with case. **$115.00**

Ⓛ **MASTER MODEL LEDOUX FLUTE** . . . a precision instrument, built to highest professional standards! Performs with ease . . . produces tones of flawless quality, expressed in full, round response with supreme intonation. Low tones which usually require skillful professional flavoring, flow out pure, clear, beautiful! The Master Model Flute is elegantly silver plated, with keys of the popular French style, fitted to perfection. Posts are mounted on bridge work. In key of C only, with closed G sharp. Instrument comes in a deluxe carrying case, lined with silk plush; zippered, waterproof cover also included.
76-1007 D9950 Ledoux Master Flute with case and cover. . . **$182.50**



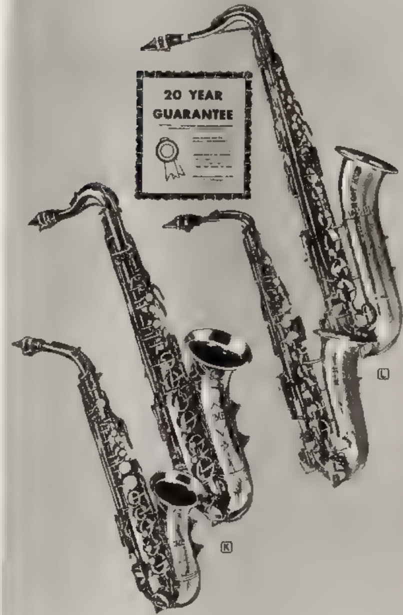
Accordions, Concertina

Ⓔ **BONTEMPI BEGINNERS' ACCORDION** . . . an excellent instrument for youngsters and non-professional adults as well. Italian-made to our specifications by Carl Fischer Musical Instrument Co. Guaranteed 20 years against defects. Lightweight, plastic covered seasoned wood with brass tubing bass mechanism. Has fine tone, airtight volume. 25 treble keys, 12 basses. Hand filed and fitted reeds—1 set treble, 2 sets bass. *Specify:* Solid Black, Black Pearl, Red Pearl, White Pearl.
76-1346 D3995 Includes case. From N.Y. Wt. 8 lbs.........**$75.00**

Ⓕ **BONTEMPI MULTI-SHIFT ACCORDION** . . . rich, full tonal quality. Italian-made to our specifications by the famous Carl Fischer Co. Fashioned of seasoned woods, covered in plastic. Brass tubing bass mechanism; hand-fitted, hand filed reeds of Swedish steel. Guaranteed against defects for 20 years. 41 treble keys, 120 basses. 2 sets treble reeds, 4 sets bass reeds. 3 treble switches, bass shift. Black, Black Pearl, Red Pearl, or White Pearl. *Specify color and size:* Small (14 lbs.) or Medium (15½ lbs.).
76-1338 D15950 Includes case. Shipped from N.Y... . .**$300.00**

Ⓖ **HOHNER 2-ROW ACCORDION** . . . a gay instrument for parties, picnics and family fun Handsomely decorated in gold. 16 deep-fold bellows, metal reinforced edges. 21 treble keys, 8 bass . . . 6 sets of steel reeds Gleaming nickel-plated top gallery, oak finished key board, leather straps. 5⅞x11". Keys of C and G. Guaranteed 1 year against defects in workmanship or material. From Illinois.
76-1353 D3495 Wt. 11 lbs..............................**$55.00**

Ⓗ **BIG, EASY TO PLAY CONCERTINA** . . . a sure-fire hit at parties and song-fests. Comes with instruction book . . . anyone can play it. Has big, mellow tone . . . finest construction throughout. 20 widely spaced buttons . . . 40 individually mounted accordion-type reeds. Solid wood frame, 2 center frames, aluminum mechanism. Adjustable leather straps. Red pearl finish. 7½x7½", opens to 16". Made in Italy. Guaranteed 1 year against defects. Shipped from Illinois.
76-1361 D2295 Wt. 6 lbs **$37.50**



ACME Saxophones

Built by world renowned instrument makers . . . Acme saxophones are noted for their rich quality of tone and ease of response. Every one is guaranteed for 20 years from the date of purchase against any possible defect due to faulty material or workmanship. And every one comes with all the accessories you need (except the case).

Ⓚ **ACME MASTER SAXOPHONES** . . . by York. These fine instruments give perfect intonation and easily-produced full tones. Improved fingering system makes it simpler to execute tricky passages. Tone-hold rings are flared from body, bow and bell to eliminate leaky or loose sockets. New resonator pads for better, more resonant tone, even volume through scale range. Case-hardened keys, new single-action octave key, improved wide flaring bell. Highly polished brass is Perma-lacquered to stay shiny. Each instrument carefully regulated before leaving factory. Complete with accessories. From Michigan.

76-1163 D16950	Master Alto Saxophone, E flat	**$285.00**
76-1171 D18950	Master Tenor Saxophone, B flat..........	**325.00**

Ⓛ **ACME ARTIST SAXOPHONES.** Made in Europe by Carl Fischer . . . they're the world's best saxophone value. Although reasonable in price, Acme Artist saxophones are made with the same fine craftsmanship and painstaking care as the most expensive instruments. Modern forged and cast keys of extreme hardness give you smooth, responsive action. Intonation, tonal quality and volume—all are top-ranking. And now these saxophones have the new combination articulated G sharp, B and B flat keys. Instruments are elaborately engraved, brilliantly polished, and finished with thin Perma-lacquer. All accessories (except case) are included. From N.Y.

76-1205 D13950	Artist Alto Saxophone, E flat..........	**$225.00**
76-1213 D17950	Artist Tenor Saxophone, B flat..........	**275.00**

GLADSTONE SAXOPHONE CASES . . . fit all makes. Lightweight but durable . . . cases have Keratol cover, plush lining. Post handle; lock and key. Fitted compartment holds all accessories. From N.Y. or Mich

76-1221 D1995	Case for Alto Saxophone..	**$37.50**
76-1239 D2295	Case for Tenor Saxophone................	**42.50**

New star of Chetek's complete lapstrake fleet

NEW Chetek COUNTESS

19'10" of luxury outboarding in this latest addition to Chetek's mighty fleet of wood lapstrakes! The Countess cruiser has Chetek's all-screw-fastened lapstrake hull, finest woods and accessories throughout. Write for folder: 10 exciting models, 14 foot runabouts and up.

CHETEK BOAT CORPORATION
29 DOVRE ROAD • CHETEK, WISCONSIN

(For More Information Circle No. 230 on Page 229)

PICNICKING-CAMPING

Hoosier's '60 Tents Stress New Design

Eight family camping tents with bold new design ideas make up the 1960 line of Hoosier Tarpaulin.

Robert T. Goldberg, vice-president in charge of sales, announced these models: Safari, Cabin Hy-Par, Ranch House, Penthouse, Tropicaire, Vista and Cabinaire.

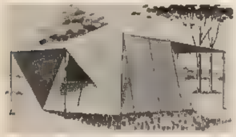
The variety offers advance in streamlined design, spaciousness, ventilation, care-free handling and living-room comfort.

The 1960 Hoosier Cabin Hy-Par features a sweeping design which allows a maximum of inside headroom and outside functional beauty. Other advantages of this concept: No bulky ridge pole, screens on all four sides, quick setting up and telescoping poles to fit in the car trunk or the rear of a station wagon.

Protection from wind, rain, heat and insects is offered by the Safari, which has a unique flowing design.

Completing the line is a Cabinaire, featuring zippered screen door and sewed-in floor. **Hoosier Tarpaulin & Canvas Goods Co., Inc.**

(Circle No. 719 on Page 229)



Safari Offers Station Wagon Hood.

Heater for Camp

A midget sports heater for cabins and camps as well as general outdoor sports utility, Silent Sioux's 16¼x8½x14-inch Teepee-Heet is compact and portable. It burns coke, coal, wood or cobs and can be used for cooking as well as heating. Built-in legs assure rigidity. Equipped with removable grate and damper, the midget Teepee-Heet retails for $10.45. **Silent Sioux Corp.**

(Circle No. 720 on Page 229)

Plastimayd Laguna With Head Support

An air mattress of new design, the Laguna pillow mattress can be used as a camp bed, patio lounge or water float. The raised contour pillow provides head and neck support for sleeping and also serves as a protective prow when used for water fun. The material is Bakelite Krene weather-resistant waterproof vinyl, which is electronically welded for strength.

The Laguna Pillow Mattress makes a large, comfortable bed or float, 30x70 inches, and comes in a choice of yellow, green, sand and yellow-green. **Plastimayd Corp.**

Plastimayd Laguna Pillow Mattress.
(Circle No. 721 on Page 229)

ROD TIP ACTION
Dayton

Dayton has it...Rod Tip Action
Green Cap Float
9 Sizes ½" to 2½"

DAYTON BAIT AND MARINE PRODUCTS COMPANY
2701 S. Dixie Dr., Dayton 9

In C[illegible] Reg. 11580 Poincarre Ave. Montreal, Quebec

(For More Information Circle No. 231 on Page 229)

Robin Hood
Archery Co.
59-60

NOW READY
OUR 30th ANNIVERSARY CATALOG
LARGEST — GREATEST
MOST COMPLETE ARCHERY CATALOG EVER PUBLISHED!

BEAUTIFULLY ILLUSTRATED

180 PAGES OF EVERYTHING AN ARCHER COULD EVER WISH FOR.
TRULY THE ENCYCLOPEDIA OF HIGH QUALITY ARCHERY EQUIPMENT

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BEST OPPORTUNITY YOU'LL EVER HAVE TO STUDY AND EVALUATE THE FEATURES OF ALL THE FINEST ARCHERY TACKLE BEING MADE.

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THE ROBIN HOOD ARCHERY CO.
WORLD'S LARGEST DISTRIBUTORS OF QUALITY ARCHERY TACKLE
215 GLENRIDGE AVENUE
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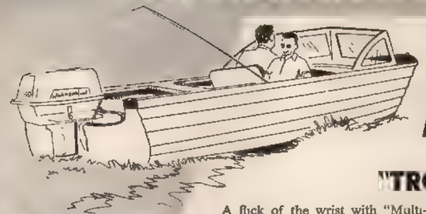
(For More Information Circle No. 232 on Page 229)

NOW— CUT TROLLING SPEED IN HALF



AND GET TOP PERFORMANCE IN OTHER OUTBOARD BOATING ACTIVITIES WITH A *SINGLE*

MULTI-PITCH

VARIABLE-PITCH

"TROLLER" PROPELLER

A flick of the wrist with "Multi-Pitch" and you're trolling at half your former trolling speed. No need to change prop or motor or throttle your motor way down.

New Multi-Pitch "troller" models give you choice of the new low, low trolling pitch and six other pitches from 9 to 15 inches. Switch to any pitch, in seconds, from inside your boat and without tools.

Use the same MULTI-PITCH to get top performance from your motor-hull-load combination in cruising, racing, water skiing, etc. Stop bogging down under heavy loads.

NEW 1960 MODEL LINE: Five in all: For Johnson, Evinrude, Buccaneer and Sea King 25-40 hp (with or without trolling pitch), Scott and Elgin 40 hp (RH) (with trolling pitch); West Bend 35 & 40 hp, Elgin 35 hp (with trolling pitch); and Mercury 35-45 hp (without trolling pitch).

ACTUALLY 7 PROPS IN 1

from $27^{75}

(25-40 hp)

Get full details from

[illegible] CO. INC. 118 Cherry Lane • Floral Park, L.I., N.Y.

(For More Information Circle No. 227 on Page 229)

'60 Apache Provides Roomier Interior

Roughing It With Apache Camp Trailer.

A self-supported bow system in Vesely's Apache camp trailer gives the tenter six feet of standup space inside the unit. The tent is fastened to three sides of the trailer, fastening and unfastening are unnecessary when setting up the tent. The new system assures a snug, insect-proof fit. Floor space has been expanded to over 52 square feet, bringing total living area to 80 square feet. An extra window has been added, providing two large windows and one full size door for cross ventilation, all with nylon screen and two-way heavy duty zippers. A new vinyl-coated canvas road cover with shock cord added to the Polyethylene rope bead slips on quickly.

An optional canvas 49-square foot shade canopy can be left attached when the tent unit is set up or taken down.

High speed undercarriage, light aluminum construction, 42 cubic-foot storage, double strength doors with locks, light tongue weight (especially suited to the Ford Falcon) and rugged 13-ounce pearl gray Vivatex finished army duck tent construction are other features. **Vesely Mfg. Co.**

(Circle No. 718 on Page 229)

UNCLE LOU'S FISHING JUG!

RETAIL

$11.95

HAPPIEST ITEM YOU EVER SOLD FISHERMEN

•

Uncle Lou's Lighted Fishing Jug delights the fisherman by luring fish to his hook. Makes a new sport of night fishing. Minnows inside jug lure big fish outside. Self contained light. Heat treated glass. Good display feature for Fishing Dept. STOCK UP RIGHT NOW FOR NEW PROFITS.

BUY FROM YOUR JOBBER

or Write to Me

UNCLE LOU, SALES AGENT
D-B LURE COMPANY
Box 1007 Miami, Okla.

(For More Information Circle No. 228 on Page 229)

America's Finest . . .

HED-MITS®

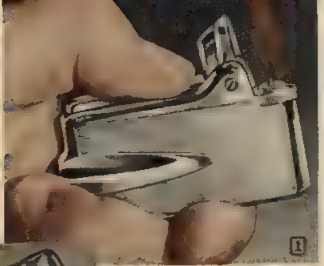
and

BOWLING BAGS

Charles F. Clark, INC.
1403-11 W. Congress St.
Chicago 7, Ill.

Over Half a Century of Quality Products

(For More Information Circle No. 229 on Page 229)



RONSON Windlite—elsewhere $3.50. Perforated windproof shield stays lit in strong wind! Handsome polished chrome body. Flint-wheel action; fiber-glass wick. Shpg wt 8 oz.
54 J 2510 . 2.97

RONSON Pioneer—famous Ronson automatic dependability at the lowest price ever! Press it's lit, release, it's out! Sleek gold-tone finish, shiny chromed top.
Shpg wt. 8 oz.
54 J 2516 4.66

RONSON Whirlwind—automatic, personalized! Elsewhere $9.50. Disappearing wind shield—use in or out. Easy-fill flip-open bottom. Bright chrome State 1 initial. (8 oz.).
54 J 2503. ...7.59

The Varaflame
12.66

RONSON BUTANES — LONG-LASTING FLAME ADJUSTS WITH A TOUCH!

① OUR FINEST . . . VARAFLAME automatic! $14.95 elsewhere! Fills in seconds, lights for months on single fueling. Elegant streamlined design in high-polished metal.
54 J 2511. Gift boxed. (10 oz.) 12.66

② THRIFTY . . . WINDLITE Sportsman. Holiday savings elsewhere $9.95. Gives months of lights per fueling. Windproof shield; flint-wheel action. Chromed finish
54 J 2513. Gift boxed. (8 oz.) 7.93

54 J 2500 **Butrone**. Refined butane in fuel-injector can. 1.7 fluid oz. (4 oz.) ....75¢

Lighters Or Leathers...Nice

6
RONSON
RONSONOL

③ MUSICAL MARVEL . . . at a special holiday low price! Novel lighter plays "Smoke Gets In Your Eyes" when lit . . . a distinctive gift Completely automatic—press, it's lit, release, it's out! Handsome jeweler's bronze case.
54 J 2529. (6 oz.) 3.93

④ ZIPPO WINDPROOF . . . perfect gift for the outdoorsman on your list And the price is extra low! Stays lit even in the strongest winds, thanks to famed Zippo wind shield Brushed chrome finish. Flint wheel action.
54 J 2523. (6 oz.) 3.50

⑤ ZIPPO SPORTSMAN displays outdoor scene for your favorite hunter or fisherman! Windproof shield lights in wind with ease. Brushed chrome body; hinged lid. Flint wheel action. (8 oz.)
54 J 2525. **Fishing** . . . 4.75
54 J 2524. **Hunting scene** .4.75

⑥ RONSON SMOKER KIT with famed windproof Windlite lighter Brushed-chromed case, hinged lid, windproof shield Flint wheel action Includes 9 Ronson flints in dispenser; 4-oz. can of Ronson lighter fuel. Gift box.
54 J 2515. (12 oz.)......4.43

⑦ SILENT BUTLER Lighter Set . . . distinguished pieces! Fine automatic lighter 'n bases in jeweler's bronze beautifully trimmed with enamel and rhinestones. Polished wooden handles. Each about 3-in. diameter (14 oz.)
54 J 2531 5.93

⑧ DECORATIVE Lighter Ensemble . . . at an extra low price! Hand glazed, smartly decorated ceramic cigarette box with lid, four dainty ashtrays. Graceful automatic lighter in matching ceramic (1 lb 12 oz.)
54 J 2532 2.94

⑨ PET ASHTRAY Lighter Set . . . attractive thrift gift! Plaid velveteen bean bag safely bases . . . put em anywhere, won't spill Pert poodle with ashtray has two cigarette holders Automatic lighter (1 lb.)
54 J 2819 . . 1.88

⑩ TOBACCO POUCH by Rogers in two fine leathers Exclusive Air-Lok seals in freshness Zip-top. Brown 4x6-in Shpg wt. 8 oz

Capeskin.
54 J 2810 2.94

Horsehide.
54 J 2809 . . . 1.94

⑪ 2-IN-1 POUCH by Rogers holds pipe and tobacco. Air-Lok seals in freshness. Zip-top 4x6-in Pipe not included Brown Shpg. wt 6 oz.

Cowhide.
54 J 2814 1.94

Supple Sheepskin.
54 J 2811 3.47

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Go ahead and sail the seven seas! You've a sextant to guide you and a boat that's all you could want for deep water adventuring. Rugged Lone Stars, in fiberglass or aluminum, are designed by men who know what it takes for a boat to ride sure and proud against tides and currents. Satisfy that footloose feeling for good with a down payment on a 1960 Lone Star . . . now in port at your nearest dealer. Find him in the Yellow Pages.

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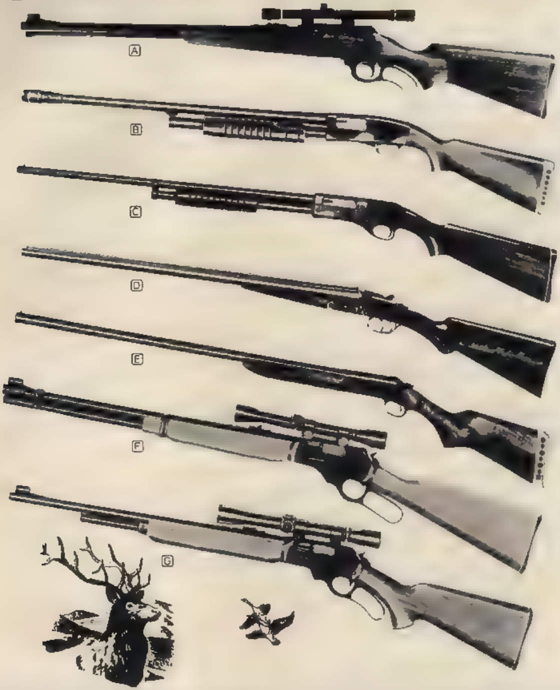
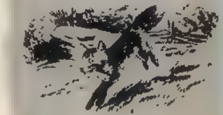




(A) MARLIN 57—LEVERMATIC. Lever action. 22 cal. repeater Takes all size .22 cal. cartridges without adjustment 22" blued steel barrel. American walnut stock. Open rear sight, ramp front sight, detachable hood. Hammerless action, automatic side ejection. Pistol grip. Length 42". Weight 6 lbs. without scope.

40B0618H3750	Ship. wt. 8 lbs. Mailable	**$49.95**

AS ABOVE—WITH 4-POWER MICRO-VUE RIFLE SCOPE.

40B0619H4500		**$59.95**

(B) NOBLE REPEATING SHOTGUN Smoothest, easiest operated pumpgun. Fitted with Multi-choke. Wooden plugs to reduce magazine capacity. Handy action release Push button safety 9 guns in one! Rubber recoil pad Mailable.

40B0801H5795	12 Ga. Ship. wt. 10 lbs.	**$77.20**
40B0802H5795	16 Ga. Ship. wt. 10 lbs.	**77.20**

(C) NOBLE MODEL 70 .410 PUMP GUN Lightweight, perfectly balanced. Slide action design. "NO KICK" from 410 loads in either 2½" or 3" shells. 26" special alloy barrel with full choke. Safety button under thumb for quick, positive trigger control. Dependable extraction and automatic side ejection. Pistol stock and grooved slide handle of American walnut Checkered hard rubber butt plate. Wt. 5 lbs. Overall length 48" Mailable.

40B0803H4695	Ship. wt. 8 lbs.	**$62.45**

(D) NOBLE DOUBLE BARREL SHOTGUN. Proof-tested steel. 12, 16 or 20 Ga., 28" long only Chambered for 2¾" shells. Left barrel full choke; right modified Matted top rib. Double trigger, hammerless with plain extractor action. Automatic safety. Fast lock time. Selected walnut stock, checkered pistol and forend Paneled sides. Overall length 44¾". A new hammerless "double" for field or range Mailable

40B0804H7990	12 Gauge Ship. wt. 8 lbs	**$99.85**
40B0805H7990	16 Gauge. Ship. wt. 8 lbs.	**99.85**
40B0806H7990	20 Gauge. Ship. wt. 8 lbs	**99.85**

(E) H & R TOPPER. Single barrel shotgun Full choke. Chambered for 2¾" standard and magnum shells . . . 410 is chambered for 3". Hammer action, coil springs, automatic ejector. Weighs 5 oz. 6½ lbs. according to gauge and barrel length.

40B1007H2349	Ship. wt. 8 lbs. 12 Gauge—30" Barrel	**$30.50**
40B1008H2349	Ship. wt. 8 lbs. 16 Gauge—28" Barrel	**30.50**
40B1009H2349	Ship. wt. 7 lbs. 410 Gauge—28" Barrel	**30.50**

(F) MARLIN 336 TEXAN. Lever action carbine with full tubular magazine. 7 shot cap. Straight grip. 20" blued steel barrel, crowned muzzle Automatic side, solid top receiver, low hammer spur Drilled and tapped for standard receiver sights and for Weaver and other top mount bases Open rear sight, ramp front sight with detachable hood. Length 38½", weight 7 lbs. Mailable.

40B0608H6160	30-30 Cal. Ship. wt. 10 lbs.	**$80.00**
40B0609H6160	.35 Cal. Ship. wt. 10 lbs.	**80.00**

AS ABOVE—WITH MICRO-POWER 4-POWER SCOPE.

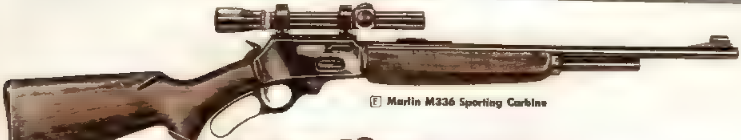
40B0614H9160	30-30 Cal. Ship. wt. 10 lbs	**$119.95**
40B0615H9160	.35 Cal. Ship. wt. 10 lbs.	**119.95**

(G) MARLIN 336 SPORTING CARBINE. Lever Action ⅔ tubular magazine repeater Available in caliber 30-30, . 6-shot capacity 20-inch Blued Steel Barrel. Pistol Grip. Automatic side ejection, solid top receiver and low hammer spur permit low mounting of scopes. Semi-beavertail forearm Open Rear Sight, Ramp Front Sight with Hood Drilled and tapped for standard receiver peep sights. Overall length 38½", Weight about 7 pounds without scope. Mailable

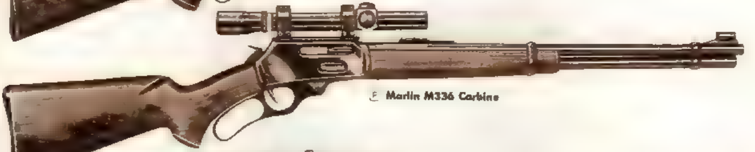
40B0616H6160	30-30 Cal. Ship. wt. 10 lbs.	**$80.00**

AS ABOVE—WITH MICRO-POWER 4-POWER SCOPE.

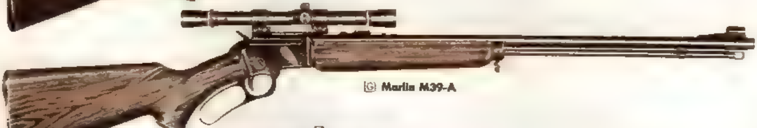
40B0617H9160		**$119.95**



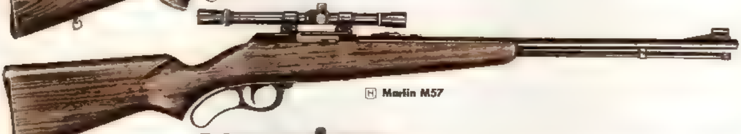
E Marlin M336 Sporting Carbine



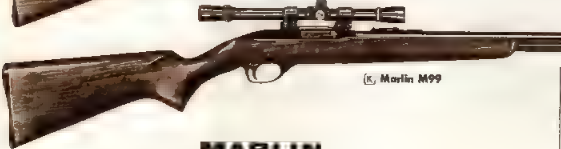
F Marlin M336 Carbine



G Marlin M39-A



H Marlin M57



K Marlin M99

MARLIN

High-Power and .22 Cal. Rifles

Famous for accuracy, quality and fine craftsmanship since 1870, Marlin sporting arms combine the advantages of time-tested design with the advanced engineering and sleek, modern appearance which sportsmen approve. Whether you're looking for a light, quick-handling high power rifle to bag your deer—or a streamlined, fast-operating .22 for small game or plinking, you know you can depend on it if it's a Marlin.

E **MARLIN M336 SPORTING CARBINE.** Special combination offer! Save $10.00 on M336 rifle and Micro-Power 4X Scope You get a $129.95 value for only $119.95 Here's a sweet-handling, fast-shooting carbine . . . for deer in .30-30 and biggest game in brush-busting 35 Remington calibers. Side ejection 20" barrel with Micro-Groove rifling. Ramp front, open rear sights. Receiver is drilled, tapped. Walnut stock. Low, dead-center scope mounting 6 shots. 38½" long. 7 lbs

29-6186	**A6160**	M336 .30-30........	**$80.00**
29-6442	**A9160**	M336 .30-30 with Scope ..	**119.95**
29-6194	**A6160**	M336 35 Remington.... .	**80.00**
29-6459	**A9160**	M336 35 Rem with Scope .	**119.95**

F **MARLIN M336 CARBINE.** Save $10.00 on M336 carbine and 4X scope! Together they're ideal for big game. You get better aiming plus split-second speed of lever action, 7-shot capacity, side ejection, 20" barrel for fast handling in woods or saddle use, and Micro-Groove rifling for finer accuracy. Ramp front, open rear sights—receiver tapped for standard sights and low, center scope mounting. Walnut stock. 38½" long. 7 lbs

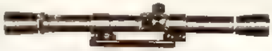
29-6228	**A6160**	M336 30-30	**$80.00**
29-6491	**A9160**	M336 30-30 with Scope. ..	**119.95**
29-6236	**A6160**	M336 .35 Remington.......	**80.00**
29-6509	**A9160**	M336 .35 Rem. with Scope.	**119.95**
29-6335	**A3350**	Micro-Power 4X Scope (only)	**49.95**

G **MARLIN GOLDEN M39-A .22 Cal. Repeating Rifle** Lever action. Has Micro-Groove rifling, side ejection, ramp front sight and hood, quick takedown. Gold trigger. Fixed swivels. Tapped for standard sights with adapter bases for scope mounts. **M39-A** (shown)—tubular magazine holds 25 shorts, 20 longs, 18 long rifles Walnut pistol grip stock. Wt. 6¾ lbs. **M39-A "Mountie"**—like above, but with straight grip. Holds 20 shorts, 15 longs, 14 long rifles. Wt 6 lbs.

29-6251	**A6045**	M39-A Marlin, 24" barrel.	**$78.50**
29-6244	**A6650**	With Micro-Vue 4X Scope .	**88.50**
29-6269	**A6045**	M39-A "Mountie," 20" brl.	**78.50**
29-5998	**A6650**	With Micro-Vue 4X Scope .	**88.50**

H **MARLIN M57 LEVERMATIC .22 CALIBER RIFLE.** Famous Levermatic action—2" flick of the finger opens and closes breech! Tubular magazine holds 26 shorts, 20 longs, 18 long rifles without adjustment. 22" Micro-Groove rifled barrel. Bishop style walnut stock with Monte Carlo comb. Receiver drilled and tapped for standard receiver peep sights. Open rear, ramp front sight with detachable hood. Sliding safety locks sear and finger lever. Hammerless—automatic side ejection With adapter base for tip-off scope mounting Pistol grip. 42" long Wt. 6 lbs.

29-5949	**A3750**	M57 "Levermatic" .22.... .	**$49.95**
29-5956	**A4500**	With Micro-Vue 4X Scope .	**59.95**



SPECIAL OFFER!

Save 33% on Micro-Vue 4X Scope!

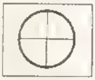
MARLIN MICRO-VUE 4X .22 CAL. RIFLE SCOPE. Regularly lists for $14.95 . . . you save $4 95 by ordering the rifle-scope combination on Marlin .22 Models 39-A, 39-A Mountie, 57 or 99.

You'll enjoy faster, easier sighting and pin-point accuracy with this scope. Has 32-ft. field at 100 yds. Precision coated optics give true light and color transmission Capped int. click adj 11" long, 8 oz. Mount needs no drilling, tapping

29-5758	**A1000**	Micro-Vue 4X Scope .	**$14.95**

MARLIN 4X MICRO-POWER SCOPE for big game rifles Save $10 on M336 Carbine-Scope . up to $24 30 over other brands of scopes and mounts Has 30-ft. field, 4" eye relief. 12½" long. 7 oz. Lightweight, rustproof. Coated lenses, standard cross-hair reticules, sunshades. Weatherproof adjustment caps, positive click adjustments. Complete with self-install mounts. Lifetime guarantee.

29-6335	**A3350**	Micro-Power 4X Scope	**$49.95**

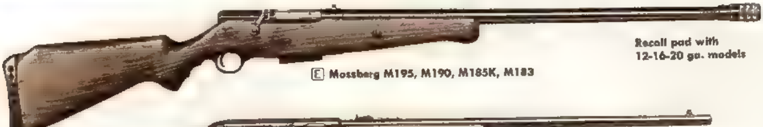


Standard Cross-Hair Reticules

Scope has universal mounts. No tapping or drilling needed

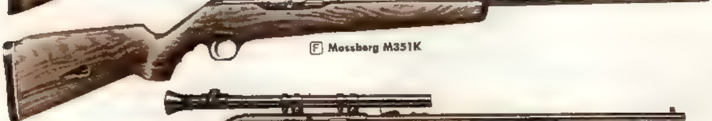
K **MARLIN M99 SEMI-AUTOMATIC .22 CAL. RIFLE.** Imagine . . . you can get off 18 shots as fast as you can pull the trigger! Auto-loading—long rifle cartridges only Carbine style full tubular magazine. Jam proof high speed feeding system. Cross bolt safety. Quick takedown. Automatic side ejection. Drilled and tapped for adapter base for tip-off scope mounting, also standard sights. Open rear, ramp front sight with detachable hood New featherweight walnut stock. Receiver handsomely streamlined. Micro-grooved 22" barrel. 42" long Wt. 5¾ lbs.

29-5840	**A3000**	M99 Semi-Automatic.......	**$39.95**
29-5964	**A3750**	With Micro-Vue 4X Scope..	**49.95**



E Mossberg M195, M190, M185K, M183

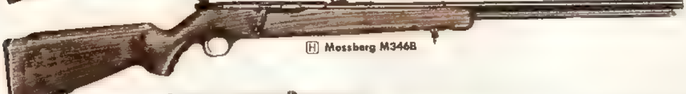
Recoil pad with
12-16-20 ga. models



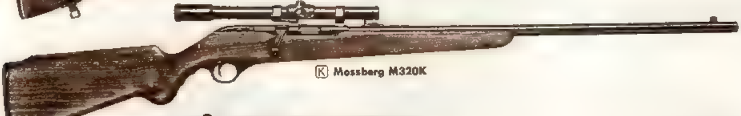
F Mossberg M351K

G Mossberg M352K

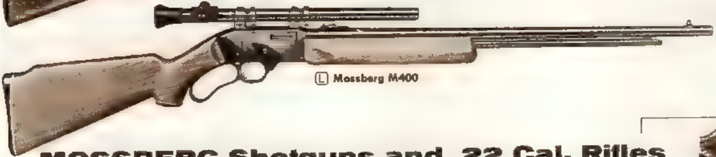
Hinged fore-end
can be pulled
down to form a
hand grip or rest
for accurate prone
shooting



H Mossberg M346B



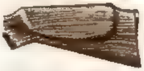
K Mossberg M320K



L Mossberg M400

MOSSBERG Shotguns and .22 Cal. Rifles

*Though one of the youngest of large makers of sporting firearms—
"only" 37 years old—Mossberg has introduced more innovations
in firearms than any other manufacturer in the last three decades*



Mossberg Rifles and Shotguns
have walnut Monte Carlo stocks,
with custom cheek-piece

E MOSSBERG BOLT ACTION SHOTGUNS. Every one of these 3 shot repeaters is equipped with C-Lect-Choke. You pick the choke you want—full, modified, or improved cylinder, or any point in between—by a twist of your finger. All settings are clearly marked. Choke and gun—one unit, perfectly coordinated. Proof tested barrels take 2¾" or shorter shells in 12, 16 and 20 gauges, 2½" and 3" in .410 gauge. Self-cocking bolt action. Removable bolt. Double extractors. Thumb safety. Walnut Monte Carlo stock.

29-5899	**A3150**	12 ga. M195 (7½ lbs.)	**$41.95**
29-5907	**A3075**	16 ga. M190 (6¾ lbs.)	**40.95**
29-5915	**A2850**	20 ga. M185K (6¾ lbs.)	**37.95**
29-5923	**A2700**	410 ga. M183 (5½ lbs.)	**35.95**

F MOSSBERG 15-SHOT SPORTER AUTOMATIC .22. The M351K is a new, ultra-modern .22 rifle that combines sleek good looks with accuracy and speed of fire—15 shots in less than 4 seconds. Tubular magazine in stock feeds straight into chamber—handles all .22 caliber long rifle ammunition. 1-pc. Walnut stock is gracefully streamlined, with hand rubbed oil finish. Pistol grip. Easy takedown. 24" barrel has new, precision rifling. Bead front sight. Open rear sight with "U" notch helps you get on target quickly—has step and windage adjustments. Receiver grooved for scope mounting. 43" long, wt. 6 lbs.

29-5972	**A3745**	With 4M4, 4X Scope	**$49.90**
29-5980	**A2925**	With open sights	**38.95**

G MOSSBERG AUTOMATIC CARBINE, M352K. Here's the new .22 that can get off 7 shots in less than 2 seconds! It's the first clip-type automatic ever made that can handle all cartridges—short, long and long rifle. Safety holds action open—shows if action is loaded—locks both trigger and sear. Has a round, tapered 18" barrel with precision 8-groove rifling, crowned muzzle. Genuine Walnut stock in Monte Carlo design, with pistol grip. Hinged Tenite fore-end can be pulled down to form a hand grip or rest for accurate prone shooting. Has adjustable sling strap on left of stock. Open rear, post front sights. 38" long. 5 lbs.

29-6012	**A3670**	With 4M4, 4X Scope	**$48.90**
29-6038	**A2850**	With open sights	**37.95**

H MOSSBERG BOLT ACTION .22 REPEATER, M346B. New hammerless action is completely enclosed, giving better protection from damage and dirt, a clearer view for aiming and greater safety for shooter. Tubular magazine holds 25 short, 20 long or 18 long rifle cartridges. Thumb-operated safety, 24" barrel. Genuine Walnut stock in Monte Carlo design with cheek piece; detachable sling swivels. Has triple sight combination: removable receiver peep sight with quarter minute positive adjustments; open rear sight with windage, elevation adjustments, hooded ramp front sight with interchangeable bead or aperture. 43½" long. 6½ lbs.

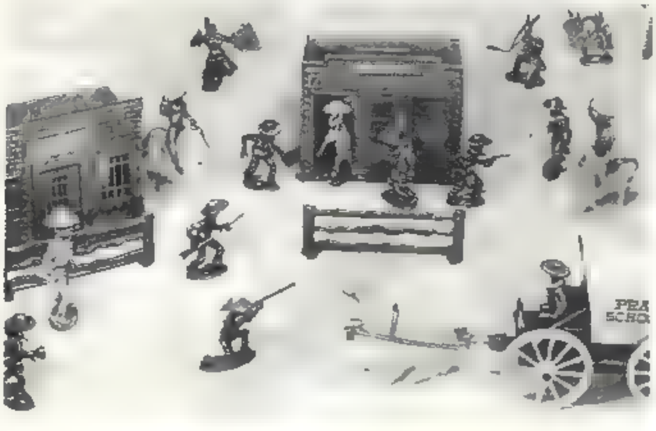
29-6061	**A3670**	With 4M4, 4X Scope	**$48.90**
29-6079	**A2850**	Without Scope	**37.95**

K MOSSBERG .22 CAL. SINGLE SHOT RIFLE. . M320K. This hammerless, bolt action rifle offers new speed and ease in loading with any .22 caliber short, long or long rifle, regular or high speed ammunition. Convenient loading platform—just drop in cartridge and close action. Safety is ultra-safe, rifle will not fire until action is locked. Grooved trigger. Accuracy is assured by precision 8-groove rifling in the round, 24" tapered barrel. Has crowned muzzle. American Walnut pistol grip stock of Monte Carlo design. "U" notch open rear sight with windage and elevation adjustments. Sporting front sight. Receiver grooved for scopes. 43½" long. Wt. 5¾ lbs.

29-6129	**A1435**	Mossberg M320K .22 Cal	**$17.95**

L MOSSBERG PALOMINO 20-SHOT LEVER ACTION M400. A hammerless lever action .22—modern version of the glamorous Western rifle. Tubular magazine holds 20 short, 18 long and 15 long rifle cartridges. 24" barrel with new Ac-Kro-Gruv rifling. Walnut stock in Monte Carlo design; beavertail forearm. Bead front and open rear sights with elevation and windage adjustments. Lever action is smooth and fast-operating. Removable side plate gives quick access to all operating parts for cleaning. Cross bolt safety. Special action lock prevents firing until lever is closed and bolt locked. 41" long. Wt. 5½ lbs.

29-6558	**A5985**	M400 with 4M4, 4X Scope	**$79.85**
29-5105	**A5165**	M400 without Scope	**68.88**

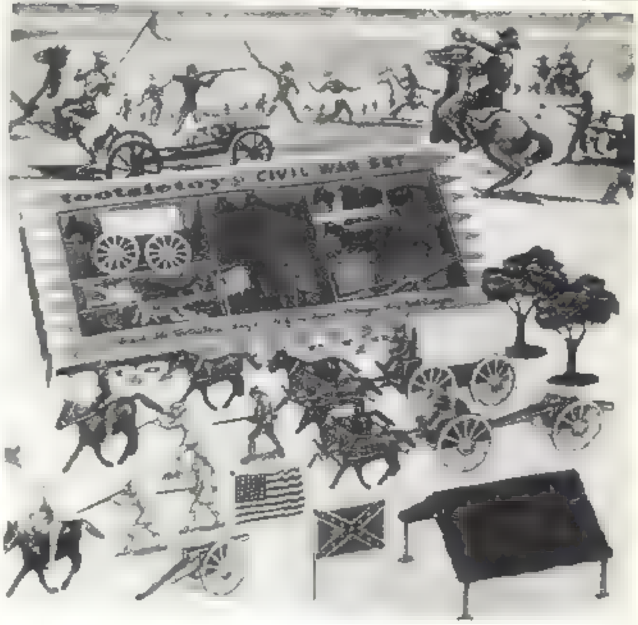


No. 1117

MARSHAL MATT DILLON'S

GUNSMOKE

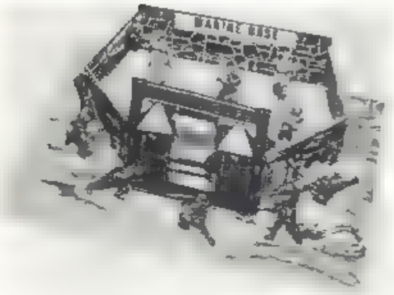
A brand-new toy package carrying countless action features to thrill millions of GUNSMOKE viewers Set includes Marshal Matt Dillon . . . cowboys with interchangeable weapons and equipment . Indians . . . rides and horses to saddle . . take-apart buckboard wagon . . coral fence, hitching post . . . The Dodge jail and bank buildings. Displayed in new "Gunsmoke" display box. Packed 1 doz. per carton. Wt. 27 lbs. Each $2.98



No. 4340 tootsietoy CIVIL WAR SET

Another completely new set that will meet the demand created by the Civil War Centennial New visual 2 color display package with Mylar top for impulse sales 27 piece set features authentic replicas in durable die-cast metal of Civil War wagon, caisson blue and gray cannons, 2 hitches 7 polyethylene horses, 1 tent, 8 assorted Union and Confederate soldiers, 2 trees and Union and Confederate flags. Packed 1 dozen to shipper, 19 lbs

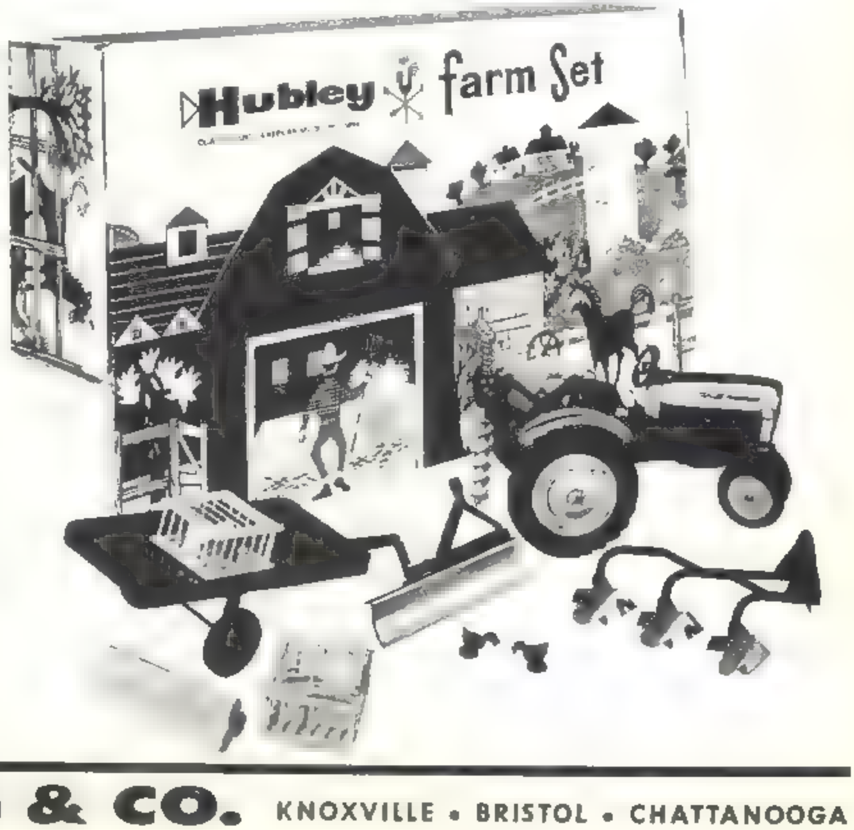
Each **$3.00**

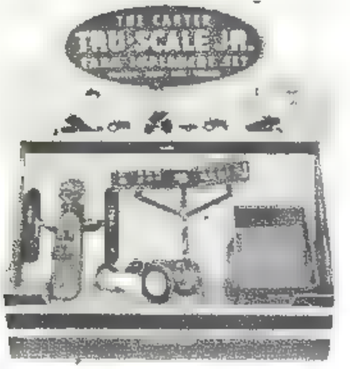


No. 3137—Marine Base
Poly front gate of Marine training base has swinging road block. Sides lithographed in full color on both sides. 13 figures of sailors and marines. Bubble Pack, 2 dozen to carton. Weight 17 lbs. Each $1.00

No. 68—Farm Set Each $8.00

METAL. Set consists of one Ford Tractor, three bladed plow, farm wagon with two crates of ducks and chickens, Ford Scraper Blade and Ford Post Hole Digger.* Attractive box in full color sets up into farm yard. Packed 1 set in a box; ¼ dozen to a carton; weight per carton 20 lbs.





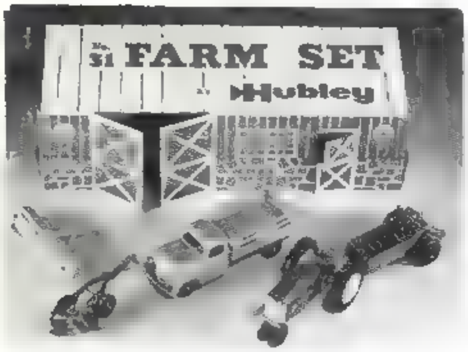
No. 6-540—Tru-Scale Jr. Set
Includes patented metal tractor, single row disc, two bottom plow, two wheel trailer. Display boxed. 6 in a carton. Each $4.98

No. 977
AUBURN FARMS

A 47 piece Farm Set consisting of a tool shed, small barn, chicken coop, 25 assorted small and medium animals, 2 cows and cowstall, tractor and 5 implements, farmer and wife, and 8 pieces of fence. The 2 color corrugated display box 18½" x 12" x 4" makes into a large barn. All items made of unbreakable vinyl and poly.

Packed 4 each in a 15 lb. shipping carton. Each $4.00

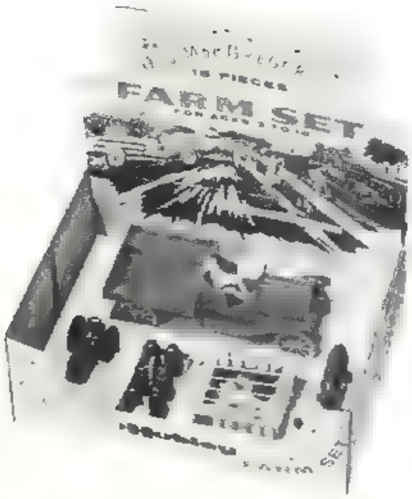
No. 197—Barn & Animals
Same barn as in No. 199 set. One silo, 12 pieces of fence, 28 animals made of rubber-like vinyl. Tractor made of rubber-like vinyl, measures 5½ in. long, 3 in. wide and 4 in. high. Farmer, wife and child in vinyl. In attractive display box, with instructions. One-half dozen in carton; wt. 30½ lbs. Each $4.00



31 Farm Set
Set consists of Tractor, Truck, Spreader, Plow and Cultivator. Packed 1 set in a box; 1/2 dozen sets to a carton. Weight per carton 20 lbs. Toys red with aluminum trimming. Packed in colorful lithographed box. Each $3.00

14 Barnyard Set
Set consists of Farm Wagon, Cultipacker, Tractor, Milk Truck, Chickens, Ducks and two pigs. Also a tray of 6 milk cans in bright colors. Packed 1 set to a box; 1 dozen to a carton. Weight per carton 16 lbs. Packed in attractive lithographed box. Each $2.00

Hubley
Farmer Brown's
18 PIECES
BARNYARD
SET
Hubley Farmer Brown's



No. 7—Farm Set
Set consists of milk truck, tractor, pigs, chickens and ducks in bright colors. 1 set in a box, 1 dozen in a carton. Weight per carton 6 lbs. Attractively packaged in lithographed box. Each $1.00

No. 4300—Tootsietoy Farm Set
Complete with die-cast metal X-act scale models of Ford Tractor, Disc Harrow, Manure Spreader, Two-bottom Plow, Jeep with dozer blade, all purpose Farm Truck and 8 poly ethylene barnyard animals. Each in eye-catching gift box; one dozen to shipper, 29 lbs. **$3.00**

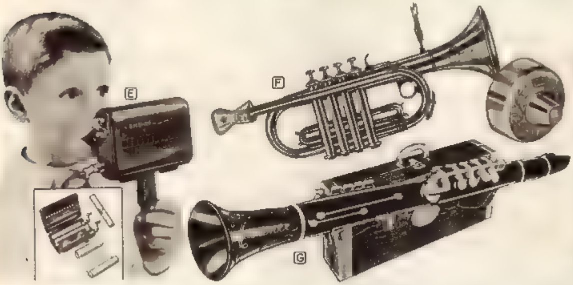
EMENEE
MUSICAL TOYS
A
B
C
D

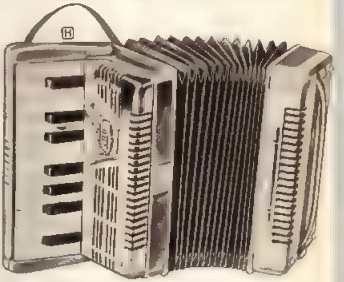
(A) MATTEL MOUSEGETAR—Made just like Jimmy Dodd's, and it plays real music. Big size with nylon strings, tuning keys and carrying neck-cord. Finished in red with Mickey Mouse picture. Instructions.
1T296X265 23x8x2½" ....Ret. $4.00

(B) EMENEE UKE AND BANDSTAND UKE PLAYER—Big professional size uke that provides rich, professional tones. Complete with automatic uke player. Screw type tuning pegs, felt pick, song book.
1T295X265 ....Retail $4.00

(C) EMENEE COWBOY GUITAR with Automatic Guitar Player—Nearly 3-ft. long! Sculptured, decorated body in western motif. Full-bodied tone. Gear action tuning [illegible] Pick, shoulder cord, luggage case, book.
1T294X665 4 lbs. ......Retail $10.00

(D) EMENEE ELVIS PRESLEY GUITAR—6-string guitar with gear-action metal pegs. 3-ft size, professional tone. Decorated with portrait of Elvis. With felt pick, luggage case, neck cord.
1T293X665 4 lbs. ......Retail $10.00





(E) EMENEE ROLL HARMONICA—Plays professional harmonica music—automatically! All you do is blow into the mouthpiece and turn the handle. Comes with 3 player rolls. Easy to insert and rewind.
1R176X235 ....Retail $3.50

(F) EMENEE GOLDEN TRUMPET—Play songs, marches, bugle calls—simply, quickly! 13" long heavy gold finished unbreakable plastic. Tuned reeds; sanitary sealed mouthpiece. Trumpet mute, music book, case.
1T299X265 .... Retail $4.00

(G) EMENEE EBONY AND SILVER CLARINET—Break-resistant plastic in realistic finish. 14 tuned reeds—full scale—including two triple reed harmonic chords. Sealed mouthpiece. Over 17" long. Adjustable strap, case, music book.
1T301X265 ....Retail $4.00

(H) EMENEE GOLDEN PIANO ACCORDION—One foot high—extends to nearly 2 ft.! Professional type full scale piano 18-keyboard for bass notes, and chords for left hand to play harmony and rhythms. 52 tuned reeds. Gold finish trim and fittings. Adjustable harness.
1T297X530 ....Retail $8.00
13-Key Keyboard Accordion—26 tuned reeds, less chords.
1T298X265 ....Retail $4.00

(J) JAMBOREE MUSIC SET—Plastic violin, 14½" long, 17" long ukulele, and 15½" long banjo. All authentically colored and precision tuned
1T300X186 3-pc. set ....Retail $2.79
(1T300X167 in lots of 3)

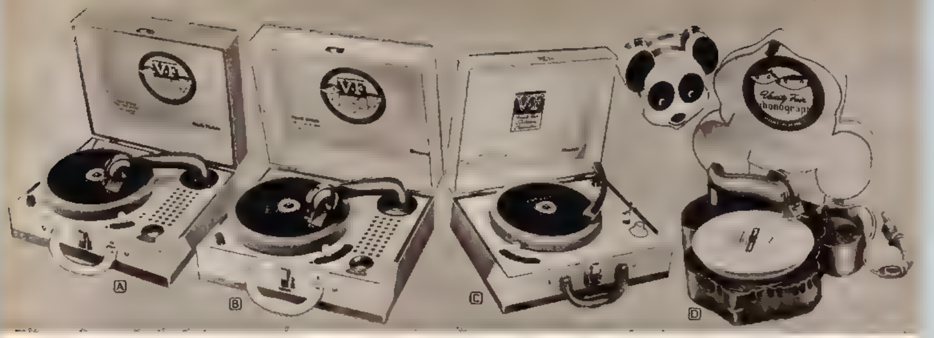
(K) JAZZ DRUM SET—Everything you need! Big 20" bass drum with full color picture; 2 side drums, 8 and 6½"; foot pedal; triangle, foot-spring cymbals; tone-block; gong-bell, sticks; hardware.
1T304X335 6½ lbs. .... Retail $5.00

(L) EMENEE AUTOMATIC PLAYER-DRUM—Simply turn the handle and drum plays automatically with authentic marching rhythm. Made of reinforced metal frame with handsome eagle decorations. Over 95 sq. in. of playing surface. With shoulder harness, 2 drum sticks.
1T303X265 ....Retail $4.00

(M) KENNER TURN-A-TUNE—Brand new musical toy. Just a turn of the handle plays beautiful tunes. Metal music bars with tone chambers produce gay music from 8 player disks of children's favorite tunes. High impact plastic base.
1T302X197 .... Retail $3.00

(N) EMENEE STAR SPANGLED LIGHTED BATON—Professional size with jewel-tone, steel shaft. Replaceable bulb flashes red, white, blue beams. Foolproof switch. Takes regular pen-light batt. (not incl.).
1R177X135 ....Retail $2.00

Carnival
JAMBOREE SET
J
K
L
M
N

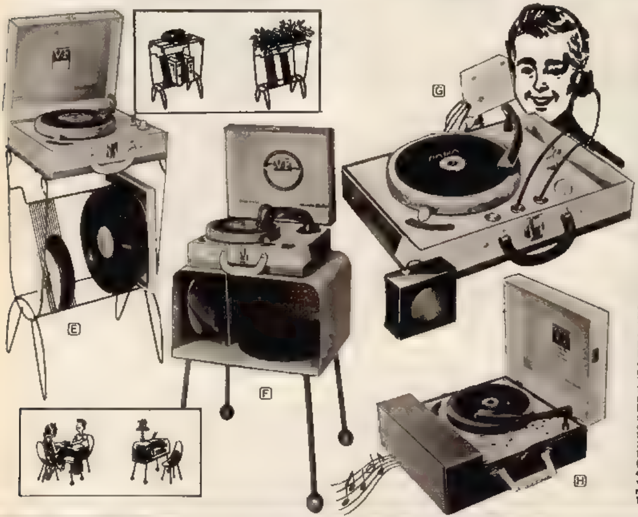


(A) VANITY FAIR "MUSIC MAKER" PORTABLE PHONO—2 speeds. Plays 78 and 45 rpm records. Automatic record replay Vani-Tone volume control. Red and white Rigid Lite case. UL-CSA approved. 12¾"x10½"x4¾".
1T313X930 . . . . Retail $14.00

(B) VANITY FAIR "RIVIERA" 4 SPEED PORTABLE PHONO—Plays 78, 45, 33⅓ and 16 rpm. Dual Tone sound chamber. Vani-Tone volume control. Needle cup, arm rest. Red and white Rigid-Lite case. UL-CSA approved. 12½"x 10½"x4¾".
1T314X1097 . . . . Retail $16.50

(C) VANITY FAIR "MONACO" 4 SPEED AMPLIFIED PORTABLE PHONO—High gain amplifier 45 rpm record insert, permanent sapphire needle. Moisture-proof cartridge. Full range volume control. 2 tone cabinet. 12½"x 10½"x4¾".
1T315X1597 . . . . Retail $24.50

(D) VANITY FAIR "PETER PANDA" PHONO—A favorite with children. Panda's merry face beams when lid is closed. Open . . . a real child's phono. Plays up to 12" records, 78 rpm speed. AC motor Unbreakable cabinet. 10½"x10¼"x3½".
1T316X665 . . . . Retail $10.00



(E) VANITY FAIR "MUSICALE" 4 SPEED PHONO AND TABLE—With package of famous name records. 4-speed phono with volume control and 45 rpm adapter. Includes multiple-use wrought iron console table 14 lbs.
1T318X2097 26"x13"x11" Retail $32.00

(F) VANITY FAIR "MUSIC MAKER QUARTET"—4-in-1 package has: portable 2 speed volume control phono; console storage table; automatic record replay, 3 children's records. 14 lbs.
1T317X1465 24"x16"x12" Retail $23.00

(G) VANITY FAIR "DISC JOCKEY" STUDIO OUTFIT—Includes 4-speed volume control phono, microphone, headphone, loudspeaker. Portable case with removable lid. Control panel. 45 rpm insert. 14½"x10½"x4¾".
1T320X2997 . . . . Retail $46.50

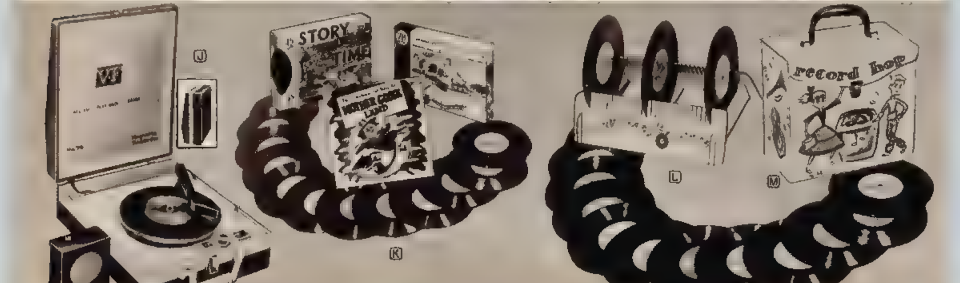
(H) VANITY FAIR "MIAMI BEACH" 4-SPEED AMPLIFIED PORTABLE PHONO—Features front panoramic speaker. 2 sapphire needles in flipover cartridge. Volume and bass-treble controls. Adapter for 45 rpm. Pink and white case. 14"x12½"x5".
1T319X2197 . . . . Retail $33.50

(J) VANITY FAIR PORTABLE MAGNETIC RECORDER—Records! Plays back! Erases! Unbreakable disc. Record and erase as often as you wish. Includes 2 discs. Blue, grey and white case.
1T321X2597 11"x13"x5" Retail $40.00

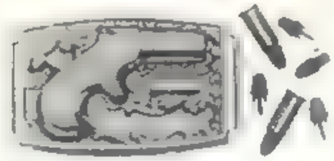
(K) CRICKET RECORD ALBUM LIBRARY—Now in 78 or 45 rpm! Big, 12 record library of 24 story-book songs in 3, color-illustrated albums. All-time favorites
1R189X210 78 rpm . . . . . . Retail $3.00
1R190X210 45 rpm . . . . . . Retail $3.00

(L) CHILDRENS' 78 RPM RECORDS with RACK—Rack holds 29 records. 3 different sets of favorite records. Each set includes twelve 7" unbreakable records.
1R186X265 Mother Goose Retail $3.79
1R187X265 Musical Stories Retail $3.79
1R188X265 Christmas Songs Retail $3.79

(M) BOBBI-SOX RECORD CASE—Portable storage cabinet with indexed dividers. Holds up to 50 standard 45 rpm records.
1T322X135 7½"x8"x4¾" Retail $1.98
(1T322X121 in lots of 3)



No. 662—Mattel Shootin Shell 45
A true replica of the most famous hand gun of the Old West. New realistic cartridge ejection . . new single and double cocking action. Loads and shoots 6 shootin shells with Greenie Stik-M-Caps. Fan'em or trigger single shots. New super size — 11 in. long. Revolving cylinder; smoking barrel; zinc die cast construction with all-metal mechanism. Comes with 6 Shootin' Shell cartridges, 24 safe bullet-noses and Shootin' Shell target. Individual display package. Size: 11 in. long. Std. pack: 1 doz. wt., 18½ lbs.
Each $4.00



SHOOTIN' SHELL

BUCKLE GUN

Stock #622 Retail Price. $2 00
Secret "no hands" firing! It looks like a western buckle . . . but with an outward push of the stomach, an authentic replica of the famous Remington Derringer flips out, fires a Greenie* Stik-M-Cap* and shoots a Shootin' Shell*! A safety-lock prevents misfiring Gun is removable for easy loading . . . entire unit is all-metal and fits any belt. Plastic bullet-loader. Individually boxed — with 2 Shootin' Shell* cartridges, 6 bullet-noses
Size· Buckle, 4" x 2⅜" x ½", Pistol, 3".
Std Pack: 2 doz. Wt. 14 lbs

No. 500—Derringer Dueling Set
Contains two metal guns and shells; vacuum formed platform, acetate theft-proof cover. Saddle grain vinyl box with turn lock. Size: 6¼x8¼x2 in. wt. 12 lbs. per doz. 1 doz. in a ctn.
Each $2.00

MATTEL FANNER* 50
BULLET-LOADING CAP PISTOL

Stock #603 Retail Price· $2 50

The authentic fanning gun of the Old West — with bullet-loading action! Rapid-fans 50 Greenie* perforated roll caps . . . fans or triggers single shots. Cylinder revolves, barrel smokes. Loads safe all-metal play bullets. Shimmering die-cast construction with stag horn handle. All-metal firing mechanism Packaged in colorful box — wih 6 all-metal play bullets preloaded in cylinder
Size 10¼" long. Std. Pack: 1 doz Wt. 12 lbs.

Stock #608. Retail Price· $3.00
The authentic fanning gun of the Old West now in a brand new Shootin Shell* model. It loads and actually shoots . . . six Shootin Shells* with Greenie* Stik M-Caps* Fan 'em or trigger off single shots. Smoking action revolving barrel The stag handle features a built in bullet-loader for easy Shootin' Shell* assembly Pistol is die cast metal Comes with six Shootin' Shell* cartridges and 12 bullet-noses. Individually boxed (target on back).
Size. 9" long. Std Pack. 1 doz. Wt., 9 lbs

No. 247B—Wyatt Earp Buntline (repeater)
Length 11½ inches. Packed one per individual rack card only; one dozen in a carton. Weight per carton 10 lbs. Bright nickel finish with canyon brown handles. Barrel breaks open for easy loading. Shoots standard roll caps.
Each $1.00

A completely new idea in caps! Just peel off an individual, round Greenie Stik-M-Cap (50 per sheet) and stick it on back of the all-new Mattel Shootin' Shell cartridge or an all-metal play bullet (Stik-M-Caps are self-sticking). Load up the gun . . . and real shootin' action! The metal casing of the Shootin Shell stays in the chamber, while a safe bullet-nose is actually shot through the barrel. Greenie Stik-M-Caps are for all Mattel Shootin' Shell guns, and other bullet loading guns too.

SHOOTIN' SHELL* PAKS

Stock #609 Price· 50¢
For use with all Shootin Shell* guns Each transparent "skin-pack" contains 3 Shootin' Shell* cartridges and 30 bullet-noses. An absolute "must" to keep the kids supplied with ammunition 12 Paks per colorful counter display
Size. 4½" x 4⅞". Std. Pack 6 doz (6 — 1 doz. displays). Wt 6 lbs

GREENIE* STIK-M-CAPS*

Stock #633 Retail Price: 10¢ box.
Four dozen boxes of Greenie Stik-M-Caps, (120 shots per box) retailing at 10¢ each, in self-display carton.
Std. Pack: 12 displays per carton (48 doz. individual boxes). Wt. 16 lbs.

GREENIE* STIK-M-CAPS*

Stock #634. Retail Price: 25¢ box.
Two dozen boxes of Greenie Stik-M-Caps, (480 shots per box) retailing at 25¢ each, in self-display carton.
Std. Pack: 12 displays per carton (24 doz. individual boxes). Wt. 20 lbs.

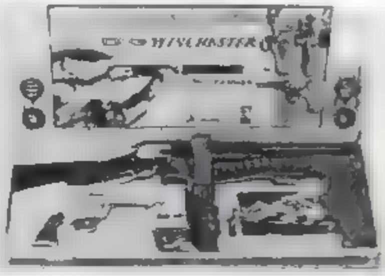
OVERLAND TRAIL WESTERN SET

No. 195—Overland Trail Gun Set
Deluxe Overland Trail Assortment containing No. 244 Flip's Pistol in genuine leather holster with stand-away pocket and western cross-strap with buckle. No. 206 Kelly's Rifle with distinctive shamrock on butt, and spurs with genuine leather straps are also featured in this set. ¼ doz. indiv. display boxes to case, 22 lbs. Each $9.95

STAGECOACH SET
WINCHESTER

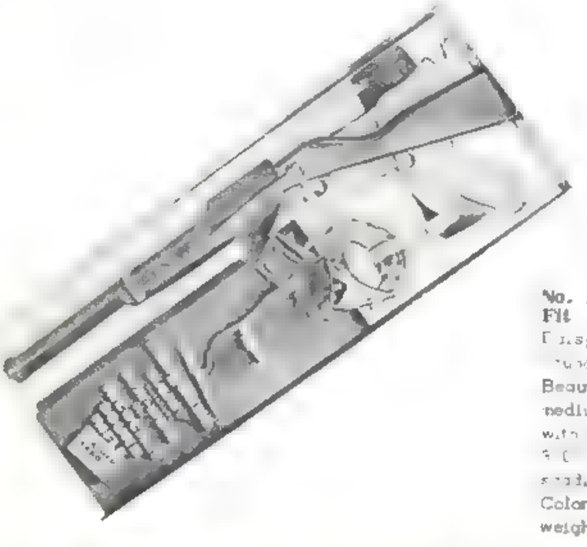
STAGECOACH SET

Stock #593. Retail Price $12.00.
Winchester** Saddle Gun with secret trigger – 8 all-metal bullets in Bullet-Pak* and Bullet-Loading Fanner* 50 Marshal Holster Set with 18 all-metal play bullets. Winchester** has lever-action. loads and ejects bullets. Fanner* 50 loads bullets. Bullets fit both guns. Both guns fire 50 Greenie* perforated roll caps. Adjustable (up to 34"), fast-draw holster of top grain cowhide. Individually packaged
Size: Winchester, 33" long; Pistol, 10¾" long. Std. Pack: 6/12 doz. Wt., 24½ lbs.

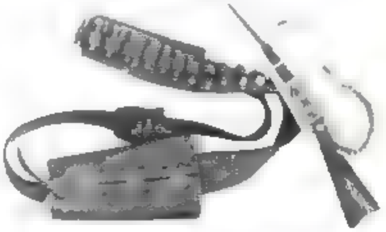


BUFFALO HUNTER SET

Stock #672 Retail Price $8.00
Famous Fanner* pistol and new Winchester** rifle shoot Shootin' Shells*, fire Greenie* Stik-M-Caps* with authentic smoking action. *Winchester** rifle.* Realistic lever-action and shell ejection; secret trigger for rapid firing of Greenie* Perforated Roll Caps; magazine storage for extra Shootin' Shells*. *Fanner* pistol:* loads 6 Shootin' Shells* for rapid fanning or single shots; "Rawhide"; *Holster and Belt.* contains 6 Shootin' Shell* cartridge cases; adjustable from 24½" to 34½". *"Rawhide" Scabbard, safe flexible plastic hunting knife.* 3 extra Shootin' Shell* cartridges, 30 safe bullet noses, and Target. 4 color display packaged
Size: Winchester rifle, 26" long, Fanner pistol, 9" long Knife 9" long. Std. Pack: 6/12 doz. Wt., 14 lbs.



No. 1912—Daisy Gun Outfit
Daisy, Cheyenne [illegible] [illegible] Saddle Gun and Beautiful Tough Grade, medium single holster set with Daisy Bull's-eye No. [illegible] Six Gun, with leather saddle design wall rack. Colorful box, 6 in a carton; weight 25 lbs. Each $9.95



SHOOTIN' SHELL* INDIAN SCOUT RIFLE WITH BANDOLIER-SCABBARD

Stock #629 Retail Price $6.00
Rolling-block rifle with genuine leather bullet-bandolier and scabbard-holster for the rifle. Worn over the shoulder. Rifle comes with 2 Shootin' Shell* cartridges and 6 bullet noses. Bandolier has 16 all-metal play bullets in bullet loops. Individually boxed with target on back
Size Rifle, 29¼". Std. Pack: 6/12 doz. Wt. 11½ lbs.

Maurice Richard Hockey Skates

Choice of two fine "Rocket" outfits

1 **THE "ROCKET" SKATING OUTFIT** with Black, top-grain Leather Boots, split leather linings, built-in tendon guards. "Double Helmet" box toes, facings in cherry-tone shade. Black, felt-lined tongues, instep pads, arch supporting counters. "Silver Arrow" blades. MEN'S FULL SIZES 6 to 12. *Be sure to state size wanted when ordering*
61-B-314. Price, pair, delivered 13.95

2 **MAURICE RICHARD SPECIAL** Skating Outfit. Quilted top-grain Leather Boots with soft, split leather linings, padded interlinings. Burgundy-colour "Double Helmet" box toes and trim, foamed plastic heel pads; leather sock linings, arch supporting counters, instep pads, built-in steel shanks. "Invicta" tube Skates. MEN'S FULL AND HALF SIZES 7 to 11, also 12. A fine outfit the sportsman will appreciate. *State size wanted.*
61-B-515. Price, pair, delivered. 21.95

Maurice Richard
SILVER ARROW
1
13.95
2
21.95

Jean Beliveau
"Boom Boom" Geoffrion
3
4

For Men 11^{50} del'd

For Boys 10^{50} del'd

For Men 13^{50} del'd

For Boys 12^{50} del'd

3 Jean Beliveau "Senior" Hockey Outfits. Quilted boots of Black, top-grain Leather with Burgundy-colour trim. Suede leather linings, padded interlinings, felt instep pads. Reinforced toes and arch-supporting counters. "Silver Arrow" tubular Steel blades. IN FULL SIZES.
61-B-518 MEN'S SIZES 6 to 12. Pair, del'd. 11.50
61-B-519 BOYS' SIZES 3, 4, 5. Pair, del'd . 10.50

4 "Boom Boom" Geoffrion Hockey Outfits. Black, top-grain Leather Boots with cherry-tone trim. Tendon guards, foam rubber padded tongues. "Double Helmet" box toes, "Samco" soles, telescopic eyelets. Split leather linings, sponge felt interlinings. "Maple Leaf" Steel blades. FULL SIZES.
61-B-516. MEN'S SIZES 6 to 12. Pair, del'd.. .. 13.50
61-B-517 BOYS' SIZES 3, 4, 5. Pair, del'd.... . 12.50

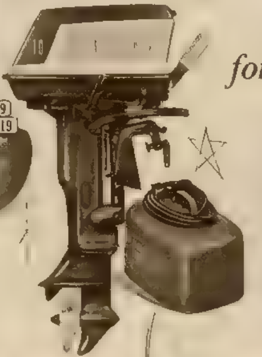
SELECTED

for the sportsmen

SAVE $26.00 on 10-h.p.

1959 EVINRUDE MOTORS

Reg. 325.00 NOW ONLY 299^{00} or 29.90 Down Cash 14.00 Monthly*

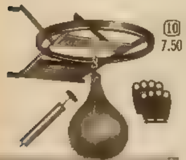


1959 Evinrude Sportwin Outboard Motors originally priced at 375.00 in our 1959 Spring and Summer Catalogue, reduced to 325.00 during our Summer Sale and now further reduced by $26.00 for big savings. Full gear shift, automatic, thermostatically controlled cooling, 5-gallon tank. Starts manually. Attains speeds of up to 20 m.p.h. Weighing about 67 lb., each motor is finished in baked-on enamel in Blue and White. Anodized anti-corrosion finish on exposed metal. "Safti-grip" propeller eliminates sheer pins, protects against damage from underwater obstructions. Sound-sealed, vibration-protected powerhead Fiberglas hood. Limited supply
061-B-324. Sale price, delivered........... 299.00

5
5.95
6
7.95
7
3.99
8
5.99
9
2.19

5 **FOOTBALL HELMET** for boys. Yellow Plastic, green stripe. Leather strap, foam rubber padding, double face guard. Headsizes to 6¾
61-B-315. Price, delivered. 5.95

6 **SENIOR SIZE** Football Helmet. White Plastic with blue stripe. As (5) above. Headsizes to 7½.
61-B-318. Price, delivered...... 7.95



7 **LOWER-PRICED FOOTBALL** made of durable grained "Fabrikoid". In official size and weight
61-B-321 Price, delivered 3.99

8 **GOOD QUALITY "TRULINE" FOOTBALL** in official size. Hard-wearing Split Leather, strongly stitched for durability. Tan colour. Each end marked with white stripes.
61-B-322. Price, delivered. 5.99

9 **OFFICIAL-SIZE FOOTBALL.** Simulated Leather stitched for durability. Strong bladder. Complete with inflating needle.
61-B-323. Price, delivered. 2.19

10 **PUNCHING BAG OUTFIT** sure to be an aid to both boxing enthusiasts and physical fitness devotees. Comes complete with easily attached wall brackets. Strong metal frame is painted blue. Sturdily stitched leatherette punching bag built to take plenty of punishment. Rubber bladder, inflating needle and inflating pump included. May also be used as a floor platform. Assembling instructions provided for easy installation.
061-B-332. Price, outfit, delivered......... 7.50

11 **TOP-VALUE BOXING GLOVES** Thickly padded backs, thumbs and wrists. Firmly made in smart Red, top-grain Leather with Cream-colour palms. Available in choice of four sizes—see below

61-B-333. 4-oz. GLOVES. For up to 9 years
Price, set of four, delivered . 4.50
61-B-334 6-oz. GLOVES. For up to 13 years.
Price, set of four delivered 5.95
61-B-335. 8-oz. GLOVES. For teen-agers and adults. Price set of four delivered 6.95
61-B-336. 10-oz. GLOVES. For adults.
Price, set of four, delivered........ . 7.95

Budget Plan Terms Available.
*See Page 214 For Details

13
6.95
12
4.95

WINNWELL
W44
14
6.49

12 **JUNIOR ARCHERY SET** with Fiberglas bow about 46 inches long. Three wooden arrows, each about 20 inches long. Arm guard, finger tab, 24-inch target face and set of instructions.
061-B-319. Price, set, delivered .. 4.95

13 **SENIOR ARCHERY SET** with Fiberglas bow about 52 inches long. Plastic hand-grip, braided linen bow string. Three cedar arrows, each about 22 inches long. Finger tab composition arm guard. 24-inch target face
061-B-320. Price, set, delivered . 6.95

14 **BASKETBALL AND HOOP SET** for helping to develop young cage stars. Basket is made of rugged Steel, and has cord net. Basketball, in official size and weight is of deep, pebble-grain rubber with wide channel seams.
061-B-329. Price, set, del'd...... 6.49
61-B-330. BALL ONLY
Price, delivered. 4.59
061-B-331 HOOP AND NET ONLY.
Price 1.98

Merc 800, a six-cylinder-in-line 80-hp Mercury

This 10-hp Merc 100 has automatic transmission

NEWEST MERCURY DEVELOPS 80 HP. Nine models up to the 80-hp. Merc 800 make up the 1960 line of Mercury outboards. All remote-controlled motors have single lever operation and all sizes feature engineering improvements and quieter operation.

For cruising, skiing and offshore fishing there are the four-cylinder-in-line 35-hp. Merc 300 and 45-hp. Merc 400 and the six-cylinder in-line 60-hp. Merc 600, 70-hp. Merc 700 and the Merc 800. All are offered in electric starting versions with alternator-type generators as well as with optional long shafts for use on 20″ transoms. The three "sixes" come in either right or left hand rotation, making possible counter-rotating dual installations.

For lower power requirements there are four "twins": the 22-hp. Merc 200, 15-hp. Merc 150, 10-hp. Merc 100 and 6-hp. Merc 60. The 10 to 22-hp. sizes have glide-angle design, through-propeller-hub exhaust and automatic transmission.

Single lever remote control, permitting one-hand operation of throttle and shift, is available throughout the Merc line from 10 through 80-hp. models.

Automotive-type fixed jet carburetors, eliminating the need for adjustable high speed needles, are standard equipment on all but the 6-hp. Mercury.

Merc 700 and 800 models discharge their exhaust noise and fumes through the propeller hub.

Improved operational quiet is said to be promoted by acoustical engine compartment design and rear air intake. Resistance to salt water corrosion has been enhanced by increased use of non-ferrous alloys and protective treatments.

All Mercs from 35 hp. up are shipped without propeller so that the dealer can deliver a propeller size matched to his customer's needs.

Mercury's dual-action impact-absorption safety clutch is standard on all Mercury propellers, allowing the prop to deflect under moderate impact and slip momentarily under severe impact.

All 4 and 6-cyl. Mercurys have Merconomizer fuel linkage for top fuel economy at all speeds.

KIEKHAEFER CORPORATION, Fond du Lac, Wis.

MATTHEWS' 70TH ANNIVERSARY is marked by their bringing out a new 52′ flying bridge cruiser. With 14′6″ beam and 3′5″ draft, she will have accommodations for eight persons and standard equipment will include such items as electric galley, pressure water system with hot water and shower, teak decks and others generally furnished as extras.

One of only five companies still active of those that exhibited at the first National Motor Boat Show in 1905, The Matthews Co. has for years concentrated on one standard hull, of high grade wooden construction, with a variety of cabin layouts and equipment fitted into it. Single or twin screw engine installation is optional in all Matthews cruisers, as is diesel or gasoline power.

The Matthews 42′ double cabin cruiser has quarters for six

Most popular of the five Matthews 42′ models is the Flying Bridge Double Cabin. A number of interior changes have been made in this model for 1960, most prominent of which is the opening up of the galley and dining nook into the deckhouse. All now have controls on the flying bridge.

The 42 Convertible Sedan, a Matthews favorite since 1953, has a folding bulkhead that permits opening the deckhouse and after cockpit up into one semi-enclosed space some 20′ long. This model sleeps six, has two heads, and six different interior plans are available.

The 42′ DeLuxe Sedan is similar but the after deckhouse bulkhead is solid and there is a large seat built into the cockpit.

The Sport Fisherman, as the name implies, is laid out and rigged for the requirements of those who go offshore after game fish. Four or five people are accommodated in the cabin, and the side decks are cut down flush to be clear for the fisherman in handling his gear and fish.

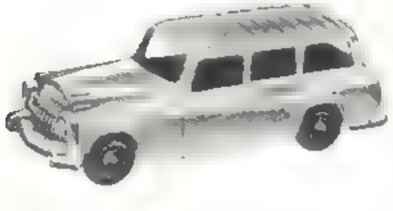
The Martinique is another Matthews aimed primarily at the sport fisherman, yet with comfortable cruising accommodations for four or five persons in any of the six optional interior layouts offered. The former "soft top" or folding canvas shelter over the bridge has been discontinued in the Martinique and all now have solid canopies on which flying bridge controls may be installed.

THE MATTHEWS CO., Port Clinton, Ohio

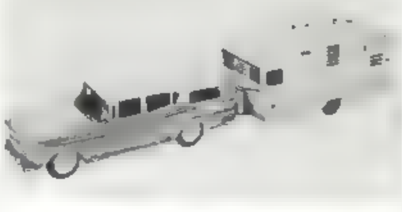
This 42′ Martinique model Matthews is rigged for fishing

ROCHESTER TILLER ROPES are made with a steel core covered by abrasion-resistant plastic in what the makers describe as "jewel-like tones," and are available in three grades for various types of duty.

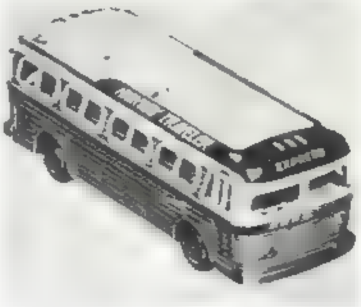
ROCHESTER ROPES, Inc., Culpeper, Va.



No. 476—Station Wagon — Metal
Length 8-7/8 inches. Packed one in a box; one dozen to a carton. Weight per carton 10 lbs. Red with nickel grill and aluminum trim. Four black wheels. Each $1.00



No. 861—Fleet Line Marine Holiday Express
Combination of a Rambler Station Wagon and Shasta Travel Trailer. Yellow, aqua, red, gray and silver color combination. Overall length 22½ inches. Individual corrugated box. Each $5.00



No. S284—Frict. Greyhound Bus
10¼ in. Four dozen in carton; wt. 30 lbs. Each $[illegible].00

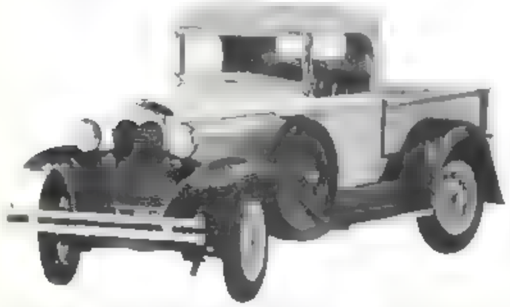
METAL CAR KITS by Hubley

SCREWDRIVER ASSEMBLY—DECALS—ACTUALLY STEERS

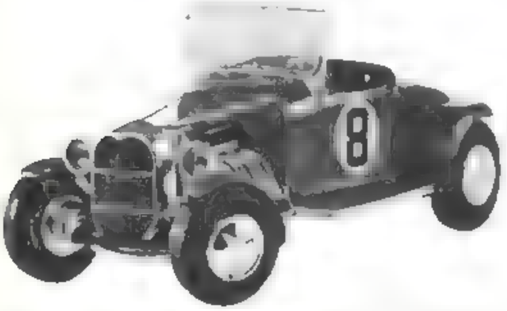
These new kits offer model builders an opportunity to construct famous cars in metal like their original prototypes. The completed model can be beautifully finished in automotive lacquers. These metal masterpieces are extremely durable and will last for years. These are the first of a series of metal kits.

EACH KIT CONTAINS:

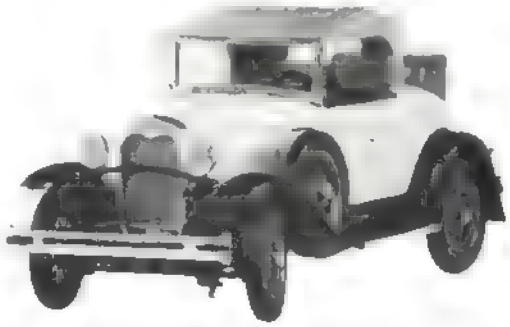
- Die cast body, chassis, running gear
- Detailed motor block
- Plastic seats & accessories
- Real rubber tires
- A file for precision fitting
- Screws for easy assembly
- Customizing decals
- Detailed instruction sheet
- Steering mechanism



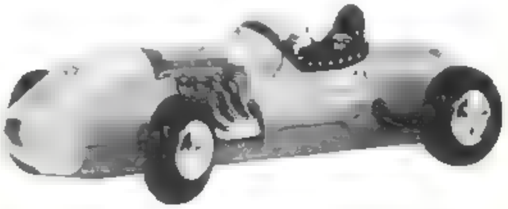
Model A Ford Pickup Kit No. 855K—This is the mate to the Ford Roadster and will appeal to old and young alike. Kit contains removable hood, detailed motor, removable top and spare wheel. More than 50 pieces. Packed 1 dozen to carton. Weight 19 lbs Suggested retail $2 98.



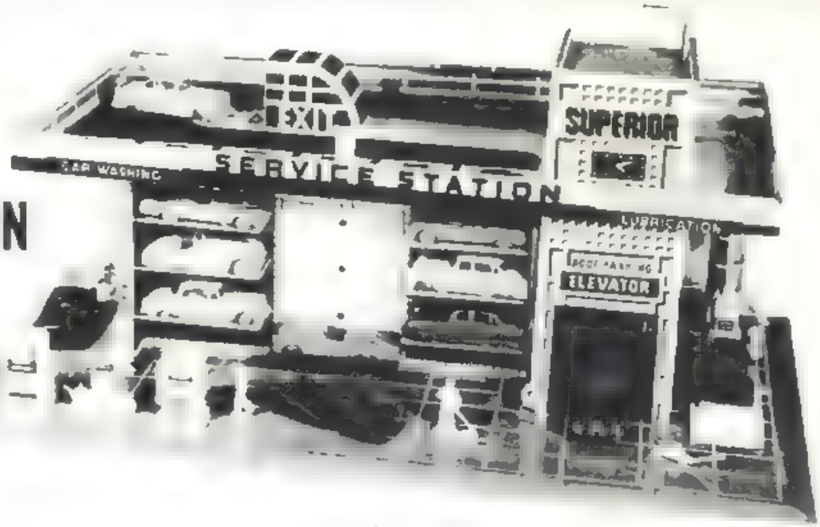
1932 Ford Custom Roadster Kit No. 853K—A beautifully designed scale model over 7" long. This ever popular item will catch the eye of every model maker and hot rod enthusiast. Kit contains 55 pieces. Packed 1 dozen to carton. Weight 19 lbs Suggested retail $2 98



Model A Ford Roadster Kit No. 854K One of the most popular classic cars of the late 1920's and early 1930's. Complete with removable hood, detailed motor, removable top, rumble seat that operates and spare wheel. More than 50 pieces. Packed 1 dozen to carton. Weight 19 lbs. Suggested retail $2.98.



Indianapolis Racer Kit No. 852K—This custom designed model is beautifully streamlined and contains detailed metal racing engine with exhaust header. Metal kit with plastic accessories contains 50 pieces. Packed 1 dozen to carton. Weight 19 lbs. Suggested retail $2 98.



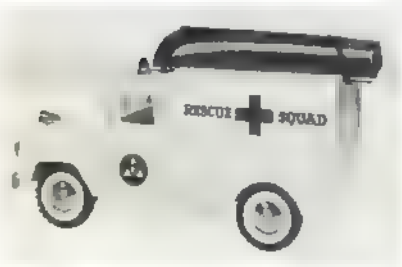
No. 866...SERVICE STATION with automatic car lift

DESCRIPTION A two story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, tires, tire jack, plastic figures, washing unit, car ramp from roof to lower level, assorted cars, car lift, parking rack with elevator

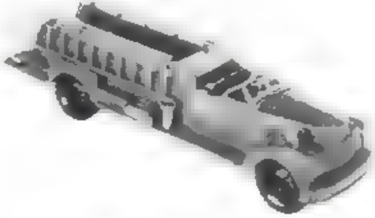
SIZE: Length 25 inches, Width 16¾ inches, Height 10¼ inches
PACKED: Individually boxed, 6 pieces to the shipping carton, partially assembled
WEIGHT: 38 lbs. Each $5.95

TOY TOWN GARAGE

No. 049 Giant "Toytown" Garage
Size: 35 in. long x 15-5/8 in. high x 23½ in. wide. New Giant garage for large trucks. Made of U. S. Gypsum Duron with extra heavy, hardwood frame. Plastic windows and new automatic raising doors. Red brick building with black, white and green stencil designs. Back roof raises for easy access. Weight 13 lbs.
Each $7.50



NO. 105—RESCUE SQUAD
Painted a gleaming, hospital white. Ready to answer any "emergency call" in the neighborhood. Equipped with handy ladder and unbreakable polyethylene plastic boat strapped on top White sidewall tires. 13¾" long. 7¼" high. 5¼" wide Packed 6 to a shipper, weight 28 lbs. $3.98

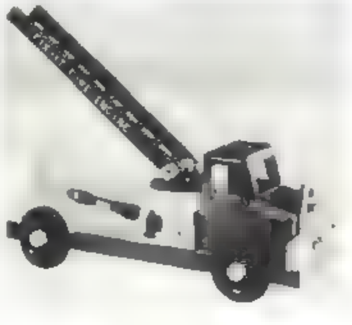


#13 POLY FIRE ENGINE

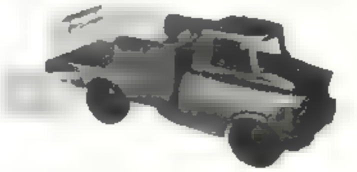
With 2 firemen, ladders and removable accessories
Approx. Size: 15½" long, 4½" wide, 5" tall.

PACKING: Bulk 2 doz. to the carton

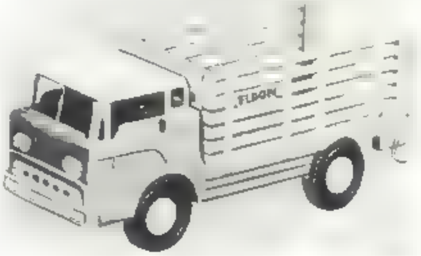
APPROX. WT.: 14 lbs. per carton Each $1.00



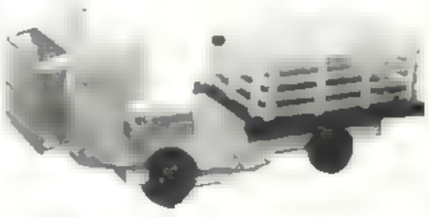
No. 3052-8—Fix-It Fire Truck
Brightly colored, finely detailed. Extra large nuts and bolts unscrew easily, removable bumper, chassis, cab, wheels, axles, ladder and fire extinguishers. Ringing bell, two wrenches insert into sides. Made entirely of unbreakable poly. Size 23x7½ in. 6 in a carton; wt. 20 lbs.
Each $5.00



No. 3044—Stake Truck
15 in. long. All polyethylene truck . . . safe, unbreakable . . . will not chip, peel or crack. Stakes on back of truck are removable. In poly bag. 12 in a bag; weight 8 lbs. Each $1.00



No. 989—Stake Truck
Over-engine cab with clear windshield and wipers. Tailgate cranks up and down, lifts load aboard. Removable stakes. 18 in. long, guaranteed unbreakable. 6 in a carton, weight 28 lbs. Each $4.00



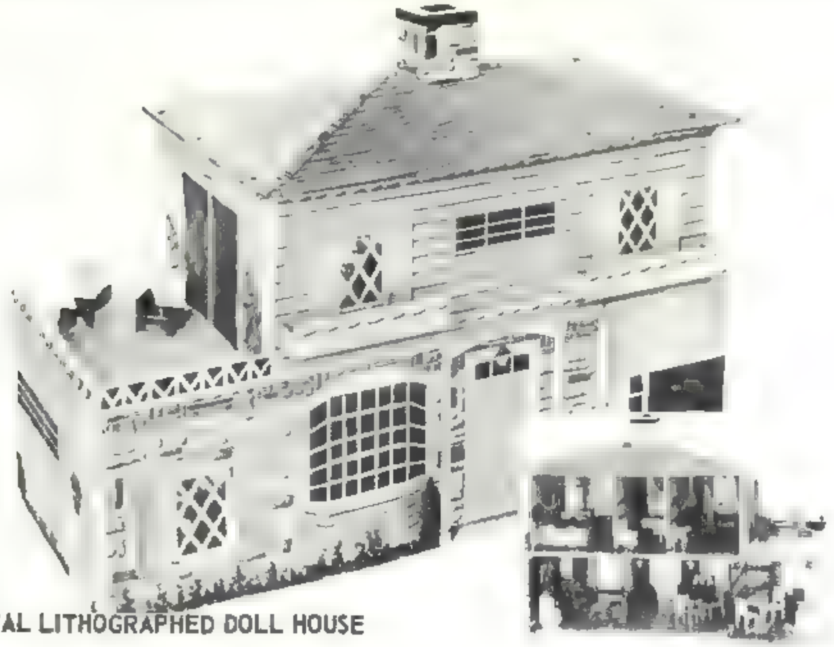
#16 POLY STAKE TRUCK

With hinged cab and detachable stakes.
Approx Size 14" long, 5½" wide, 5½" tall.

PACKING. Bulk 2 doz. to the carton

APPROX. WT.: 14 lbs. per carton

Each $1.00



•767 METAL LITHOGRAPHED DOLL HOUSE

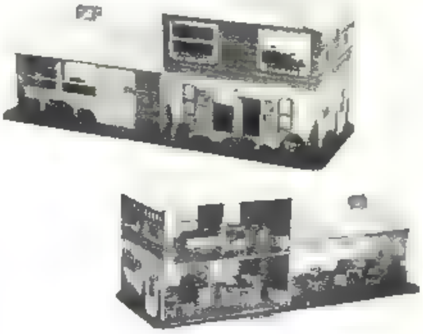
DESCRIPTION: A 6 room, 2 story Doll House, consisting of a living room — dining room, kitchen, bedroom, nursery, bathroom, and terrace including 25 pieces of large size plastic furniture. All ground floor doors and windows open. Flower boxes under upstairs windows. Completely lithographed inside and out in four colors.

SIZE: Length 23¼ inches, Width 9½ inches, Height 16-3/8 inches.

PACKED: Individually boxed, 6 pieces to the shipping carton, KD.

WEIGHT: 40 pounds per shipping carton.

Thirty-five Pieces. Each $5.98

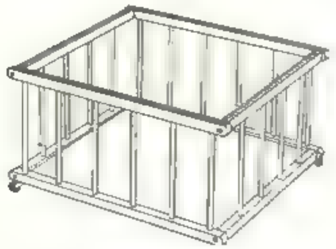


No. 750—Split Level Doll House
Metal and polyethylene contemporary house fully furnished and colorfully lithographed. All metal edges of assembled house have rounded edges. 4 in a carton; weight 35 lbs.

Each $7.00

No. 409—Doll House
A mansion style house with 3 rooms of furniture. Double doors open to reveal 3 story house. Size 52¾x28½x13 inches. Gay red and green with black trim on white. Can be used as book shelves. One in a box; weight 8 lbs.

Each $6.00



No. 134—Rainbow Pla Pen
Doll's play pen made of sturdy wood rails and multi-colored dowels. Masonite bottom. About 17 in. wide by 19 in. long. K.D. easy assembly.

Each $2.98

No. 1160
DOLL-E-PLAYPEN

Fashioned after the famous COSCO nylon-sided playpen. Durable steel frame Baked Lustranamel finish. Decorated hardboard floor designed for the Little Mother's heart!

Height 12½". Depth 18". Width 18". Individually packed, ½ doz per ship carton. Weight: 24 lbs.

Each $6.00

No. 1065
COSCO DOLL-E-CRIB
$13.00 retail

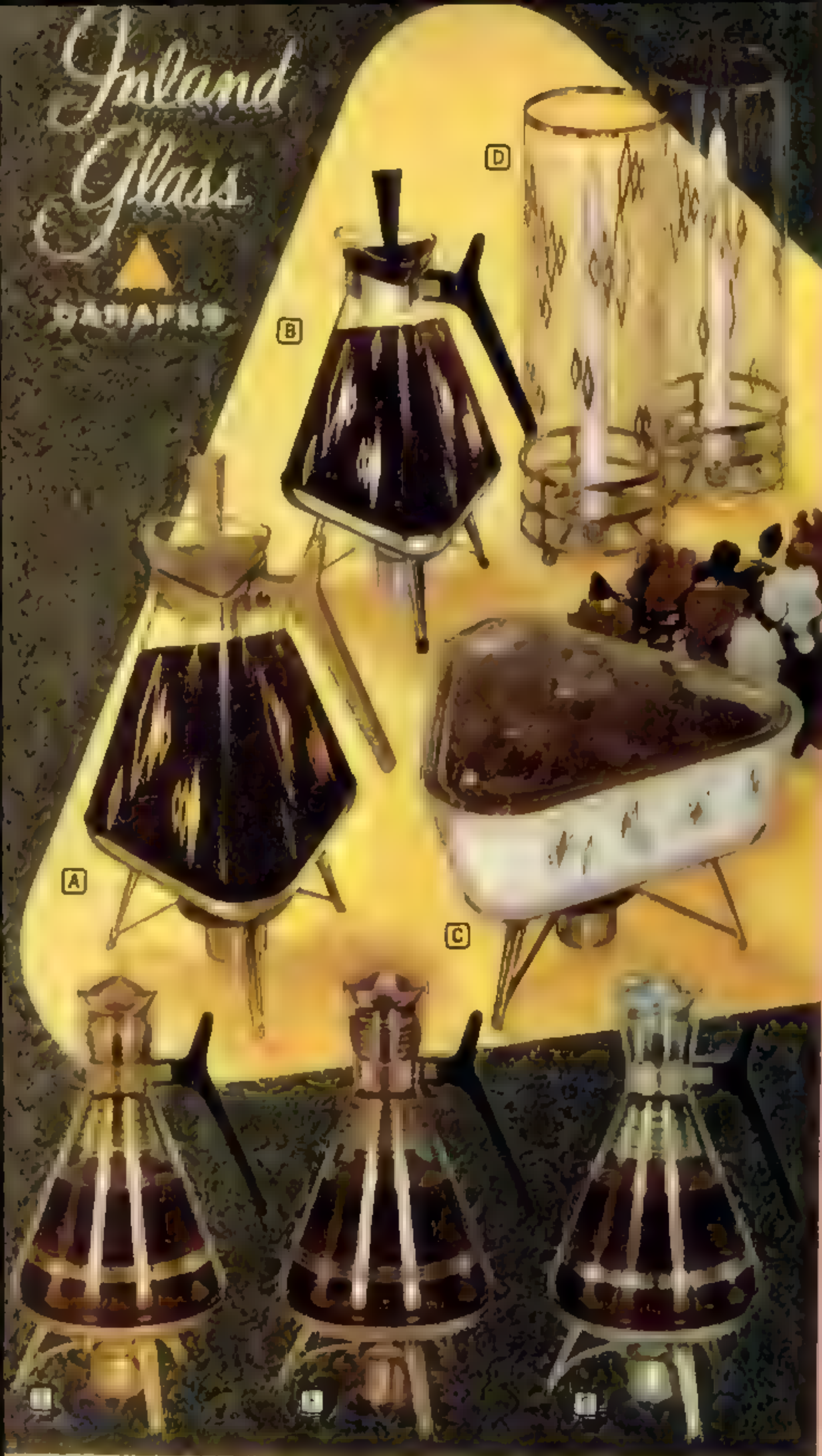
Here is a replica of the new, revolutionary Cosco Crib in big dolly size. Includes mattress, a durable steel frame with decorated headboard and footboard. Vinyl webbing on sides (protects dolly from bumping her head). Both sides drop down

Height 20⅜" Length 26" Width 15½".
I only per ship. carton Weight: 10 lbs

No. 2163—Swinging Cradle
Overall size: 22¼ in. long x 11-5/8 in. wide x 15-7/8 in. high. Pink and blue enamel finish. Shaped solid plywood head and foot panels. Colored head panel and foot panel decorated in white and pink. Demountable cradle stand. Attractive colored board mattress with slats attached securely to side rails. For dolls up to 18 in. One in a carton; wt. 3½ lbs.

Each $4.00

Inland Glass CARAFES



You'll add a subtle air of excitement to coffee when you serve it in this stunning high-fashion "Golden Triangle" Carafe Server.*

The exclusive triangular shape creates a new blend of functional beauty, and the golden-bright candle warmer reflects your mood of luxury. The decorations of 22-carat gold, or platinum, are fused into the hand-blown heat-resistant glass.

A "GOLDEN TRIANGLE" CARAFE & WARMER. 22-carat gold, decorated (see above). Two 8-hour candles included

8-CUP SIZE. Ship. Wt. 2½ lbs.
20B1760A325 .. . . Retail **$5.00**
12-CUP SIZE. Ship. Wt. 3 lbs.
20B1761A385 . . . . Retail **$6 00**

B "PLATINUM TRIANGLE" CARAFE & WARMER. Two 8-hour candles included

8-CUP SIZE. Ship. Wt. 2½ lbs.
20B1762A325 Retail **$5 00**
12-CUP SIZE. Ship. Wt. 3 lbs.
20B1763A385 Retail **$6 00**

C "GOLDEN TRIANGLE" CASSEROLE & WARMER. Again the exciting triangle shape for cooking, and serving hot at the table. Lovely milk white oven proof glass with 22 carat gold decorations fused into the glass, and crystal clear cover. Triangular candle warmer. 2-qt. size. Two 8-hour candles incl. Ship. Wt. 5 lbs.
20B1764A320 Retail **$5 00**

D "GOLDEN HARLEQUIN" HURRICANE LAMPS. Candles glow in graceful crystal glass columns. Harmonizing with the "Golden Triangle," the 22-carat gold decorations are fused in. Set of 2 with matching gold-tone bases. 14" tall, 4" diameter. Candles not included. Ship. Wt. 5 lbs
20B1765A820 .... . Retail Pr **$13 00**
MINIATURES OF ABOVE. 11" tall, 2" diameter. Candles not included. Wt. 1¾ lbs
20B1766A430 . . .. Retail Pr **$7 00**

*Patent Pending

H 22-CARAT GOLD TRIMMED CARAFE & ELECTRIC TRIVET. With the electric trivet, carafe keeps coffee deliciously hot—doubles as all purpose beverage decanter, too! Trivet has satin brass finish with 7-in. square warming plate. Black plastic frame . . . won't harm linens or table tops. 110-120 volt AC Cord included. Ship. Wt. 5 lbs

8-CUP CARAFE & ELECTRIC TRIVET.
20B1773A570 . ... Retail **$9 00**
12-CUP CARAFE & ELECTRIC TRIVET
20B1774A630 ... . Retail **$10 00**

E 22-CARAT GOLD TRIMMED CARAFE & WARMER. High fashion glamor for your table or buffet! Stunning coffee server hand-blown of heat-resistant glass. Glorious 22-carat gold trim fired in for permanent beauty. Graceful plastic handle, and "beauty bowl" brass-plated warmer. Two 8-hour candles included. Gift boxed

8-CUP CARAFE & WARMER. Ship. Wt 2½ lbs.
20B1767A290 ... . Retail **$4 50**
12 CUP CARAFE & WARMER Ship. Wt 2½ lbs.
20B1768A320 ... . Retail **$5.00**

F COPPER TRIMMED CARAFE & WARMER.

8-CUP SIZE. Ship. Wt. 2½ lbs.
20B1769A290 . .. .. Retail **$4 50**
12-CUP SIZE. Ship. Wt. 2½ lbs.
20B1770A320 . ... Retail **$5.00**

G PLATINUM TRIMMED CARAFE & WARMER.

8-CUP SIZE. Ship. Wt. 2½ lbs.
20B1771A290 Retail **$4 50**
12-CUP SIZE. Ship. Wt. 2½ lbs.
20B1772A320 Retail **$5 00**

Bright, contemporary styling in the new "Around the Clock" pattern Black, white and 22 carat gold, is fused into the heat resistant glass for permanence

This new ensemble makes your gift selection sure and easy. She will surely appreciate the tastefully decorated hand-blown pieces that combine quiet elegance with everyday utility Perfect for formal or informal serving . . treasured as gifts on any occasion!

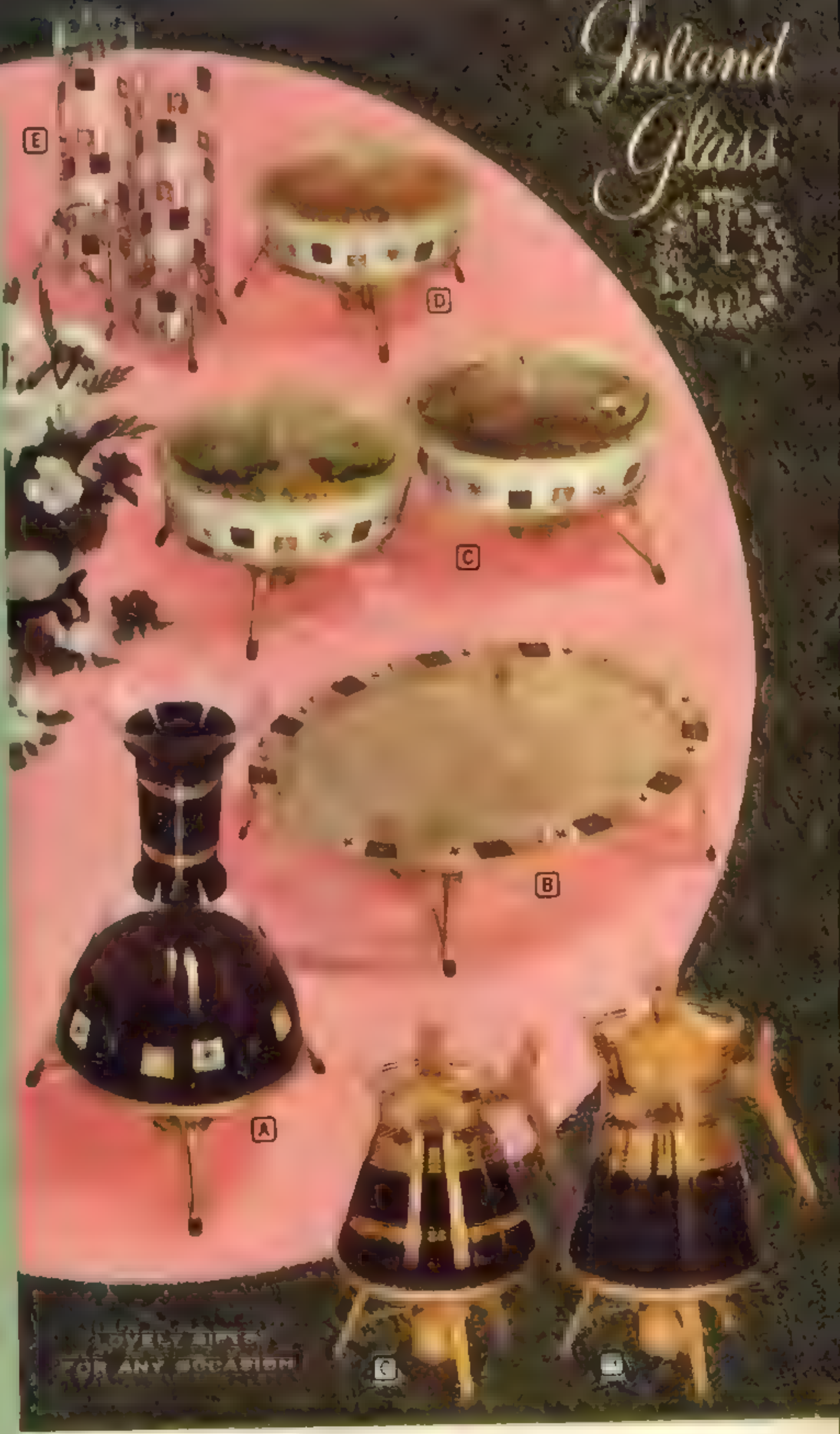
A **"AROUND THE CLOCK" CARAFE & WARMER.** 22-carat gold decorated (see above). Four 4-hour candles included.
10-CUP SIZE. Ship. Wt. 3 lbs.
20B1751A320 . . Retail **$5 00**

B **"AROUND THE CLOCK" STEAK PLATTER & WARMER.** Decorations permanently fused to shimmering glass platter. Serve meats, fowl, and keep them piping hot at the table. Attractive server, too, for cold cuts, salads and desserts. Gold-tone double candle warmer with four 4-hour candles incl.
15-IN. SIZE. Ship. Wt. 4 lbs.
20B1752A320 . . . . Retail **$5.00**

C **"AROUND THE CLOCK" TWIN CASSEROLES & DOUBLE WARMER** For special occasions and everyday cooking and serving Milk white casseroles decorated in black and gold with crystal covers Made of fine heat proof ovenware glass Each 2 quart size Candle warmer and four 4 hour candles included Ship Wt 9 lbs.
20B1753A570 Retail **$9 00**

D **"AROUND THE CLOCK" SINGLE CASSEROLE & WARMER** Decorated as above one 2 qt casserole with gold tone warmer four 4 hr candles Ship Wt. 4 lbs.
20B1754A320 Retail **$5 00**

E **"AROUND THE CLOCK" HURRICANE LAMPS.** Beautifully soft candlelight in safety enhanced by the black white and sparkling 22 carat gold decorations fused into the glass columns Set of 2 with matching gold tone bases 11 tall 3 diameter Candles not included Ship Wt. 4 lbs.
20B1755A630 Retail Pr **$10 00**



F **TWIN HOT SERVER.** The best "friend" a tasty waffle ever had Delightful decanters for hot syrup and melted butter . . . for keeping sauces, chocolate fudge gravies, honey, etc., hot too! Heat-resistant glass servers trimmed in glowing copper; matching hinged covers, black plastic handles. Gleaming copper plated warmer Four 4-hour candles included. Ship. Wt. 2 lbs.
20B1756A320 . . . . Retail **$5.00**

G **22-CARAT GOLD TRIMMED INSTANT COFFEE MAKER AND BEVERAGE SERVER** Superbly styled, hand blown glass with harmonizing brass plated warmer and cool plastic handle and cover knob Brews delicious instant coffee keeps it serving hot For cold beverages, ice cubes drop easily through extra wide mouth Cover snaps on for easy pouring Two candles included Gift boxed
8-CUP SIZE. Ship. Wt. 2½ lbs.
20B1757A320 . . . Retail **$5.00**
4-CUP SIZE Ship. Wt. 2 lbs.
20B1758A225 . . Retail **$3.50**

H **22-CARAT GOLD TRIMMED COFFEE PERCOLATOR** For gracious dining at its best on your table or buffet Glistening hand blown heat resistant glass with gold decoration fused in for permanence Cool plastic handle and knob, with snap-on lid for easy serving Candle warmer in gold tone finish, keeps coffee hot at the table Included are two 8-hour candles and wire grid for use under percolator on electric stove 8-cup size Gift boxed Ship Wt. 3 lbs
20B1759A430 Retail **$7 00**

Florence

by

PROLON

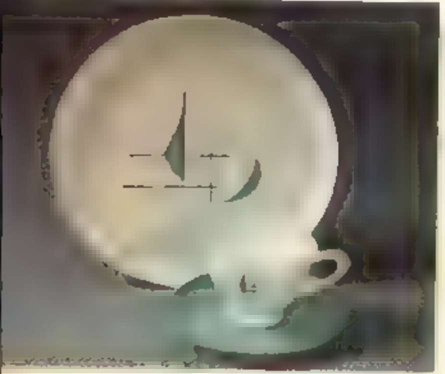
America's Finest Quality
27 Pieces Decorated

DINING ELEGANCE WITH UNEXCELLED STYLING

Beau[illegible] [illegible] shape styling with [illegible] [illegible] tapered [illegible] [illegible] rich [illegible] [illegible] the [illegible] [illegible] of Melamine [illegible] patterns [illegible] Florence [illegible] the beauty of fine semi-porce[illegible] [illegible] [illegible] [illegible] Melmac [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] the toughest [illegible]

ROYAL GARDEN

PRINCESS



REGATTA

DUCHESS

ROYAL GARDEN . . . a cheerful and gay floral of rose, blue, yellow and olive green. Dinner plates, cups, bread & butter plates, platter, cream and sugar decorated on translucent white, other pieces white.

30B4874A1330 16-pc Set **Retail $19.95**
30B4875A3330 45-pc Set . . **Retail 49.95**

PRINCESS . . . enchanting golden leaf pattern on yellow with white center. Dinner plates and bread & butter plates decorated on Primrose yellow, cups, platter, creamer and sugar bowl decorated on translucent white. Bowls white, saucers and vegetable serving dish yellow.

30B4876A1330 [illegible] Set **Retail $19 95**
30B4877A3330 [illegible] Set **Retail 49 95**

REGATTA . . . refreshing as a cool sea breeze, ultra-modern in its symbolic design of turquoise on white. Dinner plates, bread & butter plates, cups, platter, creamer and sugar bowl decorated on translucent white. Other pieces turquoise.

30B4878A1330 16-pc Set **Retail $19 95**
30B4879A3330 45-pc Set **Retail 49 95**

DUCHESS . . . a rhythmic gold pattern of classic elegance on Regal Rose with white center. Dinner plates, bread & butter plates decorated on Regal Rose. Cups, platter, creamer and sugar bowl decorated on white. Bowls white, saucers and vegetable serving dish Regal Rose.

30B4880A1330 16-pc Set **Retail $19 95**
30B4881A3330 45-pc Set **Retail $49.95**

JEWEL TONES . . . casual in manner, dramatic in effect with charm and beauty in jewel-like colors of turquoise, rose or rainbow assortment of equal pieces of Regal Rose, Turquoise, Bone White and Primrose Yellow.

16-pc Dinner Set

30B4870A997 Rainbow . **Retail $14 95**

45 pc. Dinner Set

30B4871A2663 Turquoise . **Retail $39 95**
30B4872A2663 Regal Rose **Retail 39 95**
30B4873A2663 Rainbow **Retail 39.95**

All PROLON dinnerware is guaranteed not to chip, crack, or break during two years of normal use.

COMPOSITION OF SETS

16-pc Set Shipping weight 7 lbs. Set consists of 4 each 10" Plates, Cups, Saucers and Fruit Bowls.

45-pc Set Shipping weight 18 lbs. Set consists of 8 each 10" Plates, 6[illegible]" Plates, Cups, Saucers and Cereal Bowls. Also one each 1[illegible]" Platter, Creamer, Covered Sugar and Veg. Serving Dish.

OPEN STOCK ON ALL SETS

Minimum order $[illegible] at Retail. Allow 10 days for shipping. Pay postage from Chi[illegible]

OPEN STOCK DECORATED PIECES

Available in 4 patterns: Royal Garden, Princess, Regatta, and Duchess. SPECIFY PATTERN.

Stock No	Description	Wt. ea.	Retail
30FV4882A217	[illegible] Dinner Plate	10 oz.	$3 25
30FV4883A123	[illegible] Bread & Butter	4 oz.	1 85
30FV4884A123	[illegible]	4 oz.	1 85
30FV4885A417	[illegible] Oval Platter	1[illegible]	6 25
30FV4886A397	Cream & Sugar Set	12 oz.	5 95

FLORENCE SOLID COLORS

Available in [illegible] Turquoise, Bone White, Primrose Yellow and Regal Rose. [illegible] COLOR.

Stock No	Description	Wt ea.	Retail
30FV4887A150	1[illegible]	[illegible]	$2 25
30FV4888A100	[illegible] Plate	[illegible]	1 50
30FV4889A80	[illegible] Bread & Butter	[illegible]	1 20
30FV4890A90	9-oz. Cup	4 oz.	1 35
30FV4891A73	Saucer	4 oz.	1 10
30FV4892A90	1[illegible] Soup [illegible] Bowl	[illegible]	1 35
30FV4893A73	[illegible] Bowl	[illegible]	1 10
30FV4894A250	[illegible] Oval Platter	13	3.75
30FV4895A317	1[illegible]	1[illegible]	4 75
30FV4896A250	Open Vegetable Dish	10 oz	3.75
30FV4897A300	Divided Vegetable Dish	11 oz	4.50
30FV4898A330	Cream & Sugar Set	14 oz.	4.95
30FV4899A397	1[illegible] Salad Se[illegible] Bowl	2 [illegible]	5 95

JEWEL TONES

EXOTIC ROSE

Beverly by PROLON

DELIGHTFULLY DESIGNED, EXCITING PATTERNS, BREAK-RESISTANT
AMERICA'S GREATEST VALUE IN MELMAC® QUALITY DINNERWARE
FADELESS MOLDED-IN PATTERNS. SAFE IN THE HOTTEST DISHWASHER

COMPOSITION OF SETS

16-Piece Set. Shipping weight 6 lbs. Set consists of 4 each [illegible] Plates, [illegible] Plates, Cups, Saucers.
45-Piece Set. Shipping weight 14 lbs. Set consists of 8 each 10-in. Plates, [illegible]-in. Plates, Cups, Saucers, and Cereal Bowls. Also one each 14-in. Platter, Creamer, Covered Sugar Bowl and Veg. Serving Dish.

OPEN STOCK ON ALL SETS

Minimum order $10.00 at retail value. Allow 10 days for shipping. Pay postage from Ohio. M-E Stain Remover Cleaner available for all Melamine dinnerware. Sold as [illegible] of open stock [illegible]

BEVERLY OPEN STOCK DECORATED

Available in choice of [illegible] patterns: Exotic Rose, Golden Garland, Hampton and Blue Spray. SPECIFY PATTERN

Stock No	Description	Wt Ea	Retail
30FV4853A187	10-in. Dinner Plate	8 oz	$2 50
30FV4854A93	6-in. Bread & Butter	3 oz	1 40
30FV4855A383	14-in. Platter	12 oz	5 75
30FV4856A383	Cream & Sugar	10 oz	5 75

BEVERLY OPEN STOCK SOLID COLORS

Turquoise, pink, white, or yellow [illegible]

Stock No.	Description	Wt Ea.	Retail
30FV4857A100	10-in. Dinner Plate	8 oz	$1 50
30FV4858A73	7½-in. Salad Plate	4 [illegible]	1 10
30FV4859A60	6-in. B & B	[illegible]	90
30FV4860A53	Saucer	[illegible]	80
30FV4861A60	Tea Cup	[illegible]	90
30FV4862A83	20-oz. Soup Dish	[illegible]	1 28
30FV4863A73	[illegible] Bowl	4 [illegible]	1 10
30FV4864A53	Fruit Dish	[illegible]	80
30FV4865A150	Open Vegetable Dish	[illegible]	2 25
30FV4866A183	Covered Veg. Dish	[illegible]	2 75
30FV4867A217	14-in. Platter	1 [illegible]	3 25
30FV4868A264	Cream & Sugar	1 [illegible]	3 95
30FV4969A80	M-E Cleaner	1 [illegible]	1 20

CHILD'S SET

JEWEL TONES . . . of soft lustrous decorator colors . . . beautiful, economical and break resistant. Available in solid color sets of turquoise, pink, or rainbow assortment of equal pieces of pink, turquoise, yellow and white.

30B4841A730 16-pc. Rainbow . . **Retail $10.95**

30B4842A1663 45-pc. Turquoise **Retail $24 95**
30B4843A1663 45 pc. Pink **Retail 24 95**
30B4844A1663 45-pc. Rainbow . **Retail 24.95**

EXOTIC ROSE . . . an attractive soft pink rose and gray pattern. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white, other pieces pink.

30B4845A1063 16-pc Set . . . . . **Retail $15 95**
30B4846A1997 45-pc Set . . . . . **Retail 29 95**

GOLDEN GARLAND . . . a rich gold pattern accented with yellow and turquoise flowers. Dinner plates, bread and butter plates, and platter decorated. Saucers, creamer and sugar bowl white, other pieces yellow.

30B4847A1063 16 pc Set **Retail $15.95**
30B4848A1997 45-pc Set **Retail 29 95**

HAMPTON . . . combines new styling with traditional charm in pink and charcoal. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white. Other pieces pink.

30B4849A1063 16-pc Set . . . . . **Retail $15.95**
30B4850A1997 45-pc Set . . . . . **Retail 29.95**

BLUE SPRAY . . . carries the charm of summer to the table with turquoise flowers on translucent Melamine. Dinner plates, bread and butter plates and platter decorated. Saucers, creamer and sugar bowl white, other pieces turquoise.

30B4851A1063 16 pc Set **Retail $15 95**
30B4852A1997 45 pc Set **Retail 29.95**

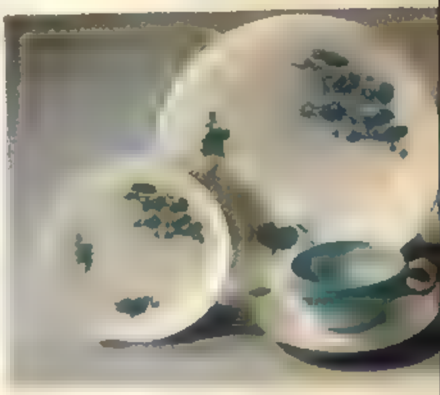
DECORATED CHILD'S SET

Mug has easy-to-grasp handle, ample capacity. Bowl, perfect for soup, cereal or strained foods. Deep rim on plate makes self feeding a joy. **Colors:** Pink or Yellow. Wt. [illegible] lbs.

30F4900A263 Pink 3-pc Set **Retail $3.95**
30F4901A263 Yellow 3-pc Set **Retail 3.95**

GOLDEN GARLAND

HAMPTON



BLUE SPRAY

GUARANTEED TWO YEARS against cracking, breaking, or chipping in normal use.

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed

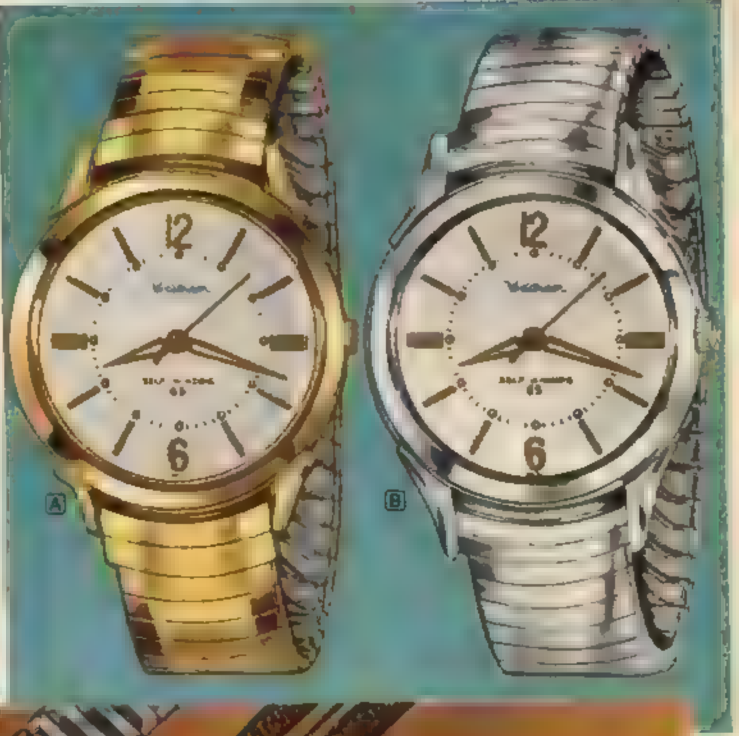
INCABLOC *Shock Protected*

More Accurate *More Efficient*

65 Functional JEWELS

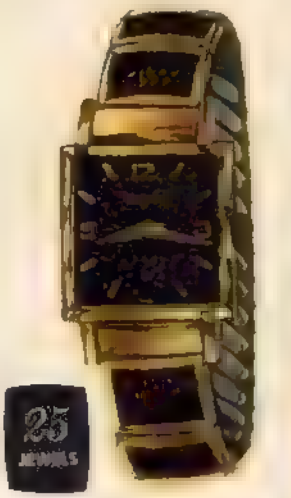
Waterproof*

Self-Winding

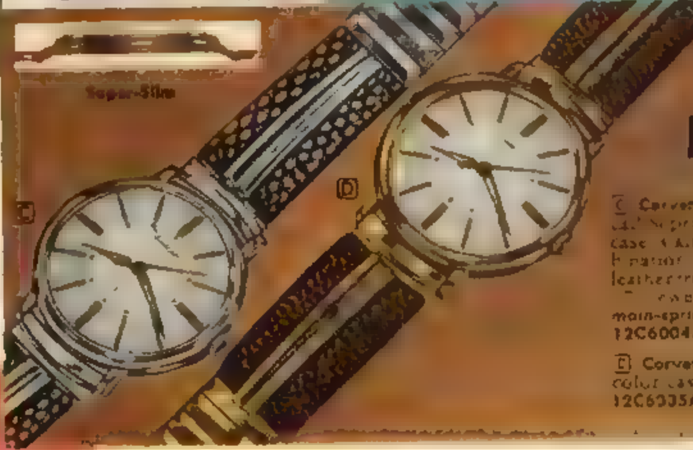


[A] **Presentation Rotoiron 65:** New, different. Finest self-winding movement made. Built-in shock-absorbers give utmost precision, greatest durability. Waterproof* gold-filled case with stainless back. Has matching expansion bracelet. Luminous dial, sweep second hand, **unbreakable mainspring. Shock-protected movement.**
12C6001A5995 Ret. $175.00

[B] **Ship'N Shore Rotoiron 65** as above. All steel case, band
12C6002A5310 Ret. $150.00



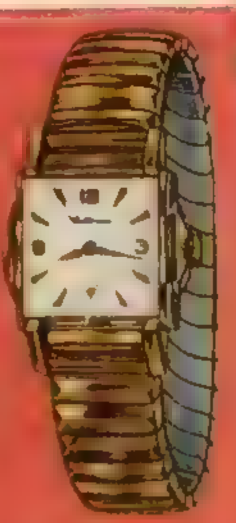
Jean LaFitte: 25 Jewels: Dashing dress watch with black dial. Yellow rolled gold plate case, non-corrosive back. Gold-filled expansion band with leather insets. **Unbreakable mainspring, shock-protected** Waltham movement.
12C6003A2830 Retail $79.50



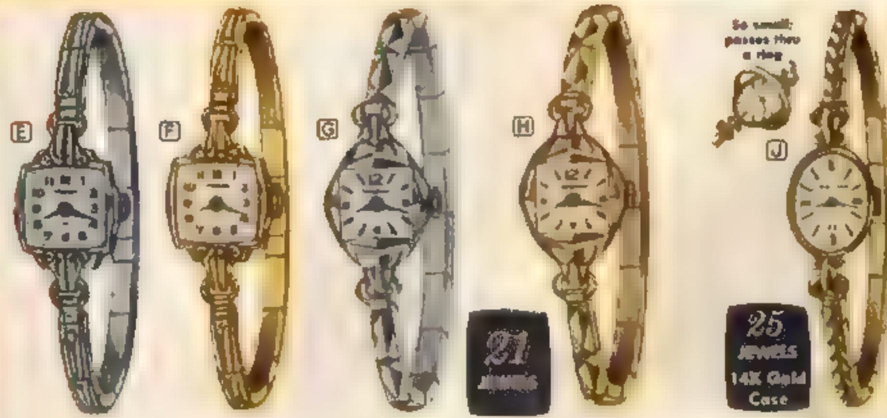
Waterproof*

[C] **Corvette "A"** Dressy and practical. Super slim waterproof* chrome case stainless steel back. Steel combination expansion bracelet, black leather trim. Red sweep second hand. [illegible] movement: **Unbreakable main-spring, shock-protected.**
12C6004A2495 Retail $65.00

[F] **Corvette "B"** As above. Yellow color case, gold filled bracelet.
12C6005A2885 Retail $75.00



Mourris. Dignified presentation watch. 10K yellow rolled gold plate case with non-corrosive back. Matching gold filled expansion bracelet. 17 jewels. **Unbreakable mainspring, shock-protected with Incabloc.**
12C6006A2395 Retail $65.00



[E] **Adams:** Easy to read dress watch. White rolled gold plate case, steel back. Gold filled expansion bracelet. 17 Jewels. **Non-break mainspring. Incabloc.**
12C6007A2395 Retail $65.00

[F] **Washington:** As above. Yellow RGP case, G.F. bracelet
12C6008A2395 Retail $65.00

[G] **Amy: 21 Jewels.** Carved case of white rolled gold plate. Steel back. Matching gold filled expansion bracelet. **Unbreakable mainspring. Incabloc protected.**
12C6009A2675 Retail $72.50

[H] **Katherine:** As above. Yellow RGP case. Gold-filled bracelet
12C6010A2675 Retail $72.50

[J] **Marigold: 25 Jewels, 14K yellow gold case** so dainty it will fit through a ring. Matching gold filled expansion bracelet. Easy to read dial. Very elegant styling. Movement shock protected **with Incabloc, has unbreakable mainspring.**
12C6011A4185. Retail $115.00

Retail prices include Federal Excise Tax; dealer's cost do not.

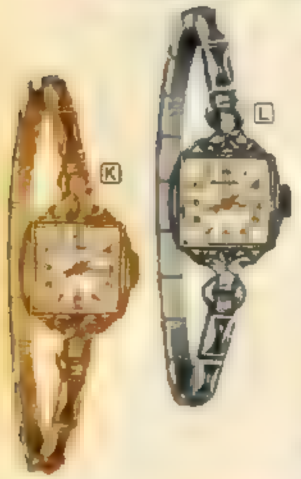
***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

LIFE

WALTHAM *Unconditional Lifetime Guarantee*

on all movement parts against breakage

Each Watch Gift Boxed



For Women at Work

K **Lady Elizabeth: For nurses, career women, homemakers.** Dust-protected case of yellow rolled gold plate with stainless back. Gold-filled expansion bracelet. Sweep second hand. 17 Jewels. **Unbreakable mainspring. Incabloc shock-protected.**

12C6016A2685
Retail $71.50

L **Lady Theresa:** As above. White rolled gold plate case, gold filled bracelet.

12C6017A2685
Retail $71.50

M
N
O
P
Super-slim
25 JEWELS 14K Gold Case
25 JEWELS 14K Gold Case

M **Madeline. 25 Jewels.** Breath-taking magnificence of an artfully carved case of solid 14K yellow gold Matching gold filled "Queen" expansion bracelet Very legible all-Arabic numeral dial with raised crystal. Accurate movement has **unbreakable mainspring, Incabloc shock-protection** for added durability

12C6012A3625 Retail $100.00

N **Julie:** As above. 14K white gold case, matching gold-filled bracelet.
12C6013A3625 Retail $100.00

O **Boone: 25 Jewels.** Man's presentation watch with a super-slim case of solid 14k yellow gold Ideal for giving on never-to-be-forgotten occasions. Very dressy, very modern with stick-figure dial Matching gold-filled expansion bracelet. Movement has **unbreakable mainspring and famous Incabloc shock-protection.**

12C6014A4950 Retail $135.00

P **Bowie:** Same as above, but with black dial and gilt raised stick-figures.
12C6015A4950 Retail $135.00

SKINDIVER . . . . sportsmen's watch. Turning bezel shows elapsed time. Guaranteed, 100% waterproof.*

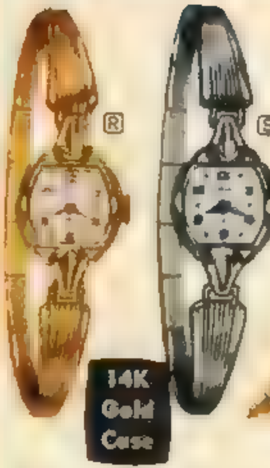
Designed for skindiving, but ideal for fishing and other sports requiring a completely waterproof* watch Luminous hands and figures can be read in total absence of all light Turning bezel shows elapsed time at a glance Chrome case with non-corrosive back. Plastic waterproof band 17 Jewels. **With Incabloc. Unbreakable mainspring.**

12C6018A2995
Retail $85.00

Transportation and Railroad Style Watch

For drivers, farmers, mechanics, sportsmen 25 Jewels. Milled case of 10K yellow rolled gold plate Legible black enameled dial completely numbered minute track 25 Jewel movement with **unbreakable mainspring, Incabloc shock-protection.** Leather fob included, no extra cost.

12C6022A2995
Retail $85.00



Super-slim
25 JEWELS

R **Jasmine: Solid 14K yellow gold case** is thrillingly sculptured in a subtle design. Matching gold-filled combination bracelet looks like a solid bangle but has comfort of a true expansion bracelet Easy-to-read skip-figure dial with raised crystal. 17 jewel movement has **unbreakable mainspring and Incabloc shock-protection.**

12C6019A3195 Retail $85.00

S **Daffodil:** As above. Solid 14K white gold case with gold-filled bracelet
12C6020A3195 . Retail $85.00

Putnam: 25 Jewel Super-slim dress watch for the fashion-conscious man! Simple and smart as it gracefully hugs his wrist. Case is color of yellow gold and has a non-corrosive back. Matching gold-filled combination expansion bracelet looks like expansive solid gold band. Elegant champagne colored dial with modern stick-figures. Reliable movement is **shock-protected with Incabloc, has unbreakable mainspring.** A watch he'll be proud to own.

12C6021A3340 Retail $95.00

Watches illustrated are ⅔ actual size.

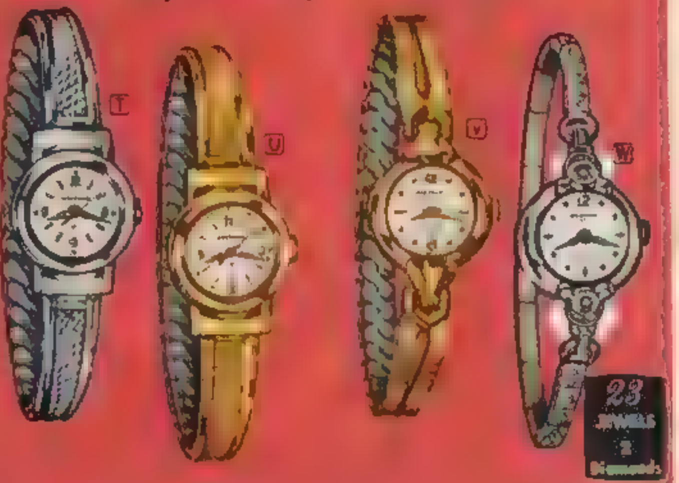
Retail prices include Federal Excise Tax; dealer's cost do not.

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

WALTHAM *Unconditional Lifetime Guarantee*

Watches illustrated are ⅞ actual size. on all movement parts against breakage Each Watch Gift Boxed

Ladies' Self-Winding Waterproof Watches*



T **Salome: Lady's self-winding waterproof* watch for sports women, home-makers.** Chrome top case, has non-corrosive back. Matching all steel combination expansion bracelet. Luminous hands, figures. Sweep second hand 17 Jewels **Unbreakable mainspring, Incabloc shock-protection.**
12C6023A3895 Retail **$100.00**

U **Pavlova: As above. Yellow color case, gold-filled bracelet.**
12C6024A4075 . ...**Retail $110.00**

V **Magnolia: Lady's waterproof* self-winding** dress watch. Yellow rolled gold plate case with stainless back. Highly styled gold-filled combination expansion bracelet. 17 Jewels **Unbreakable mainspring, Incabloc shock-protection**
12C6025A3995 Retail **$100.00**

W **Sylvia: 23 Jewel self-winding waterproof*** watch with 2 diamonds White rolled gold plate case, non-corrosive back. Matching gold-filled expansion bracelet **Unbreakable mainspring, Incabloc.**
12C6026A4950 ....**Retail $135.00**

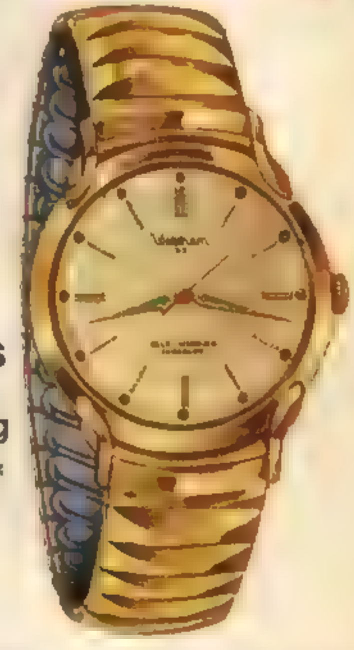
53

Functional

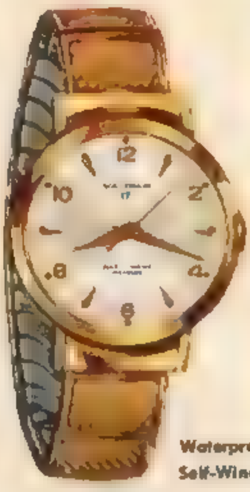
JEWELS

Self Winding

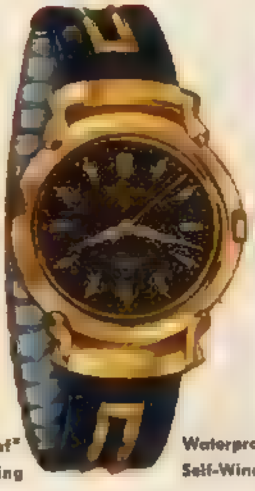
Waterproof*



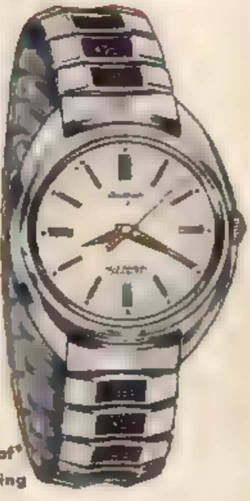
Rolotron 53: More efficient, more accurate self-winding waterproof* watch. Has built-in shock-absorbers Case is 10K yellow rolled gold plate with non-corrosive back. Matching gold-filled expansion bracelet. Champagne color dial, luminous hour dots, sweep second hand **Unbreakable mainspring. Incabloc shock-protection. 53 jewel movement.**
12C6027A4865 . . . Retail **$135.00**



Waterproof*
Self-Winding



Waterproof*
Self-Winding

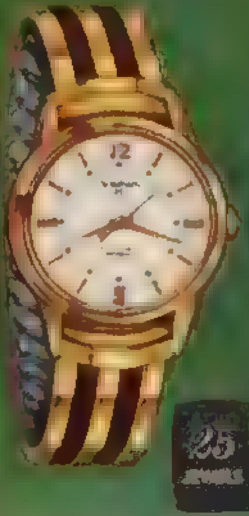


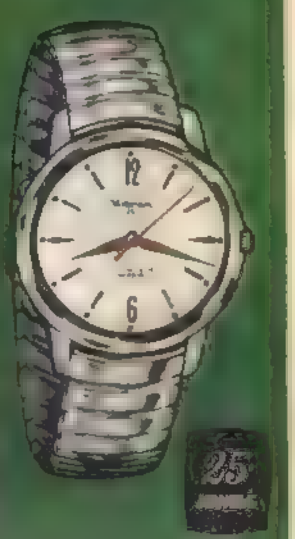
Albany: Waterproof* self-winding. 10K yellow rolled gold plate case, stainless back. Gold-filled combination expansion bracelet. Luminous hands, hour dots Red sweep second hand. 17 Jewels. **With Incabloc and non-break mainspring.**
12C6028A3695 . $95.00

Scott: Self-winding waterproof*. Yellow rolled gold plate case, non-corrosive back. Gold-filled combination expansion band with black leather trim. Black dial. Sweep second hand. 17 Jewels. **Non-break mainspring, Incabloc protected.**
12C6029A3795 . $95.00

Sumter: Self-winding and waterproof*. Ultra-thin chrome case, steel back. Steel expansion bracelet has leather trim. Luminous hands and hour dots. Red sweep second hand. 17 Jewels **Non-break mainspring. With Incabloc shock-protection.**
12C6030A3485.. $90.00

*Self-Winding Waterproof**



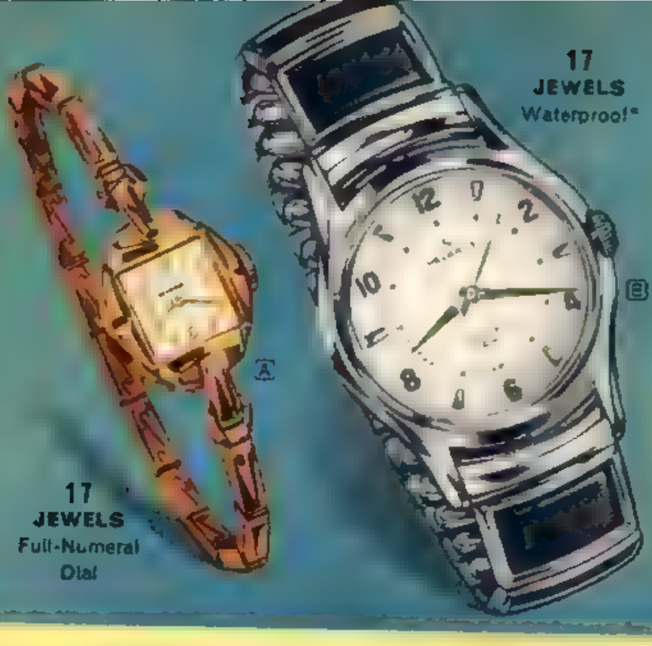


Northampton: 25 Jewels Self-winding waterproof*. Yellow gold filled case, non corrosive back Matching combination expansion bracelet with leather trim Sweep second hand, luminous hands, hour dots **Unbreakable mainspring. Incabloc shock protection**
12C6031A4575 $120.00

Southland 25 Jewels. Self-winding waterproof* Modern style chrome case, stainless steel back and matching all steel expansion bracelet. Luminous hands, hour dots, sweep second hand With **Incabloc shock protection, unbreakable mainspring**
12C6032A3725 $92.50

***GUARANTEED WATERPROOF as long as case, crown and crystal remain intact.**

Retail prices include Federal Excise Tax; dealer's cost do not.



HELBROS

Outstanding values on popular-priced watches!
Smartly styled! Precision Lifetime Jewel Movements!
Guaranteed Unbreakable Mainsprings!

Now! UNCONDITIONALLY GUARANTEED for 3 Years!

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it's HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company Inc., skilled craftsmen will repair or replace your watch and return it to you promptly.

This guarantee does not apply to watch bands or glass. It applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

Ⓐ **PRUDENCE.** Artistry in simplicity! Easy-to-read full numeral dial. Distinctively designed yellow top, stainless steel back case . . . highlighted with a sleek expansion bracelet. Accurate 17 Lifetime Jewel movement.
12C6175A2295 .. Retail **$49.75**

PRUDENCE "W." White top, steel back
12C6176A2295.... Retail **$49.75**

Ⓑ **REGATTA "W."** Nautical beauty! Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case has stainless steel back . . . matching leather-inlaid link and expansion bracelet. Luminous hands. 17 jewels.
12C6171A1895 ... Retail **$39.75**

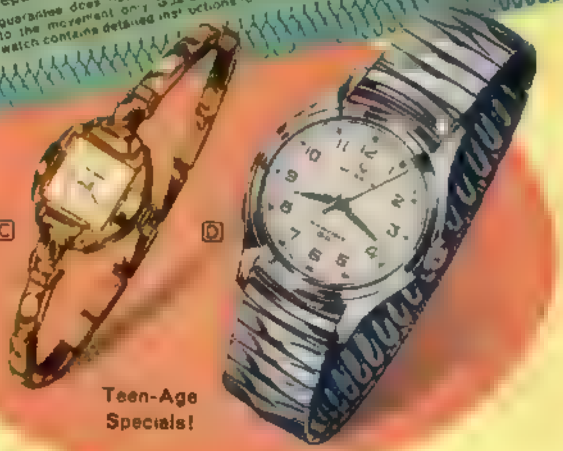
REGATTA. Yellow top case; steel back.
12C6172A2095 ... Retail **$45.00**

Prized Possessions At Budget Prices

Ⓒ **BRIGITTE.** Smartly styled for the teenage Miss! Delightfully carved, gleaming yellow top case has stainless steel back . . . matching expansion bracelet. 7 jewels. Perfect any time, anywhere—from classroom to prom!
12C6180A1495 ... Retail **$27.50**

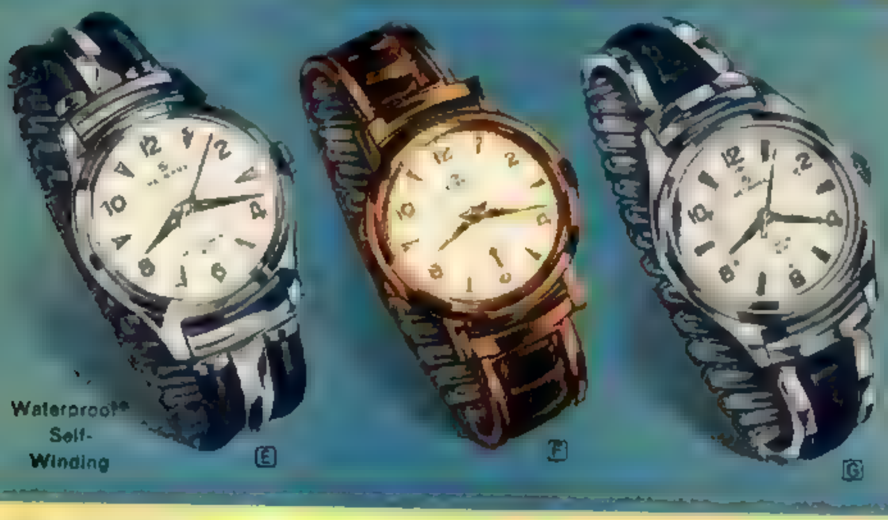
BRIGITTE "W." White top, steel back.
12C6181A1495 . Retail **$27.50**

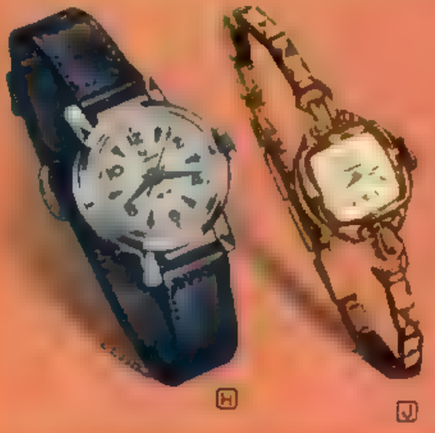
Ⓓ **MUSTANG.** Handsome watch, especially designed for the young man . . perfect for sport, school, or dress wear! Rugged! Waterproof*, shock-protected, anti-magnetic! Chrome top case has stainless steel back . . matching expansion bracelet. Luminous hands, dial, sweep second. 7 jewels.
12C6179A1315. ...Retail **$27.50**



Guaranteed by Good Housekeeping

**Waterproof provided crystal and crown intact, case unopened*
RGP is an abbreviation for rolled gold plate.





Ⓔ **CENTURY "W."** Self-winding! Waterproof*, shock-protected, anti-magnetic. Chrome top, stainless steel back, combination leather expansion bracelet. Luminous hands, dial, sweep second. 9 jewels.
12C6168A1895. . **$39.75**

CENTURY. As above, in yellow top case; steel back.
12C6169A2095.. . **$45.00**

Ⓕ **DUNCAN.** Expensively styled, yet price-perfect for any pocket! Extra-slim, gleaming yellow top case has stainless steel back... complemented by a matching expansion bracelet, with leather inserts. Modern numeral and marker dial. Convenient second hand. 7 Lifetime Jewel movement.
12C6170A1395. . **$29.75**

Ⓖ **LISBON "W."** Waterproof*, shock-protected, anti-magnetic! Sparkling chrome top case, stainless steel back . combination leather expansion bracelet. Luminous hands, dial, sweep second. 7 jewels.
12C6166A1375. .**$29.75**

LISBON. As above, in yellow top case, steel back
12C6167A1575. ..**$33.75**

Ⓗ **LAGOON "W."** Favorite of nurses and sportswomen! Waterproof*, shock-protected, anti magnetic! Chrome top, stainless steel back. Luminous hands, dial; sweep second. Leather strap. 7 jewels.
12C6173A1635.....**$33.75**

LAGOON. As above, in yellow top case, steel back.
12C6174A1795 ... **$37.50**

Ⓙ **MOONGLOW.** Budget beauty! Top fashion styling at a price any woman can afford! Glamorous yellow top, stainless steel back case . . . combined with a slender expansion bracelet. 7 Lifetime Jewels
12C6177A1535 . . **$29.75**

MOONGLOW "W." As above, in white top case steel back
12C6178A1535 **$29.75**

HELBROS

WORLD FAMOUS NAME IN WATCHES

First with men and women who demand the finest in beauty and accuracy!

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

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This guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

HELB
49
HELBROS

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Guaranteed by Good Housekeeping

Ⓔ

Ⓐ **FORTY-NINER.** Award winner for aristocratic beauty and lifetime accuracy! Prized precision 49-jewel movement! Automatic—winds itself with your every wrist motion! Calendar window automatically shows you the day of the month! Waterproof*, shock-protected, anti-magnetic! Fabulously fashioned 10K yellow rolled gold plate case, with stainless steel back. Smart combination leather expansion bracelet. Luminous hands and dial, sweep second hand.
12C6121A5795 . Retail **$137.50**

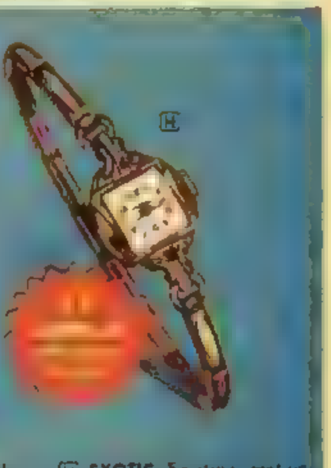
FORTY-NINER "W." Same as above, chrome top case, stainless steel back.
12C6122A5075 . Retail **$125.00**

Ⓑ **JAGUAR.** Self-winding! 30 jewels! Waterproof*, shock-protected, anti-magnetic. 10K yellow RGP case, stainless steel back. Matching combination leather expansion bracelet.
12C6123A4615... $110.00

JAGUAR "B." Same, black dial
12C6124A4615 $110.00

Ⓕ

Ⓖ



Ⓗ

Ⓕ **MINUET.** Serenade of sophisticated beauty. Delightfully designed 10K yellow rolled gold plate case with stainless steel back, lovely matching expansion bracelet. 25 Lifetime Jewel movement.
12C6129A3215 $69.75

MINUET "W." As above, in 10K [illegible]
12C6130A3215 $69.75

Ⓖ **SCEPTRE.** Stunning display of feminine elegance. Lovely lines of the precious 14K yellow gold case flow artistically into the slim matching expansion bracelet. 17 Lifetime Jewel movement.
12C6131A3145 $69.75

SCEPTRE "W." Same as above but in 14K white gold.
12C6132A3145 $69.75

Ⓗ **EXOTIC.** Exciting creation for the lady fair ... composed in elegant 14K yellow gold, with matching expansion bracelet. Chic numeral and marker dial. Accurate 17 Lifetime Jewel movement.
12C6133A3495 $79.50

EXOTIC "W." Same as above, but in 14K white gold.
12C6134A3495 $79.50

**Waterproof provided crystal and crown intact, case unopened. RGP is an abbreviation for rolled gold plate.*

Ⓒ **NIAGARA.** Distinguished timepiece for dress or sport wear. 21 Lifetime Jewel movement! Waterproof*, shock-protected, anti-magnetic. Handsome 10K yellow rolled gold plate case, stainless steel back. Matching combination leather expansion bracelet. Luminous hands, dial; sweep second hand.
12C6125A3555 . . . . Retail **$79.50**

Ⓓ **FERRARI "W."** Masculine elegance! Ultra-thin, superbly styled, sparkling chrome top case has stainless steel back. Clever combination leather-link expansion bracelet. 17 Lifetime Jewel movement. Waterproof*, anti-magnetic, shock-protected. Luminous hands and dial, sweep second hand.
12C6126A2515 Retail **$55.00**

FERRARI. As above but with yellow top case, steel back.
12C6127A2795 Retail **$62.50**

Ⓔ **DOMINO.** Continental design ... dependable accuracy! 17 jewel movement. Smartly styled gleaming yellow top case with stainless steel back ... perfect for dress and business wear. Sleek matching expansion bracelet with leather inserts. Ultra modern dial, concealed winding crown.
12C6128A2725 Retail **$59.75**

HELBROS

Now! UNCONDITIONALLY GUARANTEED *for 3 Years!*

The movement of every HELBROS watch shown on these pages is unconditionally guaranteed for three full years! If your watch fails to function properly, regardless of whose fault it is, HELBROS will repair it—FREE—within three years from date of purchase. You simply mail it to Helbros Watch Company, Inc., skilled craftsmen will repair or replace your watch and return it to you promptly.

Internationally acclaimed watches, designed for men and women who demand the finest in superb styling and split-second accuracy! Unconditionally guaranteed for 3 full years! Precision engineered with Lifetime Jewel Movements, Guaranteed Unbreakable Mainsprings! Gift boxed!

This guarantee does not apply to watch bands or straps. It applies to the movement only. Guarantee certificate packaged with each watch contains detailed instructions for validating guarantee.

Masterpieces of precision and beauty! Expertly engineered for lifetime accuracy Nationally advertised on TV and radio, in Life and Good Housekeeping.

B

C

D

Guaranteed by Good Housekeeping

AWARD-WINNING WATCHES FOR MEN

A **LE SABRE "W."** Self winding! 17 Lifetime Jewels. Waterproof*, anti magnetic, shock protected. Sparkling chrome top case, stainless steel back. Combination leather expansion bracelet. Luminous hands and dial.

12C6135A2855 Retail **$62.50**

LE SABRE. Yellow top case, steel back.

12C6136A3145 Retail **$69.75**

B **DILLON "B."** Rugged beauty! 21 Jewels! Waterproof*, shock-protected, anti magnetic. Gleaming chrome top stainless steel back case ... matching leather inlaid expansion bracelet. Luminous black dial, sweep second.

12C6137A3075 Retail **$65.00**

DILLON. As above with white dial.

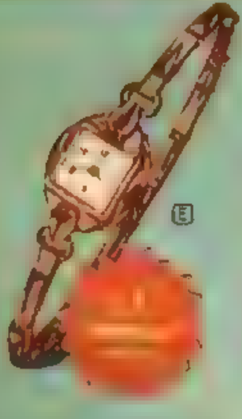
12C6138A3075 Retail **$65.00**

C **PARK AVENUE** Honored timepiece for the man who demands the finest. Superbly styled, wafer-thin 10K yellow rolled gold plate case, has stainless steel back ... sleek matching leather-inlaid link and expansion bracelet. Modern numeral and marker dial. 17 Lifetime Jewels.

12C6139A3075 Retail **$65.00**

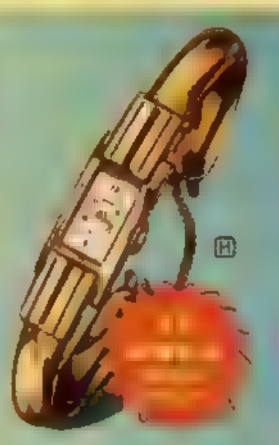
D **FRANKLIN.** Modern masculine design . . . perfect for dress or business wear! Impeccably crafted 10K yellow rolled gold plate case, with stainless steel back ... attractively accented with a matching leather inlaid expansion bracelet. Skyscraper figure dial, small second hand. 17 Lifetime Jewels.

12C6140A2375 Retail **$52.50**


E

F

G


H

J

E **MARIETTE.** Fashionably petite ... charming ... cerceve. 10K yellow rolled gold plate case, stainless steel back ... combined with a lovely matching expansion bracelet. 17 Lifetime Jewels.

12C6141A2855 $62.50

MARIETTE "W." In 10K white RGP case, steel back.

12C6142A2855 $62.50

F **SABLE.** Stunning simplicity. Sleek oval shaped 10K yellow rolled gold plate case with stainless steel back ... slim matching expansion bracelet. Modern marker dial. 17 Lifetime Jewels.

12C6143A3000 $65.00

SABLE "W." In 10K white RGP case, steel back.

12C6144A3000 $65.00

G **JOSETTE.** Dainty 10K yellow rolled gold plate case has stainless steel back ... combined with an adorable matching expansion bracelet. Chic numeral and marker dial. 17 Lifetime Jewels.

12C6145A2395 $52.50

JOSETTE "W." In 10K white RGP case, steel back.

12C6146A2395 $52.50

H **HOLIDAY.** Glamorous costume watch caresses her wrist with beauty. Dramatically simple yellow top stainless steel back, matching bangle bracelet. Safety chain. 17 Lifetime Jewels.

12C6147A3075 $65.00

HOLIDAY "W." In white top case, steel back.

12C6148A3075 $65.00

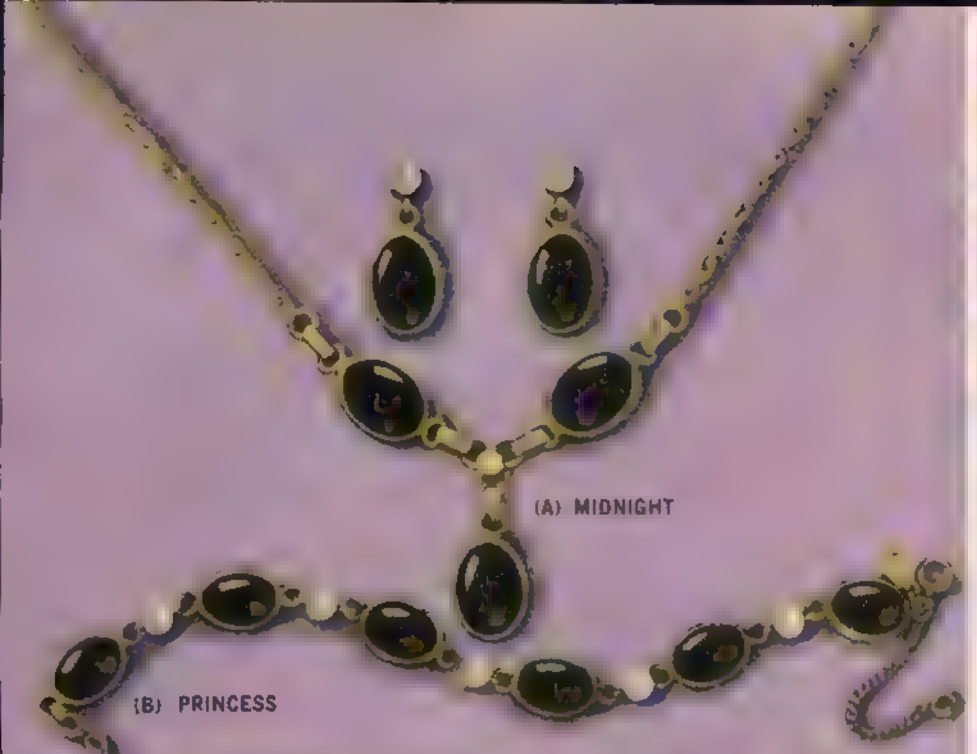
J **CURIE.** Charming nurse's dress watch with convenient sweep second hand. 10K yellow rolled gold plate case, stainless steel back. Trim matching expansion bracelet. Accurate 17 jewel movement.

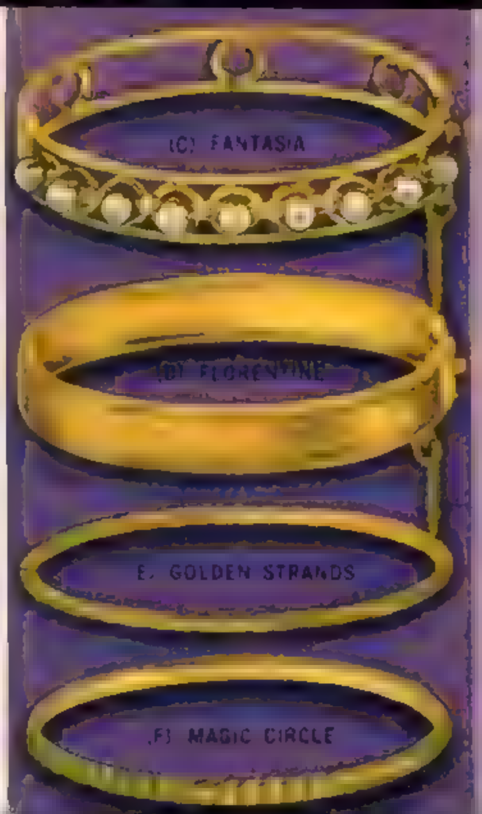
12C6149A2655 $59.75

CURIE "W." In 10K white RGP case, steel back.

12C6150A2655 $59.75

**Waterproof provided crystal and crown intact, case unopened. RGP is an abbreviation for rolled gold plate.*



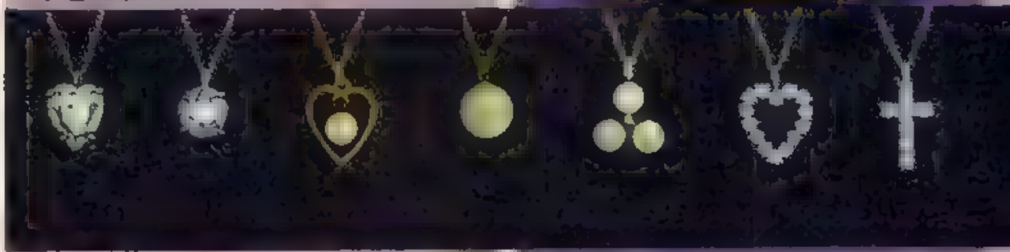


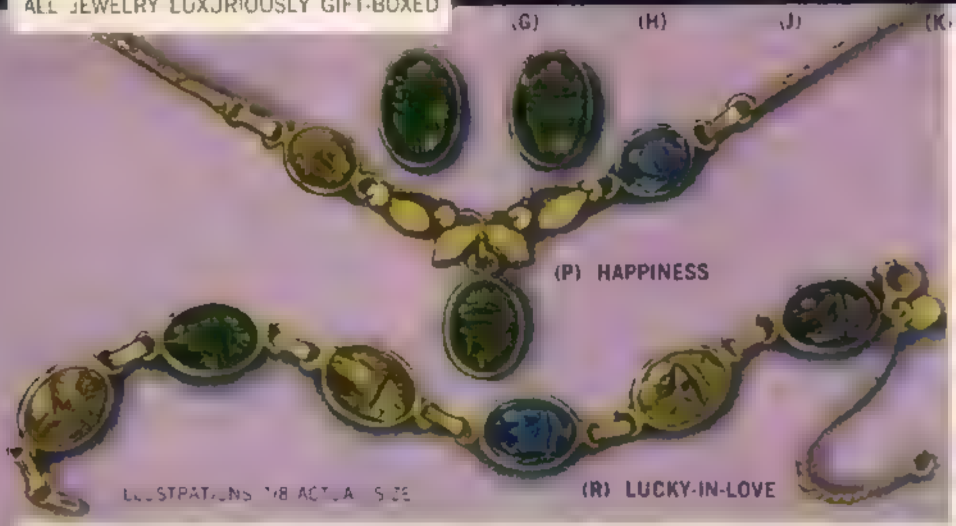
14K SOLID GOLD PENDANT MINIATURES

Karen Lynne

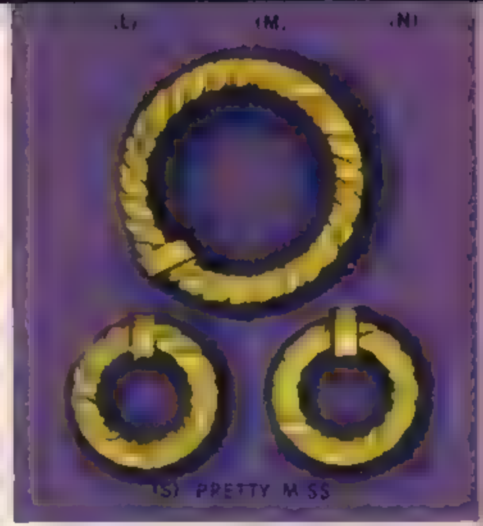
FINEST IN AMERICAN CRAFTSMANSHIP

ALL JEWELRY LUXURIOUSLY GIFT-BOXED





ILLUSTRATIONS 7/8 ACTUAL SIZE



A. MIDNIGHT . . . The beautiful contrast of genuine cultured pearls and black onyx in a necklace and earrings of 12K gold filled.

10C1050A1165	Set	Ret $23 25
10C1051A375	Earrings	Ret 7 50

B. PRINCESS An elegant bracelet created from genuine cultured pearls and black onyx in 12K gold filled

10C1052A865	Bracelet	Ret $17.25

C. FANTASIA A bracelet of incomparable beauty. Nine genuine cultured pearls — 12K gold filled

10C1046A1200	Bracelet	Ret $24.00

D FLORENTINE Delightful bracelet with a lovely textured design in 12K gold filled

[redacted]	Bracelet	Ret $18.00

E. GOLDEN STRANDS Captivating twisted wire motif in a bracelet of 12K gold filled

10C1048A375	Bracelet	Ret $7.50

F. MAGIC CIRCLE Charming golden cuff bracelet with textured design in 12K gold-filled

10C1049A375	Bracelet	Ret. $7.50

P. HAPPINESS . . Magnificent genuine scarab pendant — distinctive matching earrings in 12K gold-filled

10C1056A1350	Set	Ret. $27.00
10C1057A525	Earrings	Ret. 10.50

R. LUCKY-IN-LOVE Enchanting genuine scarab bracelet in 12K gold filled The perfect gift

10C1058A1090	Bracelet	Ret $21.75

S. PRETTY MISS Lovely pin and matching earrings perfectly finished in 12K gold filled

10C1053A675	Set	Ret $13 50
10C1054A375	Pin	Ret 7 50
10C1055A300	Earrings	Ret 6.00

Federal Excise Tax must be added to all prices on this page

14K SOLID GOLD MINIATURES:

G. 14K SOLID WHITE GOLD pendant, set with a radiant synthetic white spinel heartshape

10C1059A675	Ret $13.50

H. 14K SOLID WHITE GOLD mounting and chain, set with a brilliant synthetic white spinel

10C1060A675	Ret $13.50

J. 14K SOLID YELLOW GOLD heart pendant and chain with genuine cultured pearl

10C1061A525	Ret $10.50

K 14K SOLID YELLOW GOLD chain with large genuine cultured pearl

[redacted]	Ret $12.00

L. 14K SOLID WHITE GOLD pendant—3 genuine cultured pearls one synthetic white spinel

10C1063A900	Ret $18.00

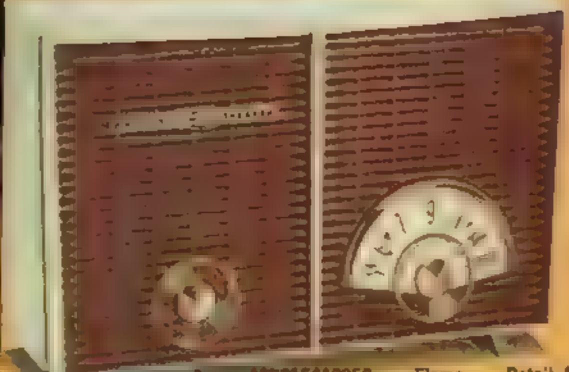
M. 14K SOLID WHITE GOLD heart pendant and chain with fourteen synthetic white spinels

10C1064A800	Ret $16.00

N. 14K SOLID WHITE GOLD cross and chain set with seven synthetic white spinels

10C1065A825	Ret $16 50

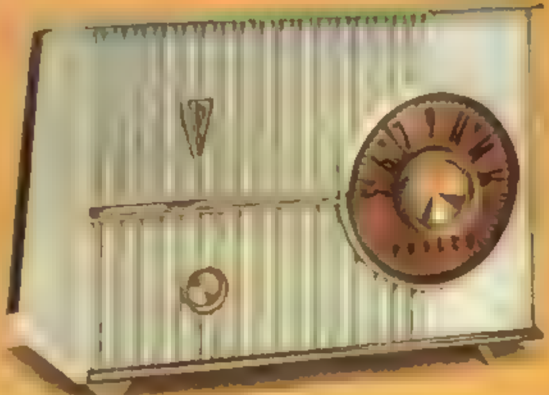
Exciting New PHILCO TABLE RADIOS



TWO-TONE— TWIN SPEAKERS

PHILCO 836. New two-tone Slender-Set styling with two matched 4-inch dynamic speakers for beautiful tone and superior performance. Illuminated tuning dial, built-in long range loop antenna, 4 tube plus rectifier "Perma-Circuit" chassis. Push-pull on-off and 2-position tone control. Wt. 6 lbs.

40B9154A2250 Flame .. Retail $29.95



HIGH FASHION VALUE LEADER AM RADIO

PHILCO 834. Glamorous "Slender-Set" cabinetry finished front and back for admiring looks from any angle. Philco 4-tube plus rectifier "Perma-Circuit" chassis and built-in loop antenna. New push-pull on-off and 4" wide frequency range speaker. Wt. 5 lbs.

40B9153A1975 Aqua Retail $24.95

TRANSISTOR
PHILCO
SEVEN

PHILCO

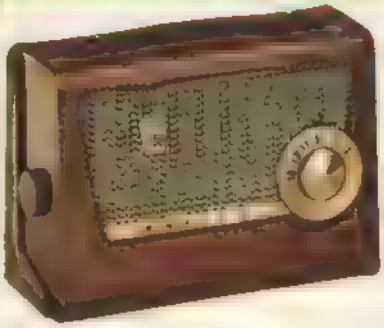
ALL-TRANSISTOR PORTABLE RADIOS

America's first choice in portables for dependability, performance and value.

LUXURIOUS LEATHER PORTABLE

PHILCO T-75. Now enjoy hundreds of hours of radio-listening pleasure on just two "D" type flashlight batteries. Delightful styling in top-grain cowhide with new tapered back tone chamber. Seven Philco transistors. High-sensitive performance with built-in Magnecor antenna and 2¾" speaker. "Private Listening" jack. Weight 2 lbs. Uses 2 Philco P920 batteries.

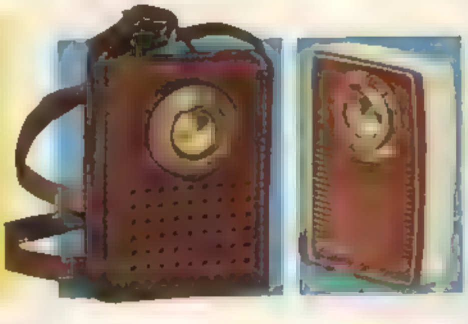
40B9177A3850...... Tan .... Retail $49.95



TAN, TOUGH, TERRIFIC!

PHILCO T-700. High powered performer with seven Philco transistors. Scuff-resistant beautiful Sur-V-Lon case with rich suntan finish. Heavy duty 4" speaker for rich tone and listening pleasure. Easy-to-read tuning dial and sensitive Magnecor antenna for weak signal areas. Plays hundreds of hours on 4 regular flashlight batteries. Weight 4 lbs. Uses 4 Philco P920 batteries.

40B9178A3850 .. Tan ... Retail $49.95



FITS THE PALM OR THE POCKET

PHILCO T-50. A handful of listening pleasure styled for tomorrow! Sensational tone in a compact case. Built-in 2¼" wide frequency speaker plus "Private Listening" jack. Operates on just 4 tiny mercury batteries and 5 famous Philco transistors. Only 4⅜" high, 3⅛" wide and 1⅝" deep. Weight 12 oz. Uses 4 Philco P640 batteries.

40B9173A2720 Ivory & Terra Cotta Retail $34.95
Including Leather Carry Case

BEAUTY, POWER, VALUE

PHILCO T-60. Latest in style with finest-performing Philco 6-transistor circuit. Rich-sounding 2¾" speaker. Polished brass finish handle doubles as a stand. Operates on just 2 "AA" penlight batteries. 5[illegible]" high, [illegible] wide, 1[illegible]" deep. Specify color. Weight 11 oz. Uses 2 Philco P15 or P9 batteries.

40B9174A2960	**Charcoal & Ivory**	**Retail $34.95**
40B9175A2960	**Ebony & Gold**	**Retail $34.95**
40B9176A272	**Case**	**Retail $3.50**

All Philco Clock, Table and Transistor Radios are covered by a 90 day warranty on parts and labor

OUTSTANDING ALL-TRANSISTOR VALUE

PHILCO T-45. Finest performing 4-transistor plus diode pocket radio ever built. Operates on just 4 regular "AA" flashlight batteries and out-performs most 5-transistor sets. Outstanding tone from 2¼" speaker. "Private Listening" jack. Measures [illegible] high, 5⅛" wide, 1⅛" deep. Weighs only 15 oz. Uses 4 Philco P15 or P9 batteries.

40B9169A2540 Ivory & Terra Cotta Ret. $29.95

40B9171A240 .... Case ....Ret. $3.00

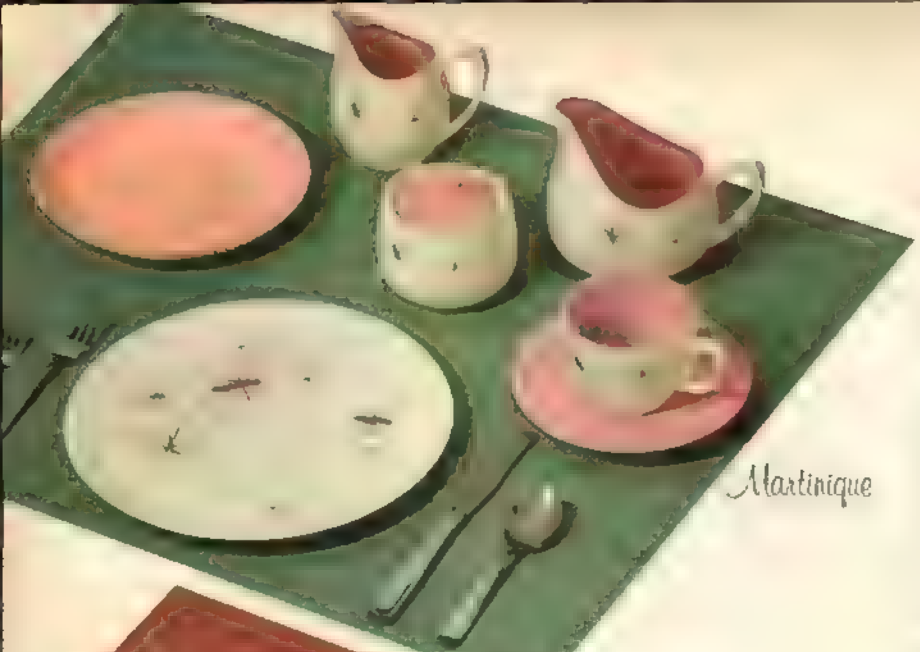
Salem

DINNERWARE OF DISTINCTION
SINCE 1898

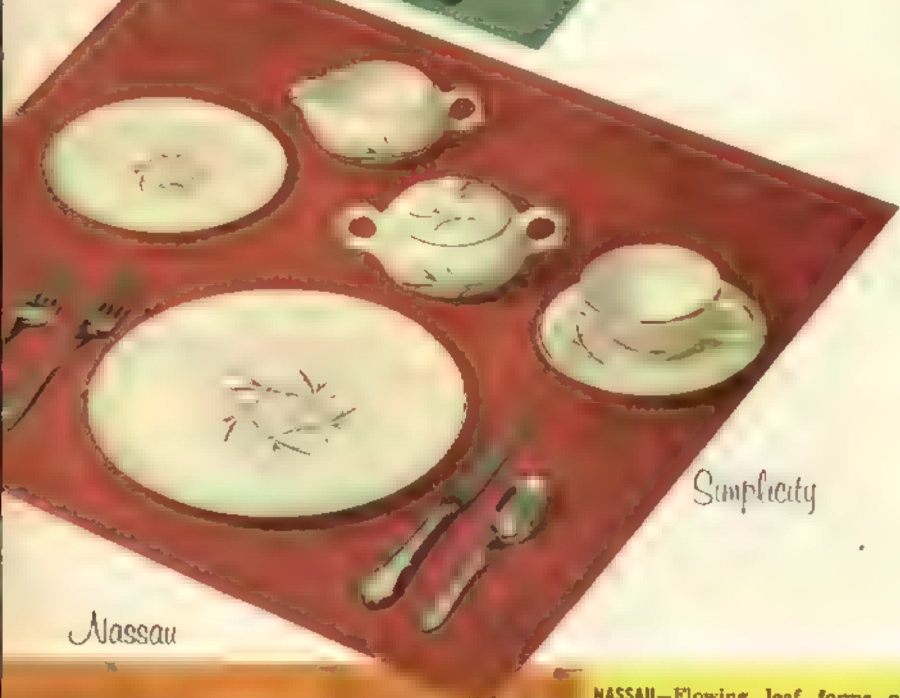
Since before the turn of the century, Salem dinnerware has been preferred by smart homemakers for its design, pattern, price, and utility. These exciting new Salem patterns with their up-to-the-minute styling are backed by Salem's famous quality.

Salem dinnerware is triple-fired and triple-selected.

Salem dinnerware has a lifetime guarantee against crazing. Each piece is completely oven-proof — bake and serve. All patterns are guaranteed open stock.



Martinique



Simplicity

MARTINIQUE—An intriguing pattern of two-tone pink cross bars and charcoal textured lines. Accented pieces of hazy, soft pink glaze add to the pleasing harmony. A strikingly modern design for the young in heart.

30FD4766A1863
35 pc. Set for 6 . $27 95
30FD4767A2900
53 pc. Set for 8 $43 50
30FD4768A5330
94 pc. Set for 12 $79 95

SIMPLICITY—A delicate sky-blue bud on a slender, charcoal stem — repeated five times to make a simple geometric pattern to delight the heart of the modern up-to-date hostess. Each piece is platinum trimmed to accent this exciting pattern.

30FD4757A1717
35 pc Set for 6 $25.75
30FD4758A2730
53 pc Set for 8 . $40.95
30FD4759A4767
94 pc. Set for 12 $71.50

35-piece Set — Shipping weight 21 lbs.

6—Cups
6—Saucers
6—Dinner Plates
6—Bread & Butter Plates
6—Fruit Dishes
1—Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

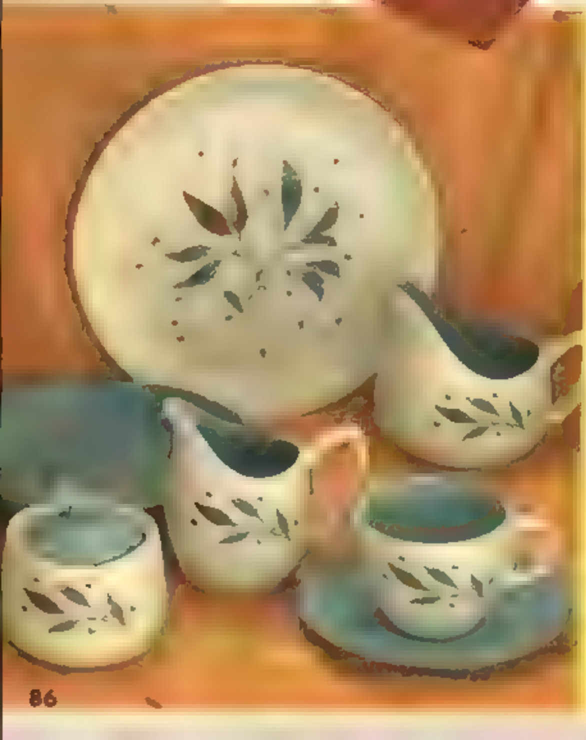
53-piece Set — Shipping weight 35 lbs.

8—Cups
8—Saucers
8—Large Dinner Plates
8—Bread & Butter Plates
8—Soups
8—Fruit Dishes
1—Large Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

94-piece Set — Shipping weight 66 lbs.

12—Cups
12—Saucers
12—Large Dinner Plates
12—Salad Plates
12—Bread & Butter Plates
12—Fruit Dishes
12—Soups
2—Platters
1—Vegetable Dish
1—Covered Sugar
1—Creamer
1—Gravy
1—Covered Casserole
1—Pickle Dish

Nassau



NASSAU—Flowing leaf forms of soft turquoise and charcoal gray in abstract design suggest plant forms swaying in the soft tropical breezes. Sprightly turquoise accents highlight the scintillating shapes of the various pieces.

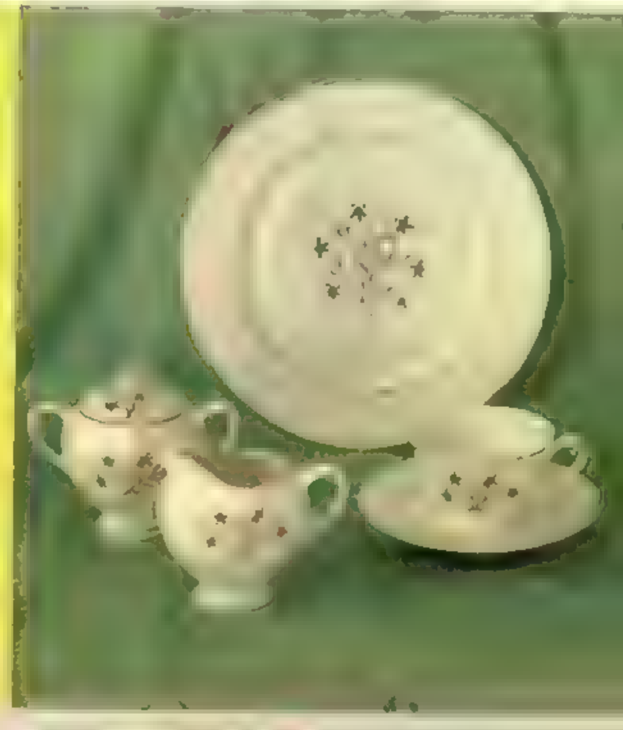
30FD4751A1863
35 pc. Set for 6 $27.95
30FD4752A2900
53 pc. Set for 8 . . . $43 50
30FD4753A5330
94 pc. Set for 12 . . . $79 95

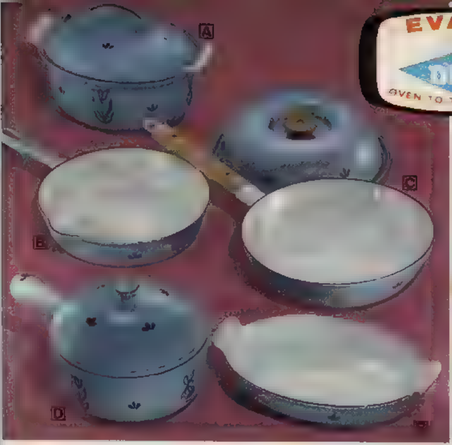
CASTLEWOOD—The traditional charm and the appealing simplicity make Castlewood a timeless pattern you will treasure for years to come. Always in good taste—never out of style. The subtle colors of light gray and warm brown of the stylized center, enriched by two bands of platinum, blend with any decor.

30FD4760A1950
35 pc. Set for 6. . . . . $29 25
30FD4761A3063
53 pc Set for 8 . . . $45.95
30FD4762A5263
94 pc Set for 12 . . . . $78.95

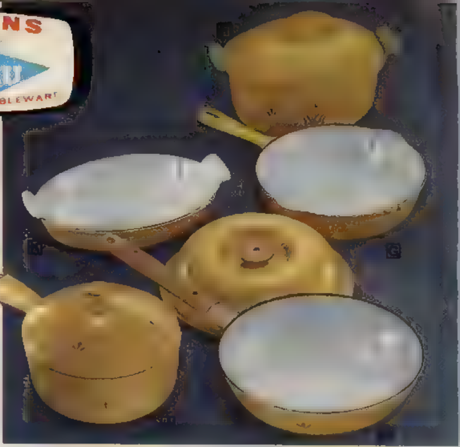
Allow 2 weeks delivery from Salem, Ohio Factory

Castlewood





EVANS
DRU
OVEN TO TABLEWARE



LIFETIME PORCELAINIZED CAST IRON COOKWARE *Hand Decorated in Holland*

Royal DRU-ware, the distinctive porcelainized cast iron cookware crafted by old world artisans in Holland, brings out the full natural flavor of all foods. Requires low, thrifty heat to cook tasty gourmet meals. Keeps food hot for hours, right at the table.

Made of lifetime cast iron, heavily porcelainized. Will not chip, scorch or stain. Hand decorated in Dutch motifs, DRU-ware will add a proud beauty accent to your kitchen or table. Offered in choice of lovely Delft Blue or Tulip Yellow with white interior. Gloss finish

OVAL CASSEROLE with COVER

Burnproof . . . stainproof . . . never necessary to rewarm. Choice of 3 sizes in Delft Blue or Tulip Yellow

(A) In Delft Blue:		Retail
C02130-662	1¼ Qt. 4 lbs.	**$ 9 95**
C02133-795	2¼ Qt. 5½ lbs.	**$11 95**
C02134-927	3¼ Qt. 7½ lbs.	**$13 95**
(F) In Tulip Yellow:		
C02717-662	1¼ Qt. 4 lbs.	**$ 9.95**
C02817-795	2¼ Qt. 5¼ lbs.	**$11.95**
C02907-927	3¼ Qt. 7½ lbs.	**$13.95**

ROUND CASSEROLE with COVER

The perfect cookware unit for preparing tasty dishes wherever you prefer to cook. For cooking or baking on range, in the oven or over an open fire outdoors. Can be used as a sauce pan too. 8" diam., 4" high. 4½ lbs. 1¾ qt. With matching cover

In Delft Blue (not illustrated)	
C02125-727	Retail **$10.95**
In Tulip Yellow (not illustrated)	
C02630-727	Retail **$10.95**

6-QT. OVAL ROASTER with COVER

Ideal for preparing a delicious entree for the family or guests. Your turkey or roast can simmer at low heat to bring out the most delectable flavor. Has all the advantages of cast iron—all the beauty and cleansing ease of porcelain finish. 14" length, 9½" wide, 6½" high. 6-qt. size. With matching cover. 12½ lbs.

In Delft Blue (not illustrated)	
C02139-1326	Retail **$19 95**
In Tulip Yellow (not illustrated)	
C03254-1326	Retail **$19.95**

9½" FRYING PAN

Fry, bake or broil in this all-purpose pan—then use as a lovely serving piece at the table. Seamless construction no hard-to-clean crevices practically rinses clean. Ship. wt. 3½ lbs.

(B) In Delft Blue:	
C02132-462	Retail **$6.95**
(G) In Tulip Yellow:	
C02806-462	Retail **$6.95**

DEEP FRYING PAN—Wooden Handles

For fast-action cooking that preserves vitamins, seals in flavor. Extra large capacity the ideal large family fryer. Fries everything—from eggs to southern fried chicken. Made of lifetime cast iron heavily porcelainized with high gloss finish. Extra long wooden handle. Gleaming white porcelain interior. Hand decorated. Offered in two popular sizes and colors.

(C) In Delft Blue:		Retail
C02135-596	8½", 3½ lbs.	**$8.95**
C02136-662	10¼", 4½ lbs.	**$9.95**
Covers for Above:		Retail
C02137-296	8½", 1¼ lbs. Ret.	**$4.45**
C02138-362	10¼", 1½ lbs.	**$5.45**
(H) In Tulip Yellow:		Retail
C02940-596	8½", 3½ lbs.	**$8.95**
C02941-662	10¼", 4½ lbs.	**$9.95**
Covers for Above:		Retail
C02954-296	8½", 1¼ lbs.	**$4.45**
C03250-362	10¼", 1½ lbs.	**$5.45**

OVAL SERVING DISH

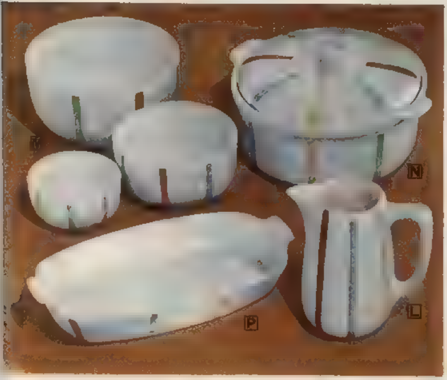
Take this smart-looking dish right from the oven to the most charming table-setting—carve and serve. Just the thing for roasts or broiling. Gleaming white interior—easy to keep clean.

(E) In Delft Blue:		Retail
C02127-462	10", 3 lbs.	**$6.95**
C02131-662	14", 5¾ lbs.	**$9.95**
(K) In Tulip Yellow:		
C02669-462	10", 3 lbs.	**$6.95**
C02789-662	14", 5¾ lbs.	**$9.95**

SAUCE PAN with COVER

Cook your choicest recipes on thrifty low heat, then take it to the table and serve directly from it. Lifetime porcelain finish—easy to keep clean. Beautifully hand decorated.

(D) In Delft Blue:		Retail
C02128-596	1 Qt. 3 lbs.	**$8.95**
C02129-727	2 Qt. 5 lbs.	**$10.95**
C02141-796	3 Qt. 6 lbs.	**$11.95**
(J) In Tulip Yellow:		
C02698-596	1 Qt. 3 lbs.	**$ 8 95**
C02715-727	2 Qt. 5 lbs.	**$10.95**
C03318-796	3 Qt. 8 lbs.	**$11.95**



CANDY STRIPED PORCELAIN TABLEWARE

Hand Decorated in Holland!

Exciting new idea in cook-and-serve ware . . . gay continental stripes. Blue, Yellow, Green and Cocoa on lustrous White porcelain. Blends with every table setting, whether traditional or modern. Resists stains . . . won't burn, fade . . . easy to clean. Use them in the oven, and right to the table for serving.

(L) HOT or COLD BEVERAGE PITCHER

Use for tea, hot chocolate, milk or coffee . . . in the refrigerator for chilling drinks of all types!

		Retail
C02644-263	1¼ Qt., 2½ lbs.	**$3 95**
C02645-366	2 Qt., 4 lbs.	**$5.50**

(M) SET of 3 NESTED BOWLS

Mix in them . . . cook in them . . . serve in them . . . then store left-overs in them. Fine texture finish makes them easy to clean. Set contains ½, 1¼ and 2¾-qt sizes.

C02646-394	4 lbs.	Retail **$5.95**

(N) OVAL CASSEROLE with COVER

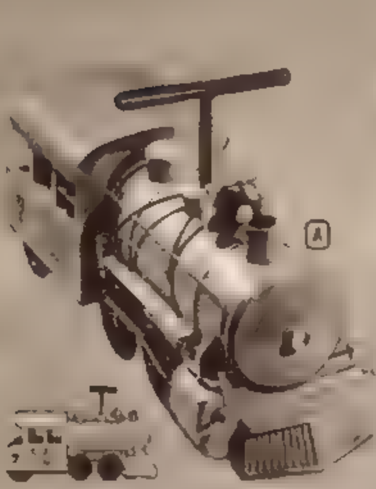
High-style high-shape design, with cover. Round shape with easy-grip handles. Ideal for cooking and serving a dinner party, or a casserole for the entire family.

		Retail
C02647-381	1¾ Qt. 3 lbs.	**$5.75**
C02648-460	3¼ Qt., 4 lbs.	**$6.95**

(P) OVAL SERVING DISH

A popular favorite for cooking or serving. 13½" long, smartly styled

C02649-328	2 lbs.	Retail **$4.95**



B
C
Big and Beautiful,
Super Realistic!

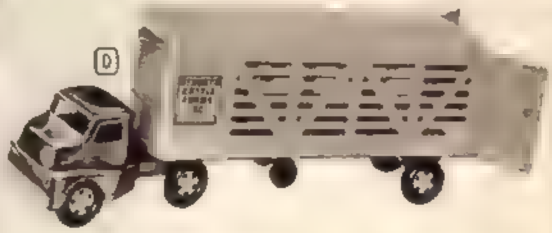
(A) ELDON UNBREAKABLE "RIDE 'EM TRAIN. A big, bold locomotive in safe, unbreakable polyethylene plastic. The cab top is a comfortable seat, the steering wheel is adjustable to different heights. Pull cord rings the bell to clear the tracks ahead Won't mar furniture or floors, has no sharp edges, completely rust-free! 24" long
90L1791A534 Wt. 5 lbs. Retail **$8.00**

(B) IDEAL'S "RIDE-A-TANK". Big, authentic tank that children can actually ride on -even fires harmless plastic cannon balls! Ball handle steering; maneuvers to right or left Unbreakable polyethylene with steel supports for added strength Won't scratch floors or damage furniture. 25" long. Has rapid-fire cannon.
90L1011A667 Wt 6 lbs. Retail **$10.00**

(C) STRUCTO CONCRETE MIXER TRUCK. Mixer geared to the axle, rotates as truck moves, just like the big ones! Ratchet simulates mixer noise for super realism Loads and unloads through regular openings, body raises to discharge contents. Simulated water storage tank and "Diesel" motor. 20¼" long. Rugged steel
90L1702A530 Wt. 8½ lbs Ret **$7.95**

(D) STRUCTO CATTLE TRANSPORT .Looks exactly like the big jobs that move the nation's beef! Over 21" long, 5" wide, and 7" high—large double doors in rear open and close Rubber tires, plus two retractable rubber dolly wheels on trailer. Heavy gauge steel with baked enamel finish
90L1703A266 Wt. 5 lbs.. Retail **$3.98**

(E) STRUCTO AUTO TRANSPORT. Carries 2 autos and a pick-up truck that are built especially to fit the transport. Heavy gauge die cast metal throughout Ramp extends at rear for loading and unloading cars. 24¼" long, ramp extends an extra 7". 6¾" high. Bright baked enamel finish.
90L1701A397 Wt. 6 lbs.. Retail **$5.96**

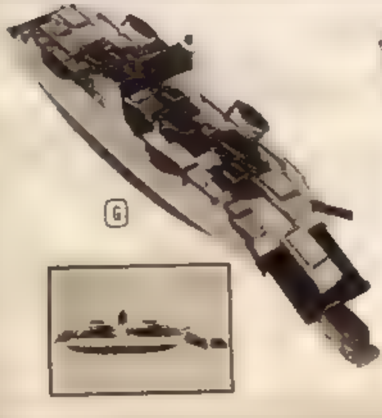


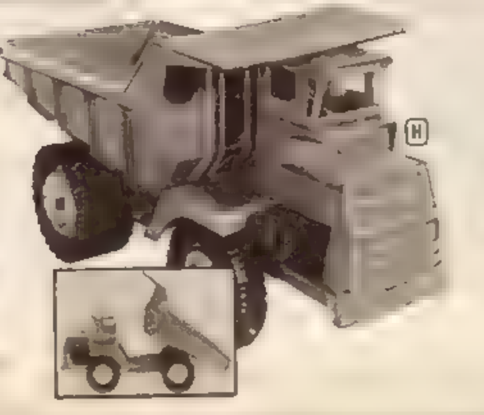
(F) ELDON HEAVY DUTY POWER SHOVEL. Especially for the younger child—super safe polyethylene plastic, unbreakable rustproof, won't scratch! Cab swivels, boom raises and lowers by hand crank, separate crank operates shovel arm. Trap in shovel bottom opens for dumping, then locks in position. Tractor-type treads. 14" long ¢
90B1793A334 Wt 9 lbs Retail **$5.00**

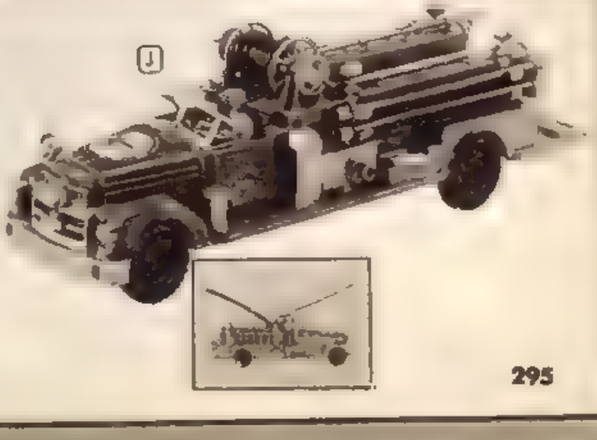
(G) ELDON UNBREAKABLE POLY CAR FERRY with 18 CARS. Colorful and exciting -and it actually FLOATS OR ROLLS ON GROUND! Retractable ramp lowers to release the 18 assorted vehicles, which include station wagons, convertibles and trucks—all on wheels that move! Locking gates on deck, equipped too with 4 life boats. 17" L.
90B1794A200 Wt. 3 lbs. Retail **$3.00**

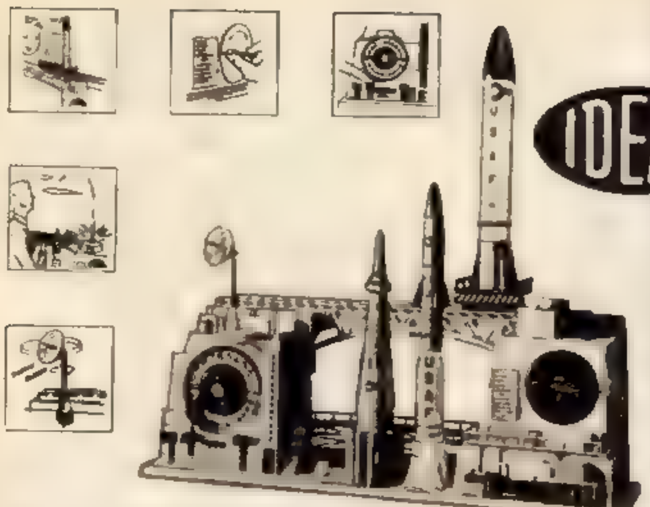
(H) ELDON UNBREAKABLE POLY HEAVY DUTY DUMP TRUCK. Truck bed raises by hand lever, tailgate automatically swings open to discharge the load! This rugged, massive truck is made of unbreakable heavy duty polyethylene - won't rust or mar furniture. Big black tires; orange body 18¼" L.
90L1792A267 Wt 6 lbs. Retail **$4.00**

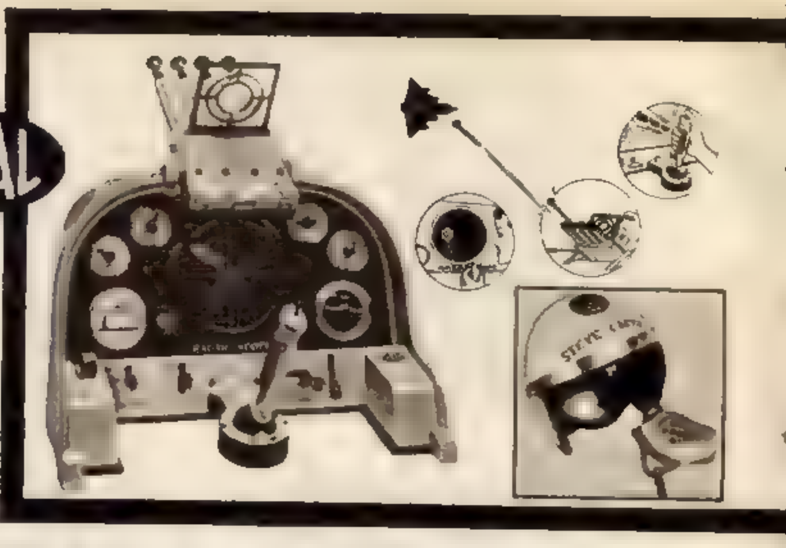
(J) ELDON FIRE ENGINE PUMPER. Sprays water automatically! A 2-ft hose is coiled on reel; 2 connector hoses feed water from a vessel into the self contained water tank. Unreel the hose—spray water, put out the fire! Complete with pump, removable ladder and 2 firemen. Unbreakable polyethylene construction; fire-red. 15" long.
[illegible] Wt. 2 lbs. Retail **$3.00**







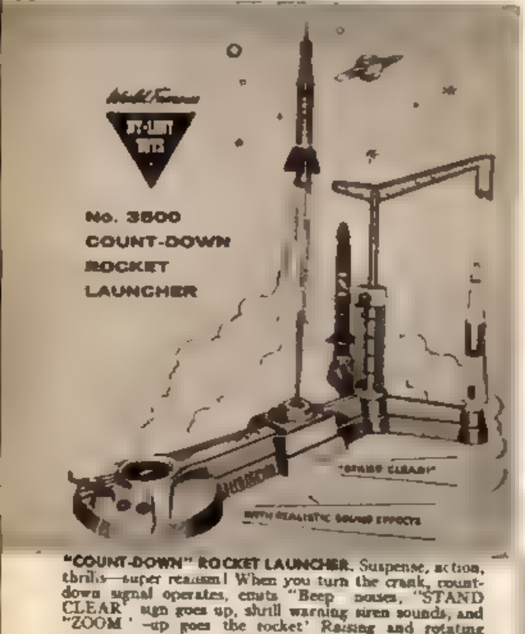




[illegible] ELECTRONIC MISSILE CONTROL BASE. The missiles really shoot up when 'fire' lever is pressed. Handsome brightly colored control center has all kinds of controls and levers, moving parts and rocket-base noises! A radar scanner operates continuously when set is on, rotating and emitting 'Beep' signals. Fuel control winds up to show distance from planets, battery-operated flat car transports rocket on track to launching pad. Countdown mechanism lights up and starts its revolution when lever is pressed. Radar screen lights up, too! Complete with Moon Missile, Lunar Probe & 'Atlas'.
90L1814A667 22" long, 15" high, 8" wide. Wt. 8 lbs. Retail **$13.00**

ELECTRONIC "FIGHTER JET". Simulates actual flight and combat conditions, electronically! He can fly by radar by following moving blip on radar scope, red warning flashes when off course. Working air-speed gauge registers from 200 to 1800 MPH, turn and bank indicator is coupled with the movement of the control stick. Pilot controls and focuses 6 projected moving targets, he "fires" on the enemy with control on stick. If they're out of range, he switches to his rockets! Operates on standard flashlight batteries. Sturdy plastic, heavy duty motor. 4 'rockets' have safe suction-cup tips.
90L1812A1334 16"x12¾"x11¾". Wt. 9 lbs. . . .Retail **$30.00**

STEVE CANYON JET HELMET. Extra fun when used with the 'Fighter Jet" set at left and a superb fun-filled toy all by itself! This is a replica of official Air Force helmet, in high-impact styrene with lift-up transparent plastic sun visor and simulated snap-on oxygen mask. Adjustable to all head sizes; comfortable and safe.
90B1813A200 2 lbs. . . .Retail **$2.00**



"COUNT-DOWN" ROCKET LAUNCHER. Suspense, action, thrills—super realism! When you turn the crank, count-down signal operates, emits "Beep" noises, "STAND CLEAR" sign goes up, shrill warning siren sounds, and "ZOOM"—up goes the rocket! Raising and rotating gantry crane picks up and carries rocket to firing position. 3 soft-nosed rockets—Thor, Atlas, & Jupiter. 21" long.
90L1762A399 Ship. wt. 2 lbs. Retail **$5.98**

Rand-McNally

WORLD ATLAS

THE "WORLDWIDE". Distinctive in appearance, marvelously accurate 12" globe complete with a wonderful 6-color wall map of the world measuring 52"x34" fits neatly into the brass plated base when map is folded. Globe is not a toy—is fully suitable for adult reference as well as children's pleasure.
90L1881A464 5 lbs. Retail **$9.95**

THE "ZENITH". Combines accuracy and quality with dramatic styling. The gleaming chrome meridian and base set off the unusual-looking, striking jet black ocean—make it a conversation piece as well as a valuable addition to your home. 17" high, colorful and detailed, with all countries, parallels, etc.
90L1882A864 6½ lbs. . **$12.95**

THE "ATLAS". A beautiful, accurate modern globe mounted on a base of richly finished mahogany and maple. In the base is a new Rand-McNally "Popular World Atlas" containing 180 pages, with 142 pages of attractive and legible maps, plus 37 pages of comprehensive index and informative charts. Globe is 16" high overall. Has degree meridian.
90L1883A930 8 lbs. . Retail **$16.95**

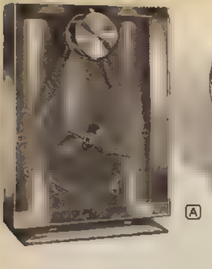
5 SPACE SHIPS OF THE FUTURE
LINDBERG
FAMOUS THE WORLD OVER

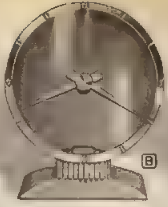
HOT ROD KIT. Makes a battery-operated model hot rod! Extremely easy to build—needs no glue or special tools! Parts actually snap tightly together, assembling into a compact, speedy little realistic-looking hot rod. When it is turned on, headlights glow, and it really takes off! Authentic hot-rod decorations included.
90B1801A200 3 lbs. . . . .Retail **$3.00**

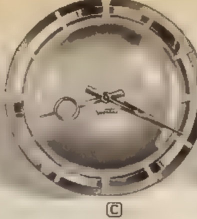
SPACE CONSTRUCTION KIT—*Makes 5 Items!* Wonderful creative fun for the boy and just as much for his dad! Approximately 130 parts altogether—assemble into 5 different space items. Makes Satellite and Rocket, multi-stage man transporting Rocket, Outer Space Station, Moon Ship, and even a Flying Saucer! Easy-to-follow complete instructions, all parts and glue included.
90B1896A332 2 lbs. ..... Retail **$4.98**

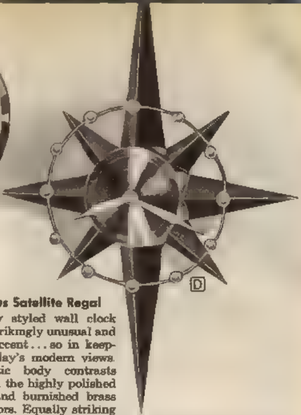
BOAT CONSTRUCTION KIT — *Makes 3 Items!* Each one is motorized, too. Set makes Air Force Rescue Boat, Landing Craft Vehicle Personnel (LCVP), and Harbor Tug. Includes 3 permanent magnetic electric motors, battery boxes, switches, and all necessary connections. Two of the boats are 13" long, one is 12". 348 parts in all, including crew members and glue.
90B1897A466 4 lbs. . . Retail **$6.98**

SALVO ROCKETS & LAUNCHER PLATFORM. Fires One, Two, or Three rockets at a time—hundreds of feet in the air! 13½" launching platform has separate launcher for each 6" rocket. May be fired by remote control. Strong spring action and foolproof mechanism make this a toy that will be used over and over again, as the sensation of the neighborhood!
90B1891A199 Wt. 1½ lbs. Retail **$2.98**









Jefferson-Spartus Decorator Clocks

(A) Jefferson Golden Suspense

A daring new design concept—elegantly translated into gold and glass—with meticulous craftmanship in every detail. Distinctive numerals are deeply etched into clear crystal and luxuriously gold filled. Graceful hands seem to float in a transparent halo—delicately suspended by a gleaming gold chain. Frame and base in 24 kt. satin finish gold plate. Concealed motor drives the chain to turn disc one revolution per hour. Minute hand operates hour hand through reduction gears and counter weights. 13⅛″ tall, 9¼″ wide, 4¼″ deep. 110-120V., AC only. Wt. 7¾ lbs. Retail

B04818-3250 each **$50.00**
B04818-3000 3 or more..**$50.00**

(B) Jefferson Golden Hour

The mystery of the movement and the beauty of design — transparent dial blends perfectly with any decorative scheme. An elegant electric clock of split-second accuracy, rigidly pretested. Hands and numerals treated with radium make them luminous at night. Base and dial plated with 24 kt. gold, satin finish 8⅞″ ht. 7⁷⁄₁₆″ diam. 110-120V. 60 cycles. AC. Shipping weight 3½ lbs.

B05806-1622 each .. Retail **$24.95**
B05806-1497 3 or more . . Retail **$24 95**

(C) Spartus Vogue

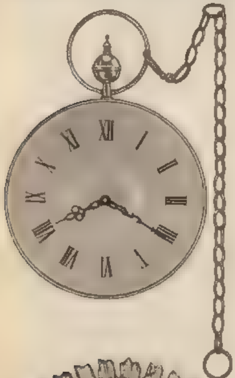
Fine sculptured lines of modern combined with flowing lines of the traditional. Plastic case; rich gold background with white numerals and highly polished gold jeweled finish hands. 110-120V. 60 cycles. AC. 11¼″ diam.

B02193-863 Wt. 21 lbs. each Retail **$12.95**
B02193-777 3 or more ...... Retail **$12.95**

(D) Spartus Satellite Regal

Dramatically styled wall clock provides a strikingly unusual and decorative accent . . . so in keeping with today's modern views. Black plastic body contrasts smartly with the highly polished brass ring and burnished brass time indicators. Equally striking when hung on wall in horizontal or vertical position. The ideal wall clock ot enhance the decor of any room. Accurate clock movement is fully guaranteed to assure dependable split-second timing. Overall size: 22″ high, 15″ wide. Operates on 110-120 volt, 60 cycles. AC only U.L. approved. Wt. 4⅓ lbs.

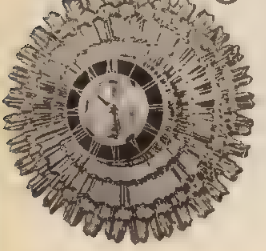
B02192-863 each ....Retail **$12.95**
B02192-777 6 or more ....Retail **$12.95**



Spartus Venetian

A distinctively and unmatched styled Venetian fob watch motif in an electric wall clock that enriches and enlivens the decor of any room in the house—the ideal accessory that provides an unequalled touch of elegance and perfection. Expertly crafted deep etched glass face with harmonizing jet black Roman numerals and hands . . . polished brass trim encircles the face of the clock. To add to the beauty . . the long, flowing chain drops elegantly on the wall. Plastic case; 24″ chain. Operates on 110-120V. 60 cycles. AC only. 12¾″ wide, 18½″ high UL approved: Weight 13 lbs. Retail

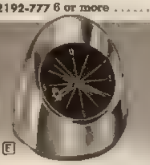
B01892-1400 each ..**$19 95**
B01892-1260 3 or more .**$19.95**



Spartus Golden Dawn

An enchanting and elegant masterpiece of shimmering, vibrant golden loveliness . . . the perfect accent for traditional interiors . . . yet striking and ultra-smart for modern surroundings. Large radiant golden Sunburst design with a beautiful contrasting ebony background blends into and enhances the decor of your home. Easy-to-see dial and easy-to-read Roman numerals in lustrous jewelry gold finish. "Precision-crafted" for accurate, dependable time . . . all the time. Durable plastic body—16 inches in diameter. Operates on 110-120 volts, 60 cycles. AC only. UL approved. Ship. wt. 3½ lbs. Retail

B01890-863 each **$12.95**
B01890-761 6 or more.. **$12.95**



Jefferson Electric Clocks

Regal modern styling with Jefferson's famous precision synchronous motors that guaranteed split-second accuracy. Cord reel in the base conceals unused cord. Operates on 110-120 volts, AC only. 60 cycles. 5½″ high, 4¼″ diameter. Wt. 3 lbs.

(E) THE "500". Sparkling brilliance of heavy chrome keynotes this handsome clock contrasted by its rich black dial with gold numerals and red second hand. Retail

B04819-1297 each . **$19 95**
B04819-1197 3/more **$19.95**

(F) THE LADY MARION. Delicacy and taste create an enchanting effect. 24 kt. gold plated housing with white hand crafted dial with matching base. Retail

B05843-1492 each .. **$22.95**
B05843-1377 3/more **$22.95**

Jefferson Cordless Electric Clocks

Jefferson's known quality in a new cordless clock. Brings to the modern home a new way of life . . . a new mood of elegance and perfection. Self-regulating movement, operated by standard mercury cells, assures precision accuracy. Jefferson Cordless Clock can be used anywhere with its own built-in power source. Measures 5¼ inches high and 4¼ inches diameter. Batteries included with clock. Wt. 3 lbs.

(G) THE INTERMEZZO. An exquisite cameo dial of gold on winter white encased in 24 kt. gold plate housing. Retail

B05845-1947 each ...**$29.95**
B05845-1797 3/more **$29.95**

(H) THE INTEGER. A gold prismatic dial encased in polished chrome housing creates a new design concept. Retail

B05844-1947 each . **$29.95**
B05844-1797 3/more **$29.95**

NuTone Electric Chimes

Champion Model

Shapely, compact—perfect for kitchen or hallways. Two notes for front door one note for rear door. Gleaming plastic cover with modern styling Available in Ivory and Gold finish Size 7x4⅓x2½" deep. 1½ lbs. Retail

C02100-322 each $4 95

C02100-291 6 or more $4 95

Rythmatic Repeat-A-Tone

Two distinct signals. Chimes (1) continuous sounding melody of vibrant tones as long as button is held for front door (2) sounds two notes for rear, one note for third Plastic cover 7x7¾x2⅛" 2½ lbs. Retail

C00850-647 White/Silver $9 95

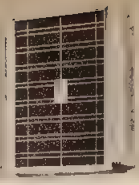
C00851-647 Ivory/Gold $9 95

Provincial Chime

Fine-furniture styling -Walnut finished cover with antique brass high-lighted grille. Two chords sound for front door, 2 notes for rear door. Size. 8¼x10x3⅜". 4¼ lbs. Retail

C02104-972 each . $14.95

C02104-879 6 or more .$14 95



Modern Chord Tone

Regal addition in sound and in looks to any home. Sounds 2 chords for front door, 2 notes for rear door. Gold-flecked grille clothe and Desert Sand cover blend with any decor. 7½x9⅓x 2⅞ 3¾ lbs. Retail

C02108-907 each $13.95

C02108-820 6 or more $13.95

Mt. Vernon Model

Colonial elegance faithfully reproduced in hardy hammered brass Sounds two vibrant notes for front door, one clear tone for rear door Size 11¾x3¼x7" wide. 3 lbs. Retail

C03908-712 each . . $10 95

C03908-649 6 or more . $10.95

Jewel Model

Two notes for front. 1 for rear Noiseless power unit. 9x7x3" Walnut and gold tube finish.

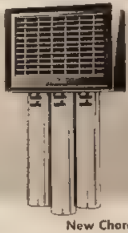
C03910-647 each Retail $9.95

C03910-585 6 or more $9 95

Limed Oak and gold finish

C03917-647 each Retail $9 95

C03917-585 6 or more. $9.95



New Chorale

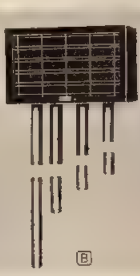
New Elegance! Four or eight notes for front door, one note for rear different for third door. Walnut finish, brass grille, and anodized gold finish tubes. Comes with transformer. 7¾x14⅛x3½" deep 6¼ lbs.

C02101-2097 . Retail $34.95

Mayfair Chime

A handsome, modern design. Finished in stunning Limed Oak plastic cover with shimmering gold tubes. Two clear notes for the front door, 1 note for the back door Size 7⅝"x11¾"x3" Wt. 2¾ lbs.

C02166-582 Retail $8.95



(A) Coronet. 2 notes for front, one for rear 3 satin brass tube Dimensions: 8½x39¾x2⅞ in deep. Choice of walnut or limed oak finish cover. Shipping weight 6 lbs. 5 oz.

C03906-1102 Limed Oak Retail $16.95

C03912-1102 Walnut Retail $16.95

(B) Supreme Westminster Chime. 4 or 8 notes for front door. 2 notes rear and 1 note third door Motor selector switch; transformer included. Limed oak wood, brass tubes 48⅓x10⅝x5"

C03915-2997 Shipping weight 11 lbs. Retail $49 95

(C) Jefferson Clock-Chime. Colonial Hall Clock and Westminster Chime. 4 or 8 notes front door. 2 rear, 1 for third Volume and tone control switch transformer included. G.E. Telechron movement clock with brass dial that matches tubes. 11x6x58" long

C03916-5397 Mahogany Cabinet. Ship. wt. 13 lbs. Retail $89 95

Harmony Chime

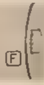
Neat and compact . . . blends with any decor The "Harmony" is finished in Ivory plastic cover and Gold finish tubes. It has two vibrant notes for the front door One note for the rear door 7"x 7⅛"x2¾" Wt. 2½ lbs.

C02165-517 . Retail $7.95

Chord Chime and Clock

The "Sunburst" has 4 or 8 chords for front. one chord for second and different chord for third door Light Walnut finish, brass Sunburst bezle Transformer included. Telechron movement. 12¼x8⅝x3½". 9½ lbs.

C02105-4197 . Retail $69.95



(D) Chime Transformers

Can't burn out—bi-metal safety switch prevents overload damage. 16 volts mounts any place. For 2-note chimes. 115V . 50-60 AC. 2x2⅝x2". 1 lb. Retail

C00859-202 each . . .$3.10

C00859-182 12 or more .$3.10

(E) Push-Lite Button. Lucite. For all voltages—6 to 24 volts. 3x1½". Wt. 2 oz

C00468-163 each . Retail$2.50

C00468-147 6 or more . . $2.50

(F) Modern Button. Smart luminous chrome brass cover. 3⅜x⅞"

C00857-81 each Retail $1 25

C00857-73 12 or more . $1.25

GENUINE CHINA

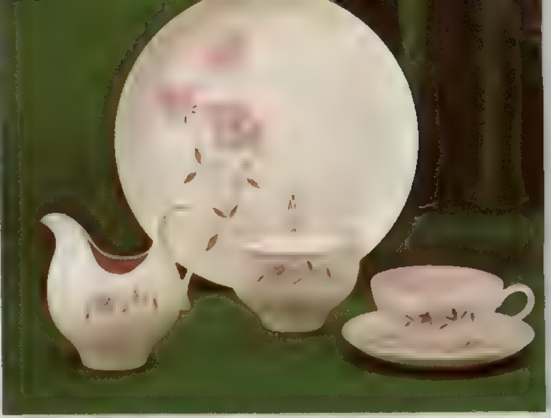
AMERICAN MADE . . . AT POPULAR PRICES
A NEW CERAMIC DEVELOPMENT BY

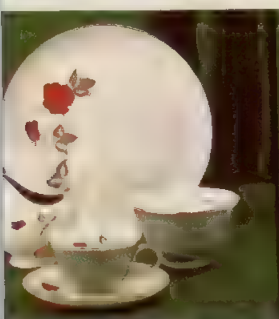
Taylor, Smith & Taylor

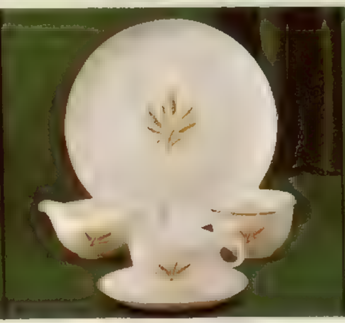
For the first time in the history of American potteries—Taylor, Smith & Taylor has made available genuine ALL China in a popular price range! This is superb real China—detergent-proof, oven-proof, chip-resistant—luxurious China dinnerware that brings beauty and distinction to any home. Available in a limited number of the country's leading stores—it has been enthusiastically received by home makers and interior decorators. Remember this is **not** semi-vitreous dinnerware—it is genuine all China at a price within the reach of all—and is available only in the Rose Sachet pattern illustrated to the right

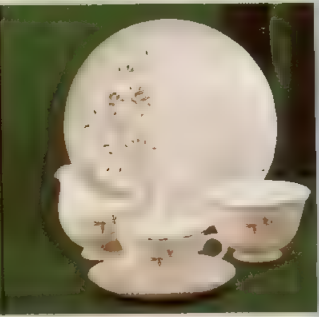
ROSE SACHET An exquisitely beautiful pattern selected by Taylor, Smith & Taylor to Introduce their genuine China under the famous "Taylorton" Trademark. A color combination of beauty and distinction. Two-tone Sugar, Creamer and Cups as illustrated. Years of satisfaction assured.

F47582-2535	32 piece set for 6	Retail $40.50
F47583-4000	53 piece set for 8	Retail 64.00
F47584-8000	93 piece set for 12	Retail 128.00









REGAL ROSE The creation of a world famous designer—features lifelike rose effect with contrasting stem and leaves. Modern glamour shape Matching two-tone sugar, creamer and cups. Platinum band around all outer edges.

F47560-1628	32 piece set for 6	Retail $28.50
F47559-2686	53 piece set for 8	Retail 47.00
F47558-4971	93 piece set for 12	Retail 87.00

HARVEST GOLD Luxurious simplicity in one of the most attractive patterns available today A superb modern glamour shape featuring an idealized wheat motif Warranted 22 K. gold band around all outer edges

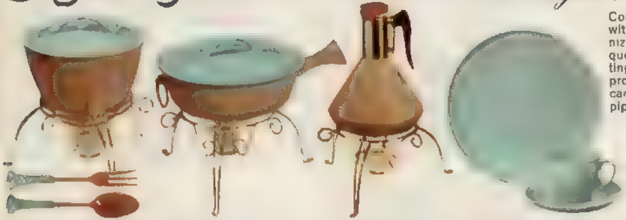
F47563-1315	32 piece set for 6	Retail $23 25
F47562-2257	53 piece set for 8	Retail 39.50
F47561-3897	93 piece set for 12	Retail 68.50

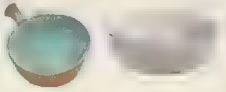
CANDLELIGHT An example of charming dignity with appealing simplicity A modern shape, with America's newest side spray treatment—exquisitely beautiful Platinum band around all outer edges

F47575-1424	32 piece set for 6	Retail $25.00
F47574-2380	53 piece set for 8	Retail 41.00
F47573-4080	93 piece set for 12	Retail 71.00

"CHATEAU BUFFET" BY *Taylor, Smith & Taylor*

Combines Old World charm and beauty with a fresh, contemporary touch. Harmonizing Terre Glaise (cinnamon) and Turquoise colors complement any table setting. Chateau Buffet is practical, too. Oven-proof and detergent-proof. Rest it over the candle-warmer to keep food and beverages piping hot.





"LE SALADIER" doubles as a salad bowl or Boston baker. Holds 2½ quarts. Individually gift packed with lid, buffet warmer, stand and candle. Ceramic handled wood salad fork and spoon.
F47552-765 Retail $10.00

"LES TERRINES" holds 2½ quarts. Brass ring for hanging—adds a decorator's touch to your kitchen or dining room. Individually gift packed with buffet warmer, stand and candle.
F47551-690 Retail $9.00

"LA CARAFE" holds 10 full cups Easy-pour, non drip spout with insulated stopper to hold in heat and flavor Polished brass handle. Packed with buffet warmer, stand and candle.
F47553-595 Retail $7.95

12 PIECE SET 4 plates, 4 cups & 4 saucers in turquoise. Plates have cinnamon edge. Clean, uncluttered lines with continental charm—detergent and oven-proof
F47554-755 Retail $10.00

"LES RAMEQUINS" Individual 10-ounce casseroles with molded handles Gift packed, 6 to a box.
F47550-690 Retail $9.00

"LES ASSIETTES A SALADE" (Salad Bowl) just the right size for generous individual servings. 6 in a gift pack.
F47579-450 Retail $6 90

SEE PAGE 151 FOR SET COMPOSITIONS . SHIPPED FROM FACTORY EAST LIVERPOOL, OHIO

New Designer's Triumph . . . Nationally Advertised Creations by Taylor, Smith & Taylor

"THE INVITATION SERIES"

These two charming, recently introduced patterns in an entirely new and different type of table setting, have created a sensation in fine shops from coast to coast. The "Invitation Series" (which includes only the WINDEMERE and WOODHUE patterns illustrated to the right) is available only in 54 pieces, service for 8, with the attractive Coffee Carafe and Buffet Warmer with stand and candle. Additional place settings can be obtained if desired.

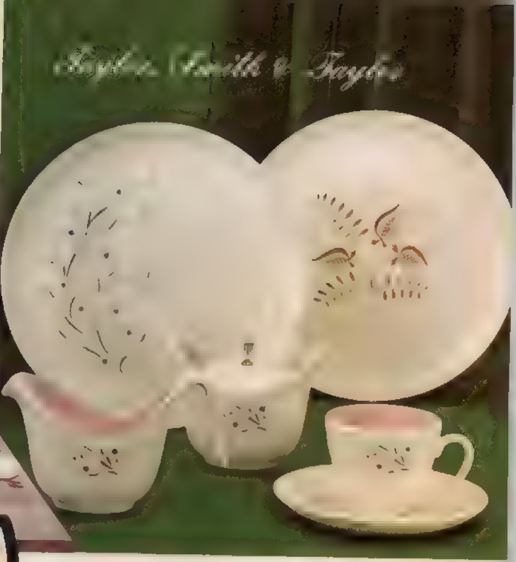
(See illustration below for special Invitation Series setting). All Taylor, Smith & Taylor creations reflect the newest mode and modern spirit in a delightful manner. ALL are oven-proof and detergent-resistant. Open stock guaranteed for 5 years.

WINDEMERE A delightful, charming modern motif in harmonious blending pinks and grays as illustrated. An aristocratic table setting with two-tone Sugar, Creamer and Cups. Truly a luxurious set at a modest price. (Pattern on the left)

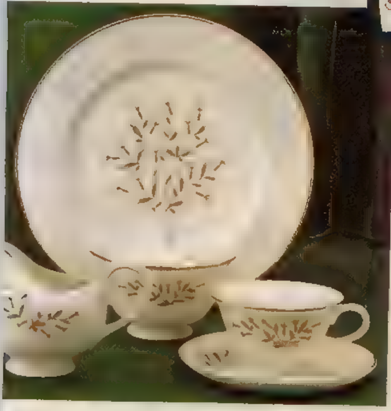
F47580-2495 54 piece service for 8........................Retail $39.95

WOODHUE Featuring the new warm, modern Browns and Turquoise color combinations—with two-tone Sugar, Creamer and Cups—with Turquoise inner coloring. A smart, fashionable set that always arouses favorable comment. (Pattern on the right)

F47581-2495 54 piece service for 8........................Retail $39.95

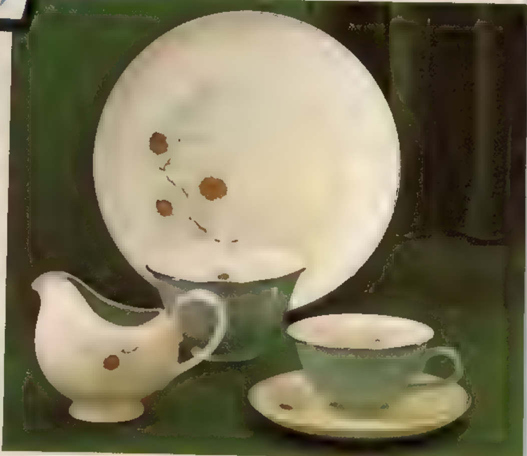


"America's finest dinnerware since 1899"



MONTICELLO In the modified modern shape, with a dainty stylized leaf and flower design. The essence of elegance and beauty of which you will always be proud. 22 K. gold edge lined, blending with color motif of the center design.

F47578-1424	32 piece set for 6	Retail $25.00
F47577-2380	53 piece set for 8	Retail 47.00
F47576-4080	93 piece set for 12	Retail 71.00



SILVER SPRUCE in the modern glamour shape. Delicate blue in an engraved effect with warm spruce cones. Beautiful two-tone combination—an achievement in creative art. Platinum edge.

F47557-1628	32 piece set for 6	Retail $28.50
F47556-2686	53 piece set for 8	Retail 47.00
F47555-4971	93 piece set for 12	Retail 87.00

SERVICE FOR 12—93 PIECE SET

Shipping wt. [illegible] lbs.

12 cups
12 saucers
*12—10" plates
12—8" plates
12 coupe soups
12 salad plates
12 desserts
1—11" platter
1—13" platter
1 nappy (open vegetable dish)
1 gravy boat
1 covered sugar
1 creamer
1 covered casserole

SERVICE FOR 8—53 PIECE SET

Shipping wt. [illegible] lbs.

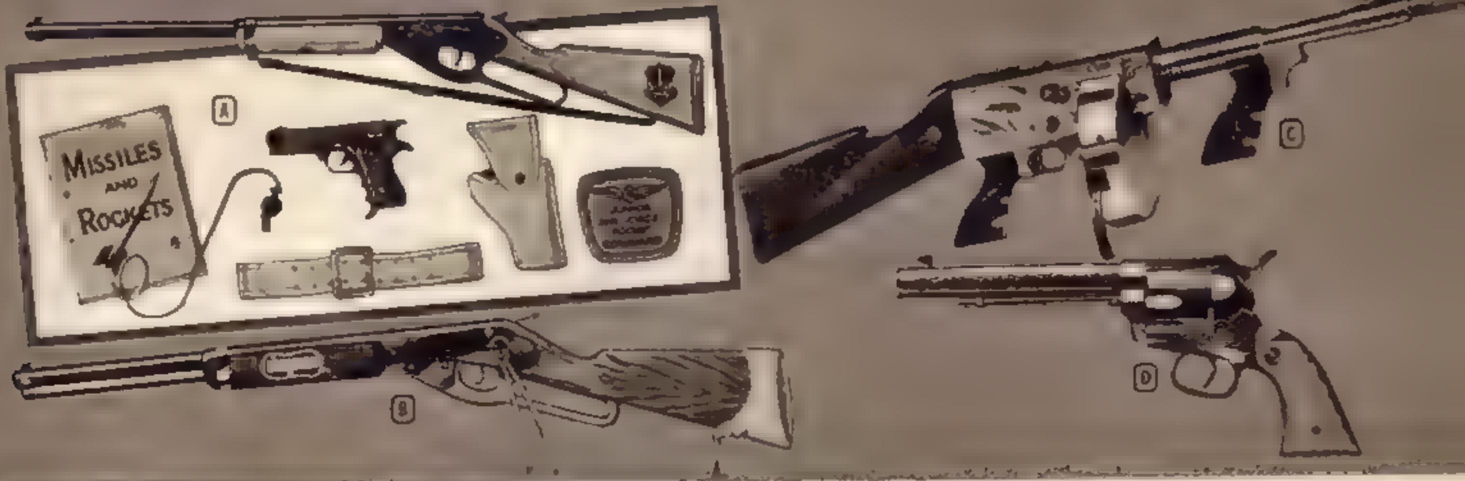
8 cups
8 saucers
8—10" plates
8—6" plates
8 coupe soups
8 desserts
1 covered sugar
1 creamer
1—11" platter
1 nappy (open vegetable dish)

SERVICE FOR 6—32 PIECE SET

Shipping wt. [illegible] lbs.

6 cups
6 saucers
6—10" plates
6—6" plates
6 desserts
1—11" platter
1 nappy (open vegetable dish)

*IMPORTANT: All 32 pc. sets (as well as 53 pc. and 93 pc. sets) are furnished with 10" dinner plates. Shipped direct from pottery in East Liverpool, Ohio . . . Allow 2 Weeks for Delivery



(A) DAISY "JR. AIR FORCE" GUN SET. 35" rifle shoots smoke, makes noise; is a patriotic red, white, and blue. The military-style pistol shoots caps. Includes white leather holster and belt, Air Commander's whistle on lanyard, and booklet.
9082182A530 6 lbs. . . Retail $7.95
9082183A266 Gun only . . . $3.98

(B) DAISY "CHEYENNE" SINGIN' SADDLE GUN. Has real "bullet whine" sound! Pull trigger—gun bangs—"sings" like real bullet—smokes! Harmless action. Bronze barrel and receiver; brown stock; leather boot and thong. 32" long.
9082181A332 3 lbs. . . Retail $4.98

(C) NICHOLS "FURY" MACHINE GUN. A new concept in cap pistols—uses 500-shot caps, fires 500 times without reloading—fires at same speed as real models. Battery-operated with flashlight cells Real smoking action.
9082177A667 5 lbs. Retail $10.00

(D) "STALLION 45" CAP PISTOL. New! Now in beautiful gold plate—the cap-cartridge loading pistol. Has 2 sets of grips—"Blue Pearl" and "White Pearl" pearlescent grips, white plastic cartridge clip. It loads and smokes like a real gun.
9082176A267 2 lbs. Retail $4.00

BAT MASTERSON
E
F
G
SMOKY
H

(E) BAT MASTERSON OUTFIT. Genuine leather single holster gold vest with black stars and 2-piece riding cane with gold plated head and tip, adjustable western belt loaded with silvery bullets. Just like the TV star's outfit!
9082171A334 2 lbs. Retail $5.00

(J) "RIFLEGUN" & HOLSTER SET. The gun loads roll caps, and ejects 5 realistic cartridges—shoots 50 caps! Spring action special holster for "shooting" without removing gun! 12 cartridges on belt.
9082163A400 Set Retail $6.00

(F) "RESTLESS GUN" HOLSTER SET. Genuine leather in coppertone and white combination, decorated with conchas and cross straps. Engraved western buckle. Complete with two matching "Spitfire" cap pistols—extremely authentic.
9082161A267 2 lbs. Retail $4.00

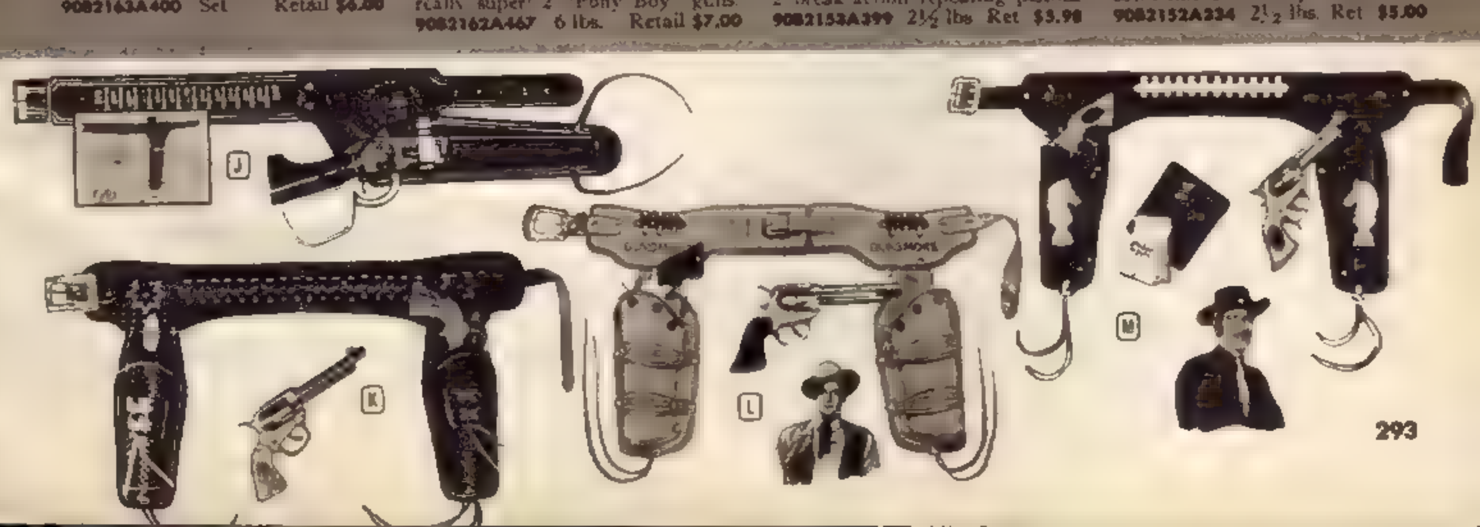
(K) WELLS FARGO HOLSTER SET. Deluxe Top Grain Cowhide with rigid cone-shaped pockets for fast draw. Buckskin leather thigh thongs, 18 realistic cartridges, sunburst conchas, western engraved buckle, really super! 2 "Pony Boy" guns.
9082162A467 6 lbs. Retail $7.00

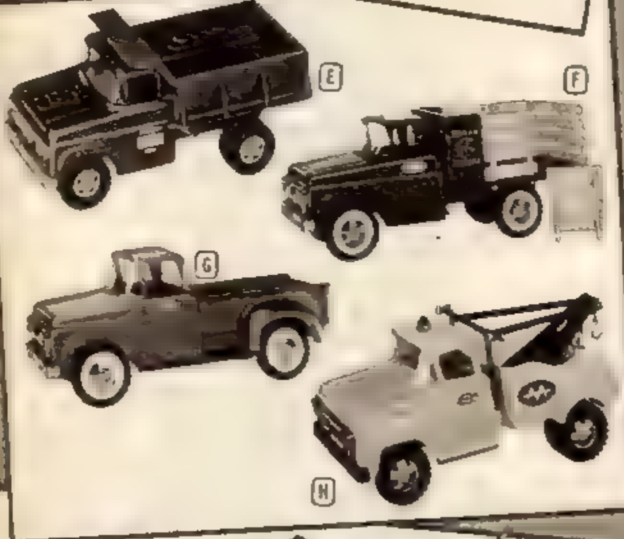
(G) KUSAN TWIN POP GUN HOLSTER SET. Soft, absolutely safe, unbreakable plastic—shoots ping pong ball 40 feet! Perfect for year-round fun indoors or out—for the youngest cowpoke or his older brothers and sisters. Western belt.
9081934A199 1 lb. Retail $2.98

(L) "GUNSMOKE" LEATHER HOLSTER SET. Just like Matt Dillon's—has rich embossing of "Marshall Matt Dillon" and "Gunsmoke". Wide adjustable belt with embossed buckle, 6 silvery bullets, 2 break action repeating pistols.
9082153A399 2½ lbs. Ret. $3.98

(H) "LITTLE SMOKY" SMALL FRY DOUBLE HOLSTER SET. Deluxe model for the little fellow—white shearling front holsters with brown alligator leather backs and belt, leg ties, jeweled conchas and nickel studs, 2 "Smoky" pistols.
9082151A134 1 lb. Retail $2.00

(M) "HAVE GUN, WILL TRAVEL" SET. Authentic—just like Paladin's on TV! Smooth black leather holsters and belt, big western buckle, nickel chessmen conchas, 18 bullets, leather leg ties. Handsome inlaid handle pistols.
9082152A234 2½ lbs. Ret. $5.00





(A) DRAGLINE, CRANE, DUMP TRUCK, & LOGGER SET by TONKA. Dump Truck has 2-position tailgate; lever release—is 13½" long, 6¼" wide, 6⅛" high. Logger is 23½" long, 5½" high, 6" wide; has real logs and chains. Dragline & Crane is 20" long, 16" high, 6" wide, crane moves 4 ways, cab swivels 360 degrees on base; bucket scoops dirt by turning crank, raises by turning another crank. All are heavy steel construction.
90L1742A866 Wt 14 lbs. Ret. **$12.98**

(B) TONKA SUBURBAN PUMPER. Finished in white enamel just like the most modern firefighting trucks! It actually "hooks up" to its own miniature hydrant that connects to any standard garden hose Hydrant wrench controls water flow from big 36" fire hose. Has removable ladder, hose reel with crank. 17¼" long, 6½" high, 6" wide
90B1739A599 Wt. 7 lbs. Retail **$8.98**

(C) Ny-Lint POST HOLE DIGGER. A big, impressive working model of the Power & Light Co.'s machine! Rugged earth auger at rear really digs holes! Detachable trailer carries 4 power poles that fit snugly in the holes! Includes real working tools, big tool box. Welded steel construction; 35¾" long, 6" wide, 11⅛" high
90L1761A466 Wt. 5½ lbs. Ret. **$6.98**

(D) TONKA HYDRAULIC AERIAL LADDER. Powerful hydraulic pistons arch the ladder skyward, extends to 36" high. 360-degree revolving ladder base, 19" auxiliary ladder nested on side Heavy gauge steel in fire-red finish. 32½" long, 8" high, 6" wide
90B1740A866 Wt 9 lbs. Retail **$12.98**

(E) TONKA HYDRAULIC DUMP. A touch on the release lever and out goes the load gently and smoothly, hydraulically. Adjust the 2-position tailgate and you dump straight or spread Burnished bronze finish. 13¼x6¼x6¼".
90B1736A332 Wt. 4¼ lbs. Ret **$4.98**

(F) TONKA FARM STAKE TRUCK. Handsome newcomer, extremely realistic and with tremendous play value. Steel body is 14" long, 5¾" high, 6" wide. Removable stake panels with rounded edges add safe extra fun.
90B1737A265 Wt. 4 lbs Retail **$3.98**

(G) TONKA PICK-UP TRUCK. A real thriller, excitingly realistic! Movable tailgate snaps open or closed. White sidewall tires, trailer coupling. Steel body 12¾" long, 5½" high, 5½" wide.
90B1736A199 Wt. 4 lbs. Retail **$2.98**

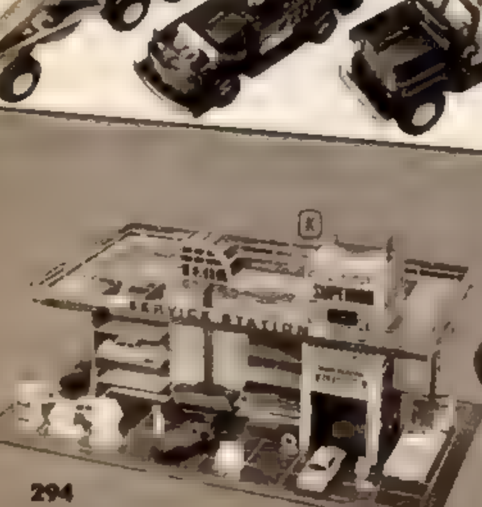
(H) TONKA WRECKER TRUCK. Heavy-duty winch and frame with link chain, hook, and crank. Has simulated flasher light on top of cab. Sturdy steel; 13¼" long, 6" high, 6¼" wide. Authentic
90B1741A332 Wt. 4 lbs. Retail **$4.98**

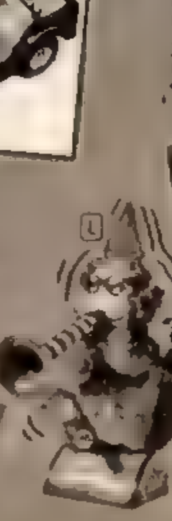
(J) 12-PC. FRICTION HIGHWAY ASSORTMENT. 12 different highway machines, each with powerful friction motor a whole fleet of fun for any boy. Carefully detailed throughout.
90B1781A240 Wt. 2 lbs. Retail **$3.60**

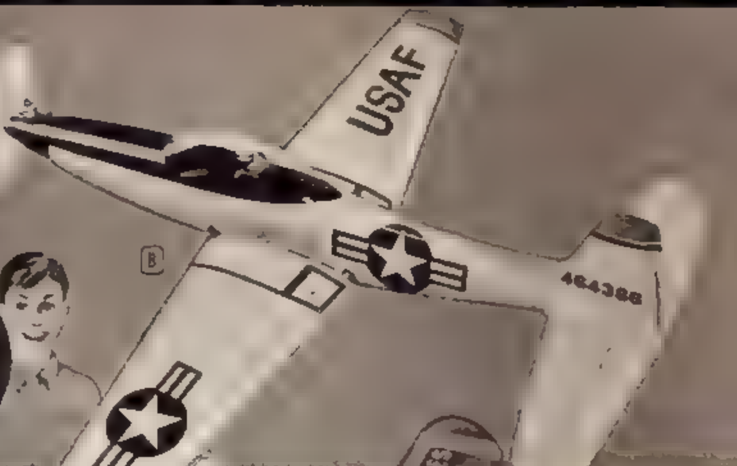
(K) SUPER SERVICE STATION. A 2-story metal and plastic garage consisting of metal base, garage and upper parking area, elevator, 2 gas pumps, oil rack, air reel, tires, tire jack, plastic figures, wash unit, car ramp, lift, parking rack and assorted cars. 25x16¾x10½".
90L1722A397 Wt. 6½ lbs. Ret. **$5.95**

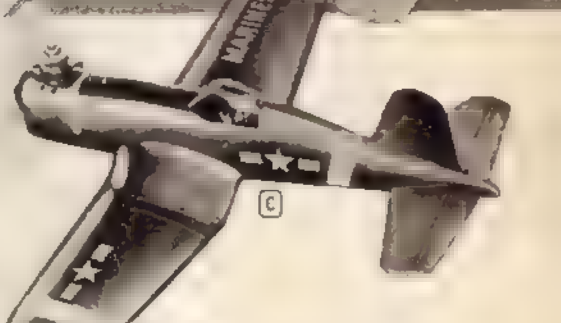
(L) TRUMPET-PLAYING MONKEY. 10" high, battery-operated plush covered monk musician! Left leg goes up and down trying to scratch a bee which is on his neck, right leg jangles a bell; then he rears back his head and toots the horn! Continuous action and fun.
90B1782A334 Wt 1 lb. Retail **$5.00**

(M) STRUCTO HIGHWAY TRUCK ASS'T. 13-pc set includes 10" dump truck, 9" stake truck, 10½" lumber truck with 5 logs, 7¼" transport truck, 6½" pick up truck, and 3 steel road signs. All trucks have strong die-cast metal bodies
90L1700A334 Wt. 6 lbs. Retail **$3.00**









4220
U.S. AIR FORCE
D

These Planes Really Fly!

(A) COMET GAS-ENGINE "PIPER TRI-PACER" FLYING SCALE MODEL. Ready to fly—and it really goes! Rich in life like details this is a faithful reproduction of the snappy, highly popular sports and executive plane made by Piper. It is complete with "OK" Cub 049A gas engine, starter control handle and lines—you guide it as it flies. Has cushion rubber tires, tri-cycle landing gear, control handle and lines, and twist-cord starter. Length 11⅜", with a 16" wing span. Sturdy, lightweight all-plastic construction. Net wt. 6 oz.
90L1446A530 Shipping weight ½ lb. .... Retail $7.95

(B) Wen-Mac's New GIANT MUSTANG GAS-ENGINE FLYING SCALE MODEL. All assembled, ready to fly! This is a HUGE model—has 30" wingspan, and 27" fuselage! Made of Wen-Mac's Dura-Flex for strength and light weight; powered by Wen-Mac's new 18,500 rpm .049 gas engine with Rotomatic starter. You start wind prop 1 turn and let 'er go—engine roars, and the giant P-51 Mustang scoots down the runway and into the air. Has all the detail of the real Mustang fighter—a real thrill to own and to fly. Complete with flight lines and control handle.
90L1382A999 Shipping weight 1¾ lbs. .... Retail $14.98

(C) The Wen-Mac "CORSAIR" COMPLETE OUTFIT. A flying replica of America's most famous fighter plane! Engine has automatic starter—just wind prop clockwise 1 turn, and plane roars off into the sky. Flies at 35 MPH; yet is easy to operate, can do the stunting that makes 'em happy. Realistic design and markings; has famous gull-wing fuselage and Star-spangled combat trim. Miniature true-life sculptured pilot; transparent canopy; Nylon prop. Rubber tires. Completely assembled and ready to go. Wingspan 13½"; fuselage 12". Includes starter-battery, premium fuel, flight lines, and control handle.
90L1381A799 Shipping weight 1¾ lbs. .... Retail $11.98

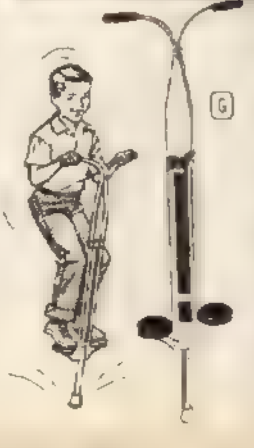
(D) COX THIMBLE-DROME "SUPER-SABRE F-100" GAS-ENGINE FIGHTER. A sleek, swept-wing miniature of the Air Force's lightning-fast jet that first needled through the sound barrier. Has powerful .020 PeeWee engine; streaks through the air of the smallest flying field, or even your back yard. High-impact styrene plastic construction, design realism, tricycled landing gear. Has long-life Nylon prop; unbreakable spring starter. Wing span 10⅝", Fuselage 13⅝". Model perfection at a very low price!
90L1391A467 Shipping weight 1¾ lbs. .... Retail $7.00

(E) REMCO "ELECTRONIC FALCON." A real flying airplane that loops, dives, does figure eights, flies on its own power supplied by batteries. Attached to attractive "flight-stick" battery case by flexible cable; perfect for the younger boy not quite ready for the big gas-engine jobs—full of fun and realistic flight—everyone will have a turn at it! Brightly colored for wide appeal; strong plastic construction. Operates on 3 "D" batteries (not included).
90B1406A199 Shipping weight 1 lb. .... Retail $2.98

(F) The Cox THIMBLE-DROME "LITTLE STINKER"—World's Smallest Gas Plane! So small it stands on the palm of your hand! Little Stinker also has the smallest internal combustion engine in the world—the .020 PeeWee—which delivers super-power again and again, to keep the plane a rugged, tough performer that flies and maneuvers beautifully. Design is an authentic reproduction of a famous stunt bi-plane, complete to tapered wing struts and streamlined landing gear pants. Wingspan 10"; fuselage 9¼". Long-life Nylon prop; unbreakable spring starter. Marked with flight no. and "L'il Stinker" emblem.
90L1392A597 Shipping weight 1 lb. .... Retail $9.00

(G) SUPER DELUXE "HIPPETY-HOP" POGO STICK. The modern version of a world-favorite toy, made of gleaming plated steel tubing. It guarantees a smooth, bumpless ride—and plenty of action! Adjustable spring tension all the way up to 200 pounds. Heavy-duty, oil-tempered spring. 3½" round non-slip rubber foot pedals, rubber bottom tip. 2 bicycle grip handles 12" apart.
90L1451A597 Shipping weight 7 lbs. .... Retail $8.95

(H) Cox THIMBLE-DROME ACCESSORY KIT FOR AIRPLANES. Everything needed for power model operation except the battery! Includes Skylon reel with flying lines; has 2 spools with positive lock. Easy to load; made of high-impact plastic in bright color combination. In addition, kit includes a can of Thimble-Drome "Glow" flight fuel, a filler hose, a finguard, a filler cap with stainless steel strainer, 2 line snaps, and glow head clip. Makes model flying easier, more enjoyable—every plane owner should have one!
90L1393A199 Shipping weight 1 lb. .... Retail $2.98



Thimble-Drome
FUEL
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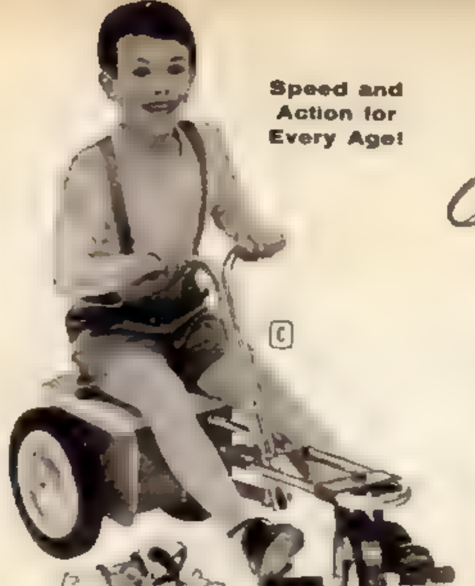
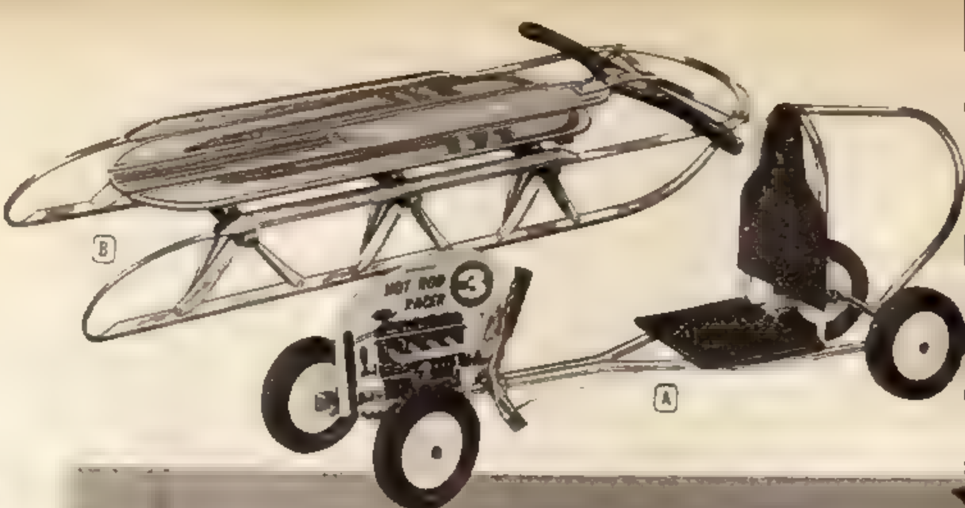
Speed and Action for Every Age!





(A) DO-IT-YOURSELF "HOT ROD" RACER. Ready to assemble—no special tools or skills necessary! Kit makes a fine soap box racer 55" long—safe, speedy and good looking! Heavy gauge tubular steel construction with positive linkage foot brake, emergency lever hand brake. Low center of gravity, wide tread; center point steering. Semi pneumatic tires.

90L1806A1065 Shipping weight 19 lbs. . . Retail **$15.95**

(B) GARTON "SILVER STREAK" SLED. Streamlined, fast, sturdy! Body is made of selected hardwoods, coated with weather resistant varnish. "T" shaped grooved runners with closed ends for safety. Excellent "Y" steering.

90L1852A597 52" long, 6 knees. Shpg. wt. 11 lbs. . Retail **$8.95**
90L1853A664 58" long, 6 knees. Shpg. wt. 12 lbs. Retail **$9.95**

(C) THE BUCKLEY "IRISH MAIL". Push-pull action sends it racing! Has auto-type transmission with chain drive; ball bearing wheels. Single front wheel for easier steering. All steel; lusterized and finished in fire engine red baked enamel. Duran upholstered seat. Rubber hand grips.

90F1871A1530 32" long, 13½" wide, 11" high. Wt. 28 lbs. . Retail **$22.95**

(D) THE "ACTION BRONCO". Beautiful lifelike colors and spirited stance—almost looks real! Rigid rubber footed, baked enamel steel frame with strong, lively springs. Rubber-cushioned steel saddle. Saddle is 23" high.

90L1861A1664 38" long, 33" high, 20" wide. Wt. 23 lbs. Retail **$24.95**

(E) THE WONDER MARE. Prancing mare in the Wonder Palomino family . . . the favorite of girls from 1 to 7. Molded of durable plastic in lustrous natural color; duplicates a real ride with its "Magic Spring" action. Attractive copper-color base with protective non skid footing. Saddle 19½" high.

90L1847A1330 39" long, 22¾" wide. Shpg. wt. 17 lbs. Retail **$19.95**

(F) THE DELUXE WONDER HORSE. Snappy action to thrill little children from age 1 to 7. Durable molded body in beautiful natural Palomino coloring. Fine copper-color base with protective non-skid footing. "Magic Springs" give an interesting lively ride. Saddle height 25".

90L1846A1864 41" long, 24" wide. Shpg. wt. 20 lbs. . . . Retail **$27.95**

(G) THE WONDER "NURSERY PONY". A delightful new Wonder Horse tailor-made for toddlers—finished in soft pastels to blend into nursery decor. Durable molded plastic in dappled pastel blue, set off with pink saddle and bridle. Blue base and blue springs, protective footing. Saddle 17¼" high.

90L1848A797 33" long, 19¼" wide. Shpg. wt. 11 lbs. Retail **$11.95**

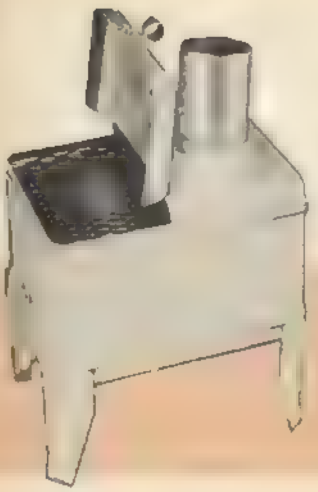
(H) THE "SLIDING SAUCER". It's Garton's famous "Sno-Flake"; designed for thrills on snow! Really goes! Fine for hills—can even be towed! Made from 20 gauge auto body steel; 27" diameter by 3½" depth at center. Edges rolled for extra strength. Plastic web handles. Holes for tow rope.

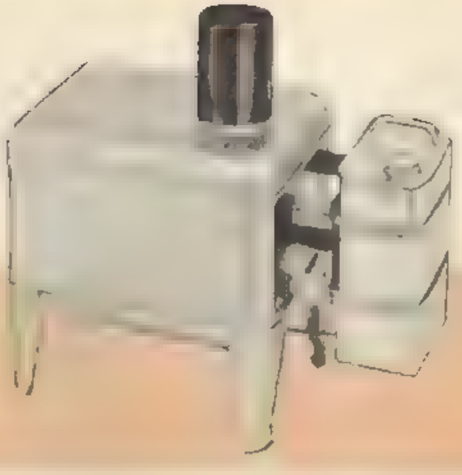
90L1854A366 Shipping weight 10 lbs. Retail **$5.49**

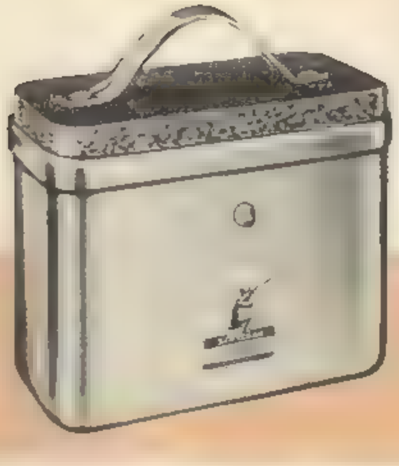
(J) CHICAGO ROLLER SKATES. Top grain leather shoes are superbly comfortable, attractive and long wearing. Skates feature ball bearing hard rock maple wheels for fine action at the rink. A deluxe skate. F.O.B. Chicago.

90FD1841A1725 Men's black. 3 to 13 & ½ sizes. Specify . Retail **$25.95**
90FD1842A1725 Women's white. 3 to 13 & ½ sizes. Specify Retail **$25.95**

Goods coded FD may be shipped from factory or our warehouse at our option.







MIGHTY MIDGET. The all-purpose stove. Comfortably heats farm outbuildings or garages. Excellent for cabins, ice houses or camping. Compactly fits into small spaces . . . lightweight and easy to transport Constructed of heavy gauge steel to withstand rough use.

Charcoal or Wood. Special grill for cooking or broiling.

79A-140 B477 Size: 12" x 13" x 9". Wgt. 9 lbs..........Retail **$7.95**

Kerosene Burning. Special baffle allows complete combustion

79A-141 B1017 Size 18" x 13" x 9". Wgt 8 lbs. Retail **$16.95**

Butane burning (not pictured). Special baffle assures complete combustion Size: 12" x 13" x 9".

79A-142 B777 Wgt. 7 lbs. Retail **$12.95**

SWIVEL SEAT-SHELL BOX. Makes the tough shots easy. Allows you to swing instantly into position. Rustproof and watertight case assures safe protection and transportation of ammo.

79A-154 P797 Wgt. 8½ lbs Retail **$11.95**

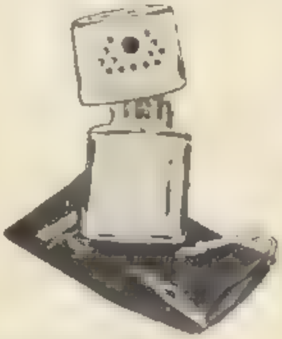
JON-E MUFF

Keeps wrists and hands warm. Built-in zipper pocket. Adjustable. Scarlet outer material of water-repellent poplin, 100% wool lining.

79A-129 B210 Wgt. ½ lb..... Retail **$3.50**

JON-E-BODY BELT. Back support and warmer Adjustable. Holds 2 JON-E warmers

79A-128 B117 Wgt. ¼ lb..... Retail **$1.95**



JON-E HAND WARMER

Warms your hands and lights your cigarettes. Precision-made for a lifetime of warmth and use. New improved wick, extra quick and easy to light. Durable highly polished chrome-plated finish Wgt. ½ lb

79A-125 B237 Standard Size Retail **$3.95**
Heats 25 hours 1 filling

79A-126 B297 Deluxe Size ....Retail **4.95**
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FAULK'S DUCK CALLS

Heavy walnut barrel. Smooth tone. Lifelike reproduction of calls

79A-181 B240	Duck Call.... .Retail	**$3.95**
79A-184 B300	Goose Call.. .Retail	**4.95**
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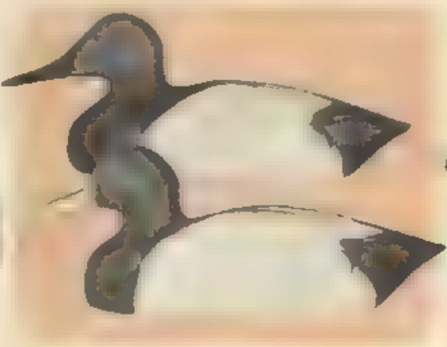
79A-877 B178	Predator Call ...Retail	**2.95**

DEEKS DECOYS

Self-inflating, latex rubber. Lightweight, easily stored and carried 6 drakes, 6 hens per dozen. Wgt. per doz. 5½ lbs.

79A-167 B1197 .... .Retail doz. **$19.95**



PLATI-DUK

Unbreakable, tough vinyl plastic. No repainting . . . cannot chip or peel Shot resistant. Puncture tends to be self-sealing, self-righting. Precision balanced. Weights are per ½ dozen.

(Per ½ dozen)		*Retail Dozen*
79A-186 B868	Mallard. 8 lbs.	**$28.85**
79A-188 B868	Canvas Back. 8 lbs....	**28.85**
79A-912 B868	Blue Bill. 8 lbs.	**28.85**
Deluxe Mallard		
79A-913 B1133	12 lbs.	**37.75**

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The most lifelike decoys ever invented! Realistic appearance in molding and painting. Swivel head permits setting in any natural position Sturdily molded with solid bottoms. Weight is per ½ dozen.

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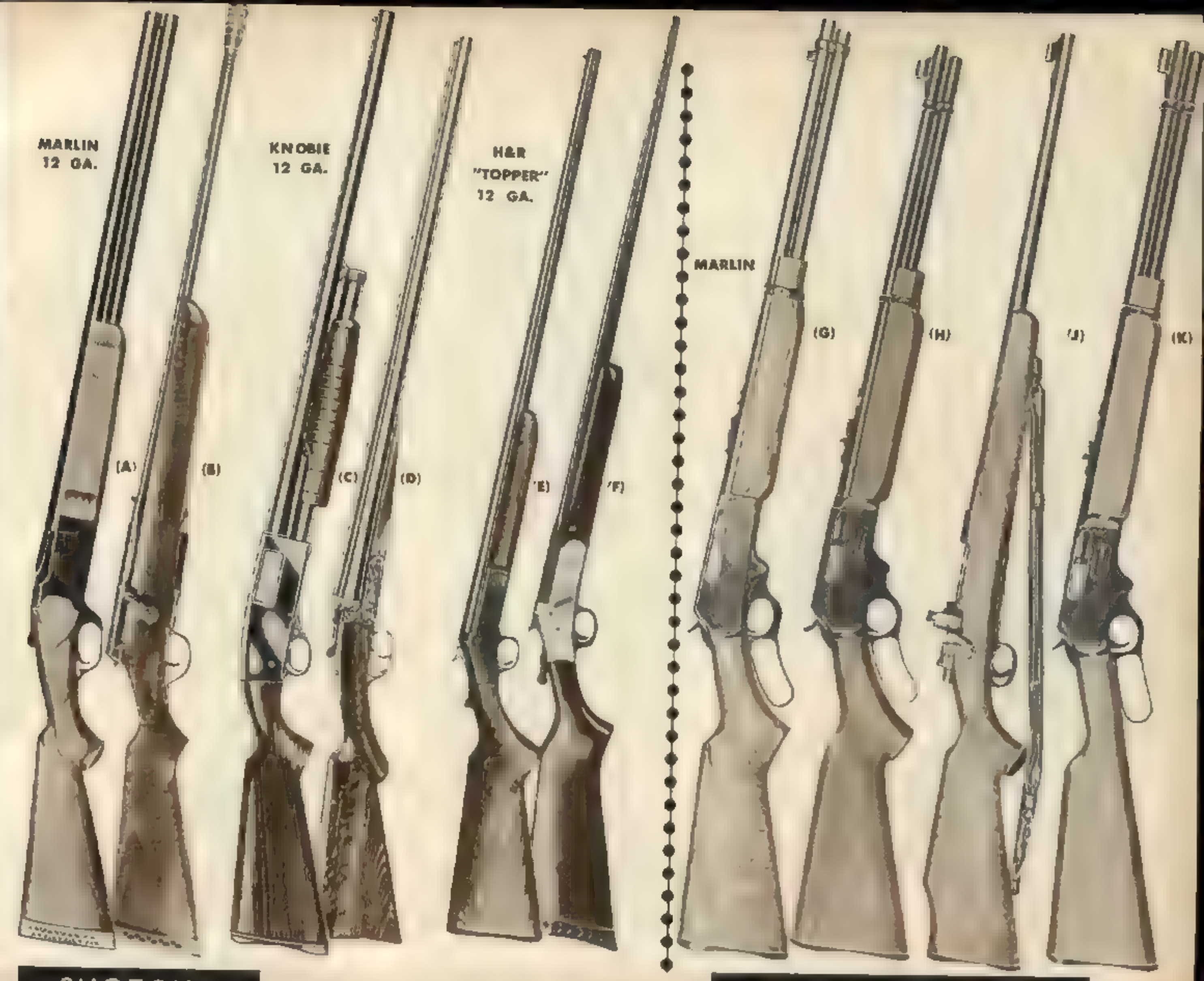
79A-1391 P410	Special. 6 lbs....	**$14.95**
79A-1392 P600	Deluxe. 8 lbs......	**19.95**



SHOTGUNS 12 GA. 16 GA. 20 GA. .410 GA.

(A) 12 GA. OVER AND UNDER SHOTGUN — MARLIN. Anti-doubling single trigger mechanism Hammerless action Cocks on opening Automatic safety Pistol grip stock finest Walnut with rubber recoil pad. Top barrel . . . full choke Bottom barrel . . . modified choke. 2¾" shells.
84A-016 B11195 Ship wgt 9½ lbs. Retail **$139.95**

(B) HUNTER SHOTGUN — MARLIN BOLT ACTION. Removable 2-shot clip magazine Cushion recoil pad Drilled and tapped for Lyman 40SM receiver peep sight Finest Walnut stock Length 49"
84A-014 B3075 12 Gauge, with Choke Wgt 9½ lbs Retail **$39.95**
84A-013 B2770 12 Gauge, less Choke Wgt 9½ lbs. Retail **35.95**
84A-015 B2460 20 Gauge Wgt 10 lbs Retail **31.95**
MODEL 59. Bolt action single shot 410 ga shotgun Chambered for 2½" and 3" 410 shot shells. Also available with 12" trigger pull Length 41"
84A-072 B1500 410 Gauge Single Wgt 6 lbs Retail **$19.95**

(C) NOBLE SLIDE ACTION REPEATING SHOTGUNS. Rugged-ready Slide action with choke Cushion recoil pad Pistol grip stock
84A-040 B5795 12 Gauge, with Choke Wgt 10 lbs Retail **$77.20**
84A-053 B5795 16 Gauge, with Choke. Wgt 10 lbs Retail **77.20**
84A-041 B4915 12 Gauge, less Choke Wgt 10 lbs Retail **65.20**
84A-054 B4915 16 Gauge, less Choke Wgt 10 lbs Retail **65.20**
.410 SLIDE ACTION SHOT GUN MODEL 70. Perfectly balanced 410 gauge shotgun NO KICK from .410 loads, either 3" or 2½" Fewer parts, smoother operation, positive lock up 6 shot capacity Length 46".
84A-073 B4695 410 Gauge Wgt. 10 lbs Retail **$62.45**

(D) NOBLE SIDE-BY-SIDE DOUBLE BARREL SHOTGUN. Engraved barrel, frame and trigger guard. Conex, matted, non-glare sight Triple lock safety Pistol grip Bishop Walnut stock Test fired 28" blued barrel
84A-047 B7990 12 Gauge Ship. wgt 10 lbs Retail **$99.85**
84A-048 B7990 16 Gauge. Ship. wgt. 10 lbs.. ..Retail **99.85**
84A-049 B7990 20 Gauge. Ship. wgt 10 lbs. .Retail **99.85**

'BIG GAME' RIFLES

(E) H&R "TOPPER" SINGLE BARREL SHOTGUN. Full choke Chambered for 2¾" standard and magnum shells Hammer action, coil springs Automatic ejector. Light, rugged perfectly balanced Economically priced. Wtg. 6½ lbs
84A-024 B2597 12 Gauge, 30" Barrel Retail **$32.50**
84A-025 B2597 16 Gauge, 28" Barrel Retail **32.50**
84A-026 B2597 20 Gauge, 28" Barrel Retail **32.50**

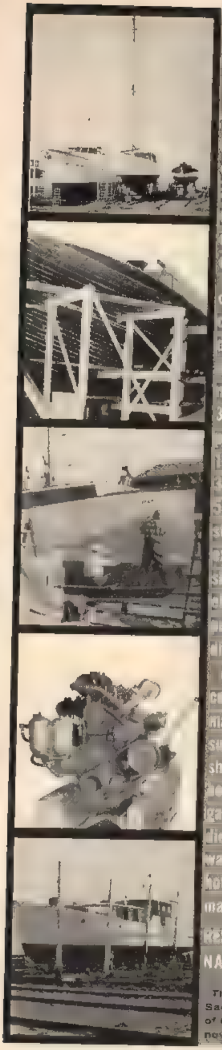
(F) H&R "MODEL 188" — .410 GAUGE SINGLE BARREL SHOTGUN. 28" barrel Full choke Chambered for 3-inch standard and magnum shells Chrome finished frame Blued barrel Stock and fore-end black lacquered Rubber recoil pad and white pad insert
84A-027 B2760 Wgt 5 lbs. Retail **$34.50**

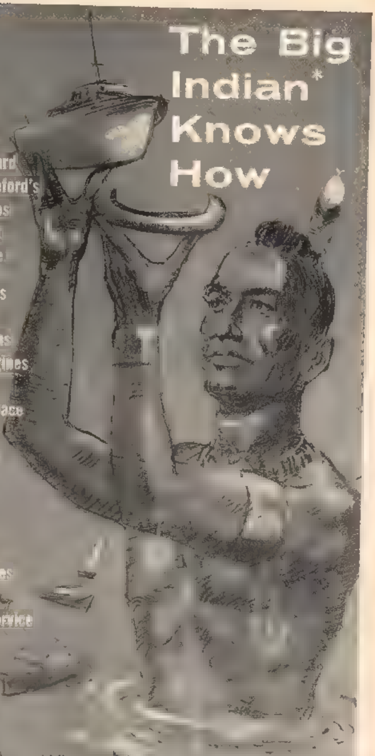
(G) MODEL .336 — CARBINE. Lever action, tubular mag repeater 7 shot 20" tapered blued barrel Round breech bolt - low hammer Walnut stock Open rear sight Ramp front sight Length 48½" Wgt 10 lbs
84A-037 B6160 .30-30 Cal. ....Retail **$80.00**
84A-052 B6160 35 Cal Wgt 9 lbs. Retail **80.00**

(H) MODEL 336 — SPORTING CARBINE. Lever action, ⅔ tub mag Repeater 6 shot capacity 20" barrel Crowned muzzle New type breech bolt Semi-beavertail fore-end Open rear sight, ramp front Length 38"
84A-038 B6160 30 30 Cal Wgt10 lbs. Retail **$80.00**
84A-051 B6160 35 Cal. Wgt 9 lbs. . Retail **80.00**

(J) MODEL 455 — .30-.06 BIG GAME RIFLE. Bolt action 5-shot box mag. loading FN Mauser action, Sako trigger mechanism Stainless barrel Leather sling Lyman hunting peep sight Ramp front sight FN Mauser safety for use with low mounted scopes. Length 42½" Wgt 9½ lbs.
84A-010 B11545......................................Retail **$149.95**

(K) MODEL 336 — TEXAN — .30-.30 CALIBRE CARBINE. Lever action 7 shot tub mag 20" round tapered blued steel barrel, crowned muzzle Straight stock Low hammer. New breech bolt Open rear sight Ramp front sight Automatic side ejection. Receiver drilled and tapped for scope. 38½". Ship. wgt 10 lbs.
84A-012 B6160 . ... Retail **$80.00**

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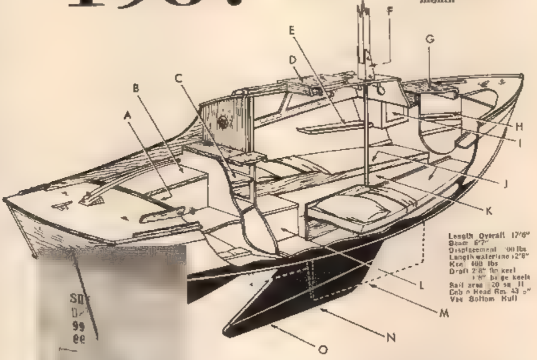

Length Overall 17'8"
Beam 6'7"
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E MOSSBERG 4-POWER SCOPE. Popular low-mounting scope of intermediate power Fits all .22 caliber rifles with grooved receivers. Mount slides into grooves to give firm, accurately aligned fit. All lens surfaces are hard coated to reduce glare and reflection to a minimum Precision built with all internal adjustment features as at left. Wt. 1 lb.
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B NOBLE 235 SLIDE ACTION REPEATER. Magazine load. Hammerless slide action, with straight line visible feeding. Positive ejection. 24" barrel chambered for short, long or long rifle cartridges Semi-pistol grip Adjustable rear sight and ramp front. Thumb operated safety feature. Walnut stock, .22 caliber 42" long Shpg. wt. 7 lbs.
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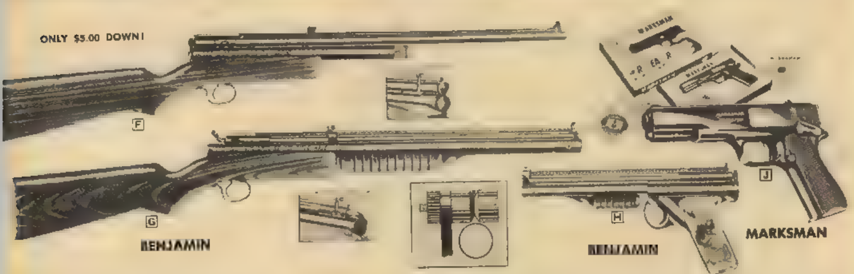

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Be sure to see the new Kidde Extinguishers at booth C-126, 127, National Motor Boat Show, Coliseum, N. Y. C., January 15 to 24

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DELUXE MARK I RACER Now with authentic wheel steering, hand, foot brakes. 16-ga. tube steel frame; low center of gravity Semi-pneumatic rubber tires—8-in overall Lifetime bearings. 55 in. long.
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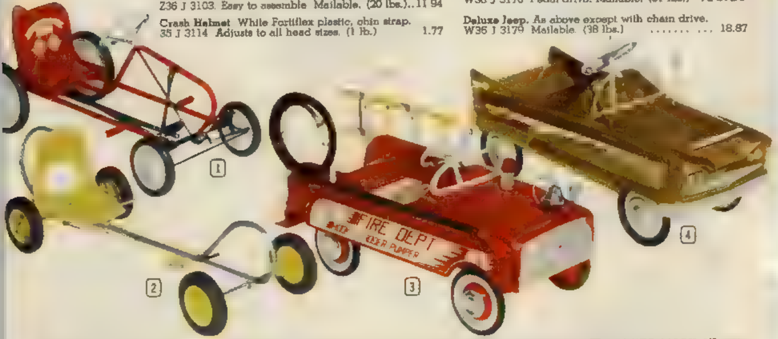
U S AIR FORCE JEEP. Drive it, carry a passenger in back. Automobile-type steering, ball bearing drive suspension. Front and rear bumpers. Windshield raises or lowers. 8-in. wheels have treaded semi-pneumatic tires. Heavy guage steel with Med. Blue baked enamel finish, White wheels. 43x16x20 in. high.
W36 J 3176 Pedal drive. Mailable. (37 lbs.) .15.87

Deluxe Jeep. As above except with chain drive.
W36 J 3179 Mailable. (38 lbs.) 18.87



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Y36 J 3102 ....9.97

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Colorful design, excellent safety features. Reinforced plastic steering cord attached to front axle for easier steering, safer cornering. Bright zinc finish on sturdy heavy gauge steel tubing. Adjustable foot brake will fit reach of any child. Molded break-resistant plastic seat—designed for fit and real comfort. Four 8-in. wheels with nylon bearings. Power-tread semi-pneumatic tires. 53 in. long overall. Mailable.
W36 J 3106. (17 lbs.)...8.94

3 **FIRE ENGINE. Attention** junior smoke-eaters› Deluxe hook and ladder outfit. Bell rings, lights flash and you're off to the first 18x43-in. long engine in gleaming Red with White trim, Silver painted grille. 3-position pedal drive—adjusts to keep comfortable leg reach as child grows. Chrome-plated bell with Red cord. Four-rung Yellow ladder. 8-ft. long Black hose with nozzle—fits any standard faucet spigot. Plated plastic hub caps, rear view "mirror" Electric flasher light mounted on hood uses 1 "D" cell battery (not included, see page 388) Mailable. (35 lbs.)
W36 J 3107.. Outfit 19.87

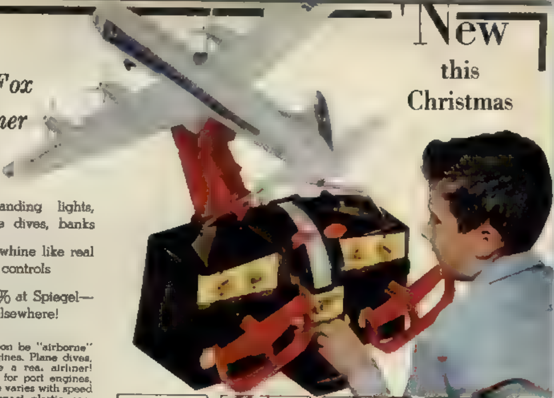
4 **DELUXE MARK IX auto** You'll be the envy of all sportscar owners! Boasts shorter turning, easier pedal action; new grille design with dual "headlights", long, low silhouette with swept rear fins; 3 "tail lights." Aerial "mirror" windshield!
Flamboyant Gold finish with Ivory and Silver trim. 8-in. double-disc wheels, ¾-in. tires. Chromed hub caps. Ball-bearing axle supports. Mail.
W36 J 3112. (30 lbs.) 15.87

Economy Mark V. As above except Green and Ivory. No aerial, mirror, windshield, swept fins.
W36 J 3113. (28 lbs.). . 11.94

New this Christmas

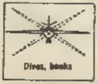
Remco Flying Fox Jet-Prop Airliner

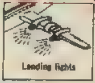
10.77

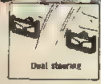


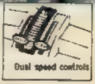
- **✱ New Fun!** Blinking landing lights, landing gear. Plane dives, banks
- **✱ New Features!** Motors whine like real jet. Left, right speed controls
- **✱ New Savings!** Save 28% at Spiegel—would cost $14.98 elsewhere!

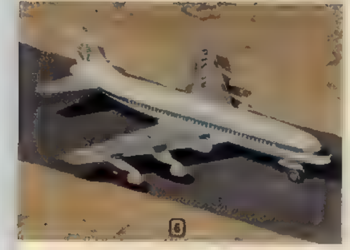
Fasten your "safety belts!" You'll soon be "airborne" with the four motorized jet-prop engines. Plane dives, climbs, banks as it turns—just like a real airliner! Dual "cockpit" speed controls: one for port engines, other for starboard. Jet whining noise varies with speed of motors, just like real jets! Hi-impact plastic construction! Blinking landing lights. Retractable landing gear. Dual steering controls. Uses four "D" cell batteries (see facing page). Overall length 20 in., wing span 18½ in. Mailable.
W36 J 5528. Shipping weight 7 lbs. 10.77


Dives, banks


Landing lights


Dual steering


Dual speed controls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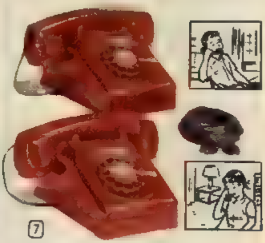
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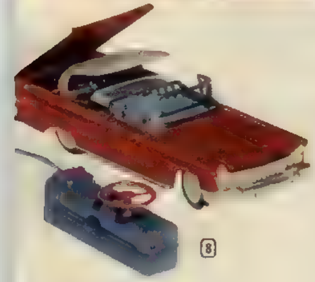
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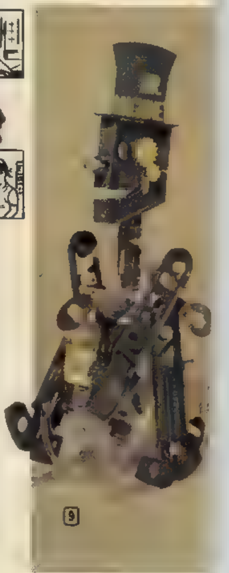
Drive it, raise, lower hard-top—all by remote control
Lincoln hardtop convertible 3.27


9

6 JET PLANE. Sound effects . . . turn it on—four engines start, one by one! Plane taxis across floor, engines flash and whine, stop, then repeat. 18-in. wing span. Steel. Uses 3 "D" batts. (see facing page).
35 J 5510. 20 in. long. (4 lbs.) 5.97

7 DELUXE PHONES. Loud, clear contact from room to room; house to garage, etc. Fit plug into each phone, flip dial, other phone rings. Hi-impact plastic. 50 feet of wire included. Use 4 "D" batteries (see facing page). State Red, Yellow or Black.
R36 J 2525. Mailable. (5 lbs.) . . . . . . Set 5.88

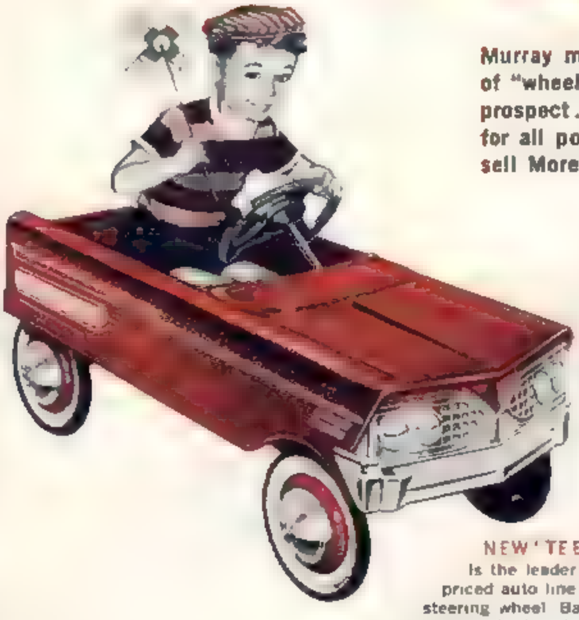
8 REMOTE CONTROL LINCOLN convertible. Hard top retracts. Forward, reverse, direction, top remote controlled. Steel. Uses 2 "D" batteries (see facing page).
35 J 5503. 11 inches long (1 lb. 12 oz.) . . 3.27

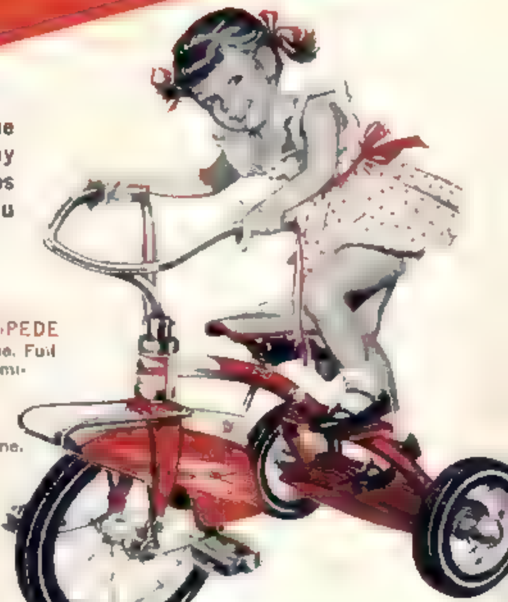
9 MEET MR. MACHINE by Ideal,—the robot with a personality! Walks, swings arms, rings a bell and sounds a siren. Wind him up with big key. Take him apart; parts numbered. Hi-impact plastic. Steel spring. Mail
R36 J 5520. 18 inches high (5 lbs.) 8.94

sell more... sell

MURRAY!

Murray makes the most complete line of "wheels." Every child is a Murray prospect... sizes for all ages... prices for all pocketbooks. That is why you sell More when you sell Murray!

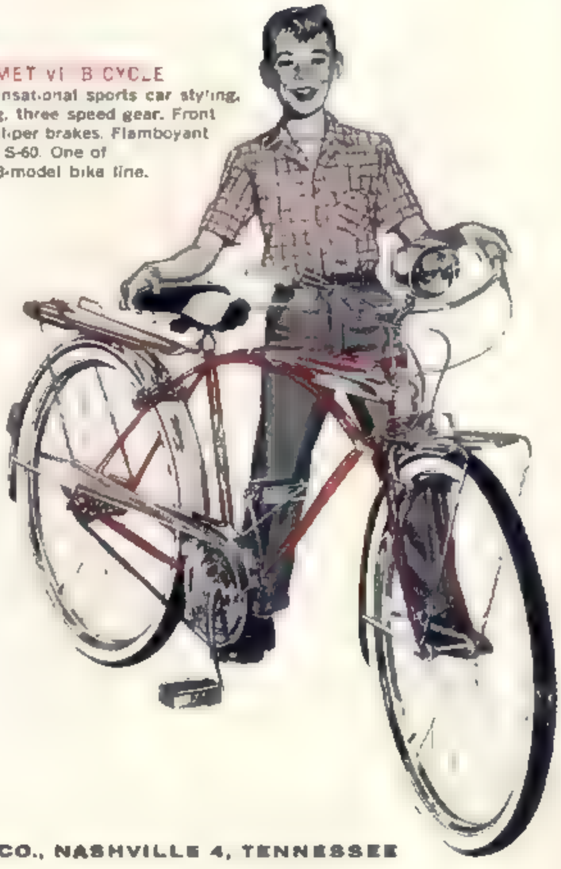




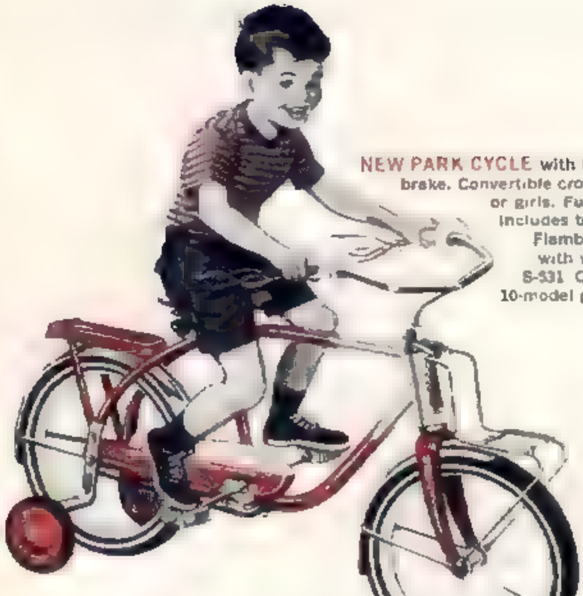
NEW 'Super Deluxe' VELOCIPEDE features exclusive Step-Up frame. Full ball bearing. White Side wall semi-pneumatic tires. Plastic grips, knuckle guards and streamers. 10" 12", 16". S-440. One of Murray's 24-model velocipede line.

NEW 'TEE-BIRD' AUTO is the leader in Murray's low priced auto line. Sporty cutaway steering wheel. Bahama Blue with vermilion and white trim. S-650. There are 14 models in the Murray auto line.

NEW COMET VI BICYCLE features sensational sports car styling. Free rolling, three speed gear. Front and rear caliper brakes. Flamboyant Red finish. S-60. One of Murray's 33-model bike line.



NEW PARK CYCLE with bicycle coaster brake. Convertible cross bar for boys or girls. Full ball bearing. Includes training wheels. Flamboyant magenta with white trim. 16". S-531. One of Murray's 10-model park cycle line.



TESTED for families with children and awarded this seal

COMMENDED PARENTS MAGAZINE

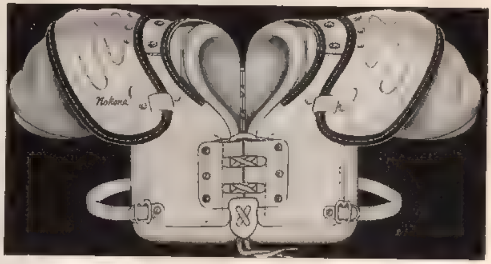
THE MURRAY OHIO MFG. CO., NASHVILLE 4, TENNESSEE

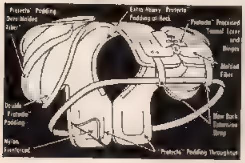
This is it! The new WHITE "Protecto" Shoulder Pad!

of shock-absorbing Vinylaire and molded fiber with Nokona's Permiwhite finish

Cantilever and Flat Models

Licensed Under Pat No. 2785407




"Protecto" Padding Over Molded Fiber"
Extra Heavy "Protecto" Padding at Neck
"Protecto" Precision Tunnel Lacer and Hinges
Molded Fiber
Double "Protecto" Padding
New Back Extension Strap
Nylon Reinforced
"Protecto" Padding Throughout

Nokona brings you the rugged, protective, comfortable pad football long has needed . . now in water, perspiration, mildew resistant all-over Permiwhite finish. See the complete Nokona line for Fall-Winter '60. Write for free catalog.

Nokona

NOCONA LEATHER GOODS COMPANY • NOCONA, TEXAS

(For More Information Circle No. 23 on Page 229)

Arbogast Jig Lure Slides Past Snags

Weight Stabilizes Bottom Bumper.

For jig fishermen, Arbogast has designed a new Bottom Bumper lure that slides under and over obstructions. A properly balanced weight keeps the hook riding up away from the bottom, and a flexibly mounted weed guard keeps the point clear of obstructions. The lure always lands on the bottom with the hook up.

As with all Arbogast weedless lures, the tempered steel weed guard is attached loosely to the hook eye for flexibility, but held positively in place

The jig comes with a floating worm or eel for life-like action. For fishermen preferring to use live bait, the long shank hook provides plenty of room for attaching worms or eels, either single or in gobs. The hooks are hollow ground and extra long to increase the hooking possibilities.

The Bottom Bumper is available in assorted colors. The ¼-ounce jig uses a 1/0 hook, and the ⅝-ounce a 2/0 hook. The lures are packed 12 to a display card. **Fred Arbogast Co., Inc.**

(Circle No. 787 on Page 229)

LURE PARTS

SWISS SWING
6

Lure parts, plain and painted in stock for immediate delivery.
Jig heads, brass beads or bodies.
Lead castings to your specifications. No mold charges on orders for 5M pieces or more.
Mustad hooks 10/0 to 22., including size 14 trebles for U.L. lures.
CATALOG ON REQUEST
REED TACKLE, BOX 390, CALDWELL, N. J.

(For More Information Circle No. 65 on Page 229)

Shoff

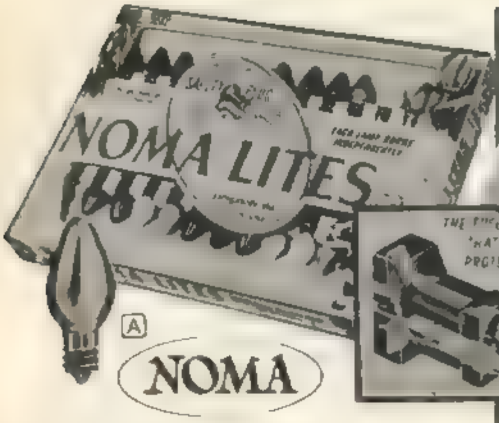
RODS and BLANKS of DISTINCTION

It's quality that counts

WRITE FOR CATALOG.

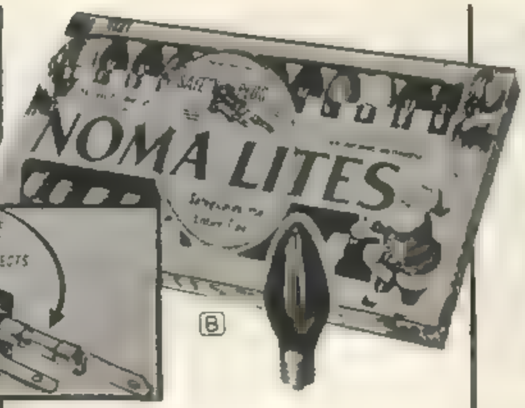
Shoff Fishing Tackle Co., Dept. D, Kent, Wash.

(For More Information Circle No. 66 on Page 229)



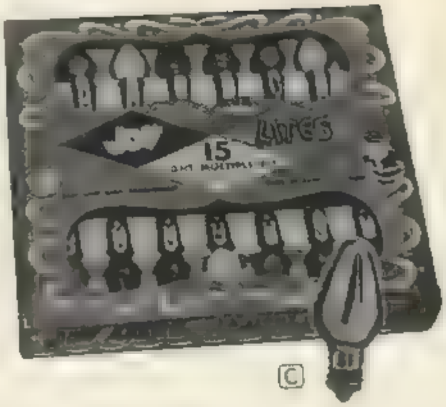
(A) NOMA INDOOR LIGHTS—If one goes out, the rest stay lit! With safety sockets and safety fuse plug, Add-on Connector and extra fuse. Assorted colors.

12-1029-700	25-Light Set	Retail $10.00
12-1035-399	15-Light Set	Retail $ 5.70
12-1032-539	20-Light Set	Retail $ 7.70
12-1053-111	C-7½ Bulbs. Box of 10, Solid or Asstd. Colors	Retail $1.60



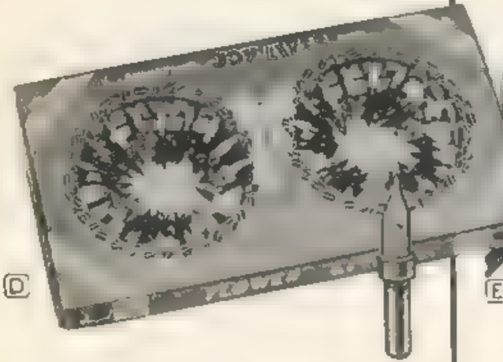
(B) NOMA OUTDOOR LIGHTS—If one goes out, the rest stay lit! Safety sockets with permanently attached clips; rubber washers; Add-on Connector; Safety fuse plug with extra fuse.

12-1034-875	25-Light Set	Retail $12.50
12-1038-525	15-Light Set	Retail $ 7.50
12-1054-139	C-9½ Bulbs. Box of 10, Solid or Asstd. Colors	Retail $2.00



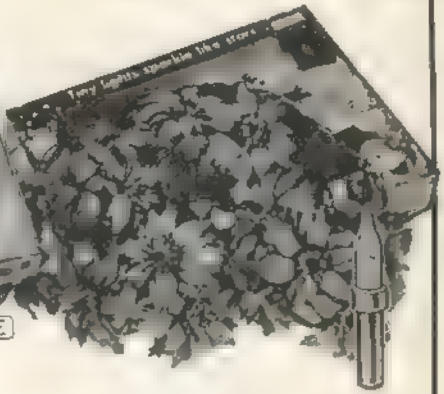
(C) ECONOMY TREE LIGHTS—Imported bulbs. Excellent quality. If one goes out, the rest stay lit; Complete with Add-on Connector, tri-plug and tree clips.

12-1083-197	15-Light Indoor Set	Ret. $3.40
12-1097-345	25-Light Indoor Set	Ret. $6.00
12-1098-285	15-Light Outdoor Set	Ret. $4.80
12-1084-475	25-Light Outdoor Set	Ret. $7.80



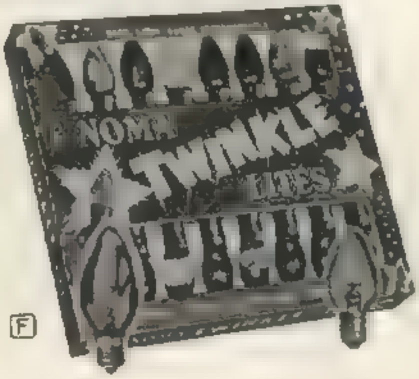
(D) 35-LIGHT FLOWER SET—Delicate, multi-colored flowers with assorted color permanent contact petite lamps shining brightly inside. Independently burning . . . if one burns out the rest remain lighted! Safety fuse protected Complete with 2 extra fuse-lamps.

12-1099-197		Retail $3.30



(E) NOMA 20-LIGHT POINSETTIA SET—When illuminated, the poinsettias glow with vibrant natural beauty. If one goes out the rest stay lit! With cord and add-on plug.

12-1100-518	Red	Retail $7.40
12-1101-518	White	Retail $7.40
12-1088-63	Replacement bulbs, clear or Asstd. Box of 10	Retail $1.00

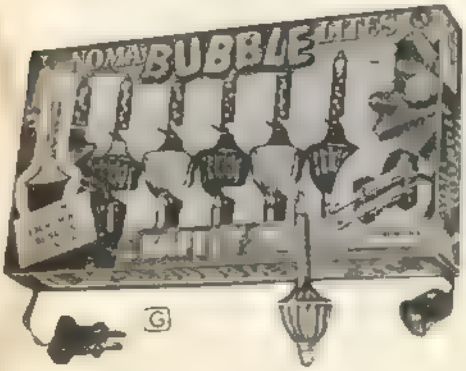


(F) NOMA 15-LIGHT "TWINKLE" SET—Independently twinkling lamps in safety sockets with attached clips. With add-on plug and connector.

12-1061-560	Outdoor Set	Retail $8.00
12-1030-469	Indoor Set	Retail $6.70

"Twinkle" Bulbs. Specify solid or asstd.

12-1059-175	Outdoor. Box of 10	Retail $2.50
12-1058-162	Indoor. Box of 10.	Retail $2.30



(G) NOMA "BUBBLE-LITE" INDOOR SET—Each G.E. light Bubbles independently. For safe and festive action; adds charm to Christmas! If one goes out, the rest stay lit! Flame-resistant plastic; fuse plug with extra fuse; add-on connector.

12-1040-350	7-Light Set	Retail $5.00
12-1055-380	Bubble Bulbs. Box of 10	$5.40

NOMA
KRISTAL
LITES
H

(H) NOMA "KRISTAL-LITE" INDOOR SET—Gala G.E. "lighted ice" lamps sparkle and glimmer! Safety sockets with permanently attached tree clips make for easier trimming. Lead cord; add-on plug; add-on connector.

12-1085-280	7-Light Set	Retail $4.00
12-1086-120	Lighted Ice Bulbs. Solid or Asstd. Box of 6	Retail $1.74

Tiny lights sparkle like stars
NOMA
NON-TWINKLING
MIDGET LITES
J

(J) NOMA MIDGET LITE SET—Tiny stars emit warm, friendly cheerful light. Multi-colored bulbs burn independently . . . if one goes out, the rest stay lit!

12-1087-294	24-Light Set, Green	Retail $4.20
12-1095-294	24-Light Set, White	Retail $4.20
12-1088-63	Replacement Bulbs, Midget Lites. Box of 10, clear or asstd.	$1.00

Wonderful Glistening Decorations

For those who appreciate the frills and thrills of an ornamental Noel

(A) NOMA 17-LITE INDEPENDENT "LIGHTED ICE" CHRISTMAS TREE—28" high, rugged, sturdy, metal frame construction—will last from season-to-season. Of *flame proof* visca. Ivory colored plastic base with 4' lead cord and add-on plug. Complete with 17 ass't G.E. "Kristol" lamps. 9 lbs. Mailable.
12-1071-1533 Green ....Retail **$23.00**
12-1072-1533 White....................Retail **$23.00**

(B) 6-FT. PLASTIC CHRISTMAS TREE—So beautiful it was chosen by the Institute of Contemporary Art to represent the U. S. at the 1958 World's Fair in Brussels! So durable it is guaranteed to last for years! *Fireproof* tree stands 72" high and comes complete with 14" sturdy base. Easily assembled in minutes. Specify choice of Snowy White or Blush Pink in gift package.
12-1028-1470 10 lbs. Mailable..............Retail **$21.95**

(C) 15 LANTERN ORNAMENT SET—Says "Merry Christmas" indoors or outdoors. Simply plug-in—fit all makes of C-7½ or C-9½ bulbs. Each lantern 7 x 10", of 3 dimensional vinyl. Weatherproof, flameproof.
12-1116-420 1½ lbs. .... Retail **$6.95**

A

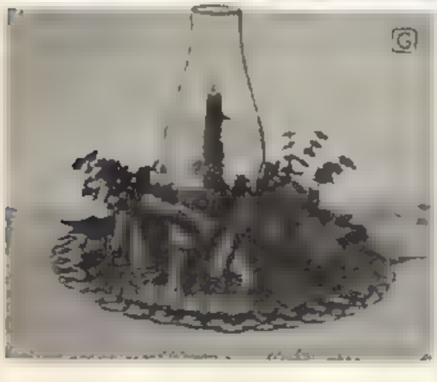
B

C

D

E

F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H

(D) DANISH BELL—Danish-inspired styrofoam bell with red and green swinging balls, gold reindeer, angels, green holly, red berries and huge red satin bow. Decorated sides. 14x12". Mailable.
12-1108-197 ¾ lb.................Retail **$3.00**

(E) HAPPY SNOWMAN—Makes everyone at your door feel welcome! He sports a red top hat, green feather, cherry-red nose and an infectious grin. Durable Styrofoam. 28x13". Mailable.
12-1110-197 ¾ lb .... Retail **$3.00**

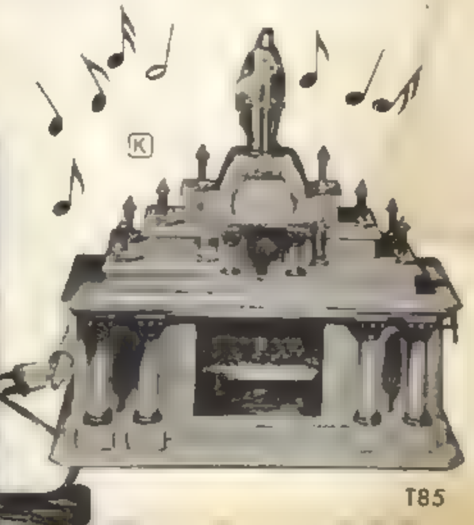
(F) ELECTRIC ANGEL TREE TOP—C7½ bulb and spinner concealed behind clouds causes cascade of sparkling colored light to blaze from reflector. With cord and plug. Mailable.
12-1113-145 1½ lbs.................Retail **$2.00**

(G) HURRICANE LAMP—A centerpiece of hand-woven rattan in sparkling gold with large poinsettias, green sedium sprays and clusters of bright berries. Frosted white. Glass chimney with red candle. 12" dia. x 9" high. Mailable.
12-1109-360 2 lbs..................Retail **$6.00**

(H) MUSICAL REVOLVING CAROUSEL—4 pert reindeer with their gay riders revolve to merry tune of "Jingle Bells." Durable Styrofoam. Loaded with colorful ornaments, holly, etc. Mailable.
12-1107-810 10" dia. x14" high. 3 lbs Retail **$13.50**

(J) ILLUMINATED MUSICAL VILLAGE CHURCH—Highlights any Christmas setting. Traditionally designed and molded in durable plastic. Swiss music box plays "Silent Night" carol. An authentic golden bell is in the stately belfry box. 1 lb.
12-1117-350 Mailable......................Retail **$5.00**

(K) ILLUMINATED MUSICAL ALTAR-Authentic, realistic, molded in durable plastic with ten candles, cross and statue of Christ. Melodic Swiss music box plays appropriate tune. Interior has reproduction of Da Vinci's "Last Supper." 11½" high, 11" wide, 4½" deep. 2½ lbs.
12-1118-700 Mailable....................Retail **$10.00**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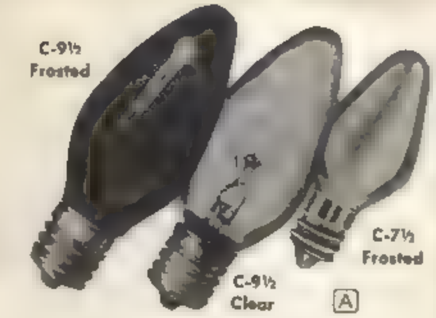


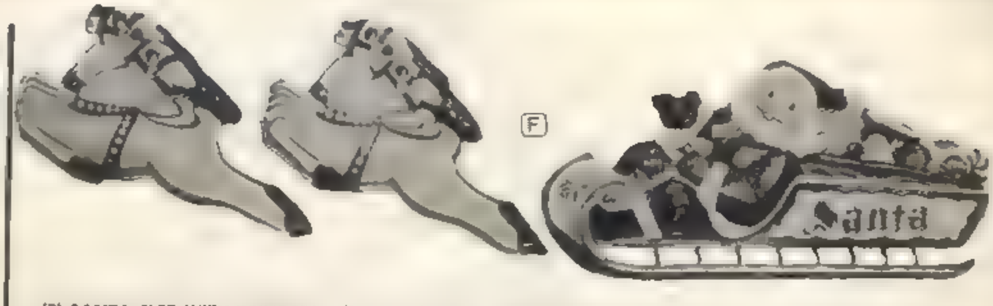
(A) G.E. TREE REPLACEMENT LAMPS—Box of 10 solid Orange, Blue, Green, Red, White . . . or assorted colors (specify).
12-1054-139 (Box) C-9½ Outdoor, Frosted
12-1054-129 (10 Boxes) . . . . Per Box **$2.00**
12-1066-139 (Box) C-9½ Outdoor, Clear
12-1066-125 (10 Boxes) . . . . . Per Box **$2.00**
12-1053-111 (Box) C-7½ Indoor, Frosted
12-1053-99 (10 Boxes) . . . . . Per Box **$1.60**

(B) INDOOR-OUTDOOR FLOOD LIGHT HOLDER—Adjustable arm throws light wherever needed. Weatherproof. Mounts on wall, sits on floor, or spikes into ground. Aluminum. With 6-ft. cord. 1½ lbs.
38-2645-280 (Lamp extra) . . . . Retail **$3.00**

(C) INDOOR FLOOD LIGHT HOLDER—For store windows, displays and home accent lighting . . . light beams to any angle. Porcelain socket and 6-ft. cord. Lamp extra.
38-2646-340 White with Gold Retail **$6.75**

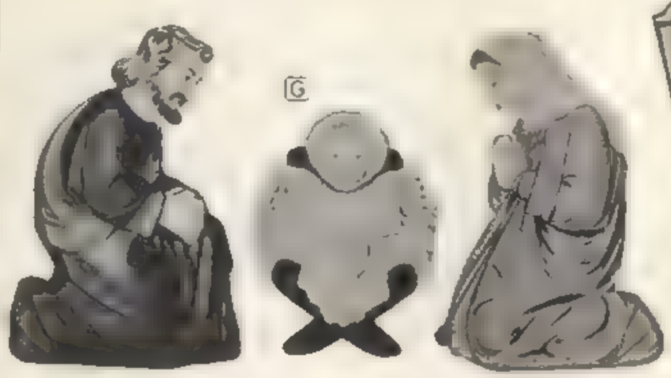
(D) FLOOD LAMPS for above holders. 150 watts with built-in reflector. Choice of white or colors: Red, Green, Blue, Yellow.
38-2470-100 Indoor, White . . . Ret. **$1.25**
38-2471-180 Indoor, Specify Color . . . **$2.25**
38-2472-175 Outdoor, White . . . Ret. **$2.20**
38-2473-235 Outdoor, Specify Color . . **$2.95**

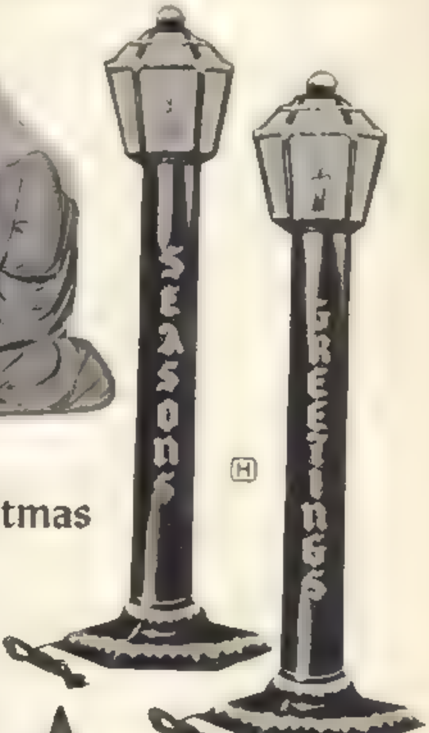
(E) NOMA 100-SOCKET OUTDOOR STREAMER—Light up large trees or other displays. 150-ft. wire has 100 spring-contact sockets spaced 18" apart. Weatherproof for outdoor use. Uses C-9½ lamps (not included) . . . see listing above. 9 lbs.
12-1067-2533 Retail **$38.00**



(F) SANTA SLED WITH REINDEER—Set consists of huge Santa in colorful sled (22x48"), two 15x27" reindeer plaques (4 deer), 4 sockets, lead cords with add-on connectors. 9 colors. Sculptured plastic with durable masonite backs. Santa and his deer light up for appropriate outdoor scene!
12-1073-1257 13 lbs . . . . Retail **$20.95**

ADDITIONAL DEER—2 Deer side by side.
12-1057-357 (1 piece). 15x27" . . Retail **$5.95**

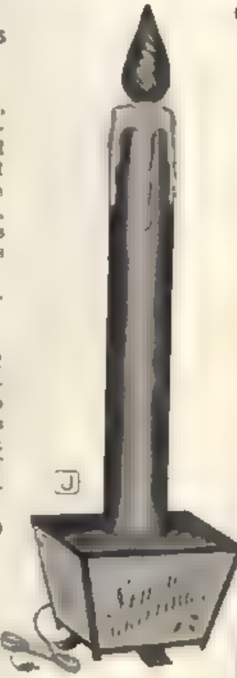




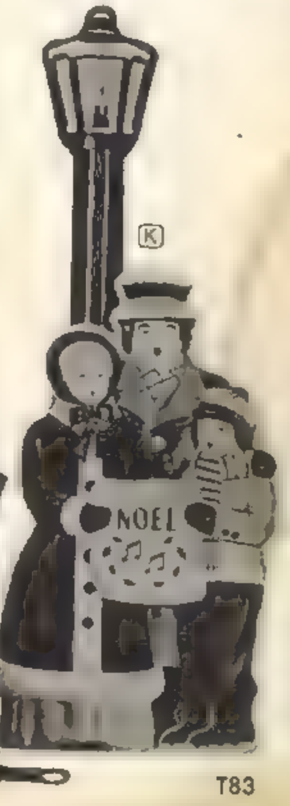
Light Up The Spirit of Christmas

(G) GIANT 3-PIECE FULL COLOR NATIVITY SCENE
Beautifully made of sculptured plastic, authentically designed and colored, with masonite backs. Mary (30x20"), Joseph (30x20"), and the Child (22x16"). Separate sockets in each piece bring this hallowed Christmas scene to life with illuminated 3-D effect. Can be displayed outdoors.
12-1096-1197 11 lbs . . . . Retail **$19.95**

(H) 50" PLASTIC OUTDOOR LAMPPOSTS—Full color, completely illuminated with five C7½ candelabra base lamps in each lamp post. Simulated snow-capped lantern top and base create "Old Fashioned" Christmas charm. Suitable for use in doorway or on lawn. Equipped with 2 dowels, 4-foot lead cord with add-on plug. One post lights up the word "Seasons" while the other completes it with "Greetings".
12-1017-1333 Pair 12 lbs Retail **$20.00** pr.



(J) GIANT OUTDOOR CANDLE—53" overall height! Base 13" square by 9" high. Completely weatherproofed. One 150 watt PAR 38 outdoor lamp lights entire length of translucent fiber glass candle and realistic flame tip. Four translucent plastic panels in base decorated with holly leaf and "Season's Greetings". Four-foot cord. Individually packed in sturdy corrugated carton.
12-1019-1800 13 lbs . . . . Retail **$27.00**



(K) 50" ILLUMINATED VINYLITE CAROLEERS—Completely illuminated with 40-watt bulb and two C7½ lamps. Simulated snow-capped lantern, completely weatherproof. Sturdy construction, ideal for use on lawn or terrace. 4-ft. lead cord, add-on plug and heavy ground stake to hold figures upright. A cheery, colorful Christmas greeting to passers-by and to guests during the holiday season.
12-1011-933 8 lbs . Retail **$14.00**

B
A
6½ FT STAINLESS METAL TREE
$9.97

For A Bright Christmas

Stainless metal Christmas trees reflect the gaiety and excitement of the Yuletide

(A) SAPPHIRE STAINLESS METAL CHRISTMAS TREE—Non-tarnishing stainless alloy metal maintains gleaming sparkle forever. Shimmering silver beauty reflects color of any lights used, emphasizing and highlighting the splendour of this magnificent tree. The branches are graduated in length from 9" to 27", giving a realistic fullness and taper. Precision craftsmanship produces a flawless work of art and beauty—even down to each individual curled and twisted needle. Tree is completely fireproof. One purchase lasts a lifetime, saving you many times its original cost.

7 FEET HIGH WITH 209 GRADUATED BRANCHES.
12-1105-2350 28 lbs. . . . . Retail **$59.95**

4 FEET HIGH WITH 97 GRADUATED BRANCHES.
12-1106-1590 13 lb". . . . . Retail **$29.95**

(B) STAINLESS ALLOY ALUMINUM CHRISTMAS TREE—High priced quality at this year's new low prices! Stainless, extra hard alloy aluminum—new twist-open branches for easy assembly. Heavy duty poly hood for between season storage. Complete with sturdy steel legs. Non-tarnishing, unbreakable, rustproof, fireproof, gleaming shining silver. Mailable.

6½-Ft. Tree with branches, 24" long each
12-1102-997 10 lbs. . . . . Retail **$19.95**

7½-Ft Tree with 102 branches, each 30" long.
12-1103-1497 18 lbs. . . . . Retail **$24.95**

3½-Ft. Tree with 36 branches, each 15" long.
12-1104-330 3 lbs. . . . . Retail **$4.95**

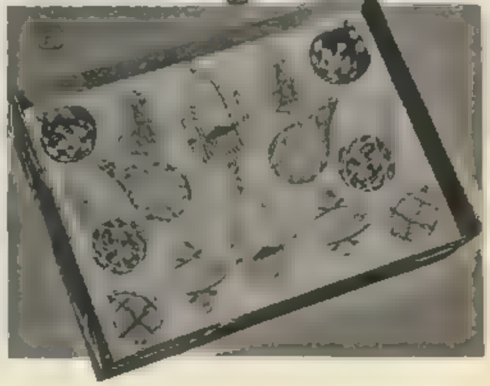
3 way switch
turns on lights,
rotates tree
starts Swiss
music box

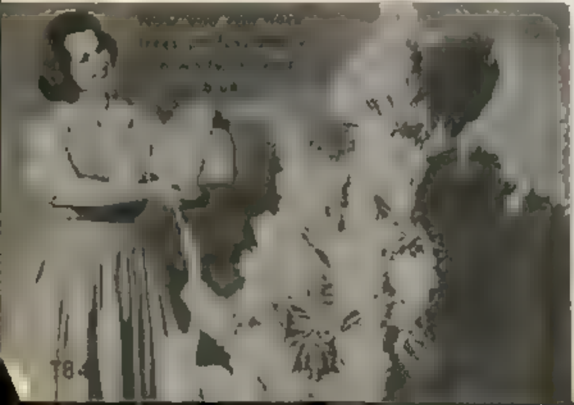
(C) HEIRLOOM REVOLVING ELECTRICAL MUSICAL TREE STAND—Round it goes, ever changing beauty, to the music of your favorite Christmas carols! Supports 10-ft. tree. Separate switches operate lights, music, and revolving—singly or together. Gleaming gold finished steel base 19" diam., 6¾" high. Mailable.
12-1064-2795 15 lbs. . . . . Retail **$42.95**

(D) CHRISTMAS TREE STAND—Safely supports large trees! King-size water reservoir. Legs adjust from folding position (for storage) to 25" diameter. Plate around stand holds bulbs. Red and chrome metal. Mailable.
12-1009-415 5 lbs. 8x5" . . . . Retail **$5.98**

(E) "CLASSIC ASSORTMENT" CHRISTMAS ORNAMENTS—Of unbreakable plastic. Includes 4 Window Balls, 3 Carolers Lamps, 2 Filigree Balls and 3 Double Indented Balls.
12-1112-145 Mailable. 1¼ lbs Ret. **$2.00**

(F) "DELUXE ASSORTMENT" NON-BREAKABLE PLASTIC ORNAMENTS—Includes 2 Candelabra Ornaments, 2 Fisherman's Nets with ball, 2 Fisherman's Nets with Angel Hair, 2 Large Faceted Balls, 2 Window Balls with ornaments, 2 Filigree Finial Ornaments, 2 Window Balls with Angel Hair.
12-1111-197 Mailable. 1½ lbs. Ret. **$3.00**





FROSTY
SNOW
FLAKES
H

(G) SNO-FLOK CHRISTMAS TREE FLOCKING KIT—The easy, do-it-yourself way to a snowy, professionally-flocked Christmas tree in White, Pink or Blue! Prevents needle shedding, makes tree fire retardant. Contains spray gun, plastic jar, bag of flock, coloring tablets, instructions. Flocks 6-ft. tree.
12-1114-330 Sno-Flok Kit 1½ lbs. . . . . Retail **$5.00**
12-1115-165 Extra Bag Sno-Flok . . . . Retail **$2.49**

(H) PUSH BUTTON SNOW FLAKES—Spray realistic snow on trees, ornaments, windows, gift packages. Indoor and outdoor decoration. Aerosol Can.
12-1074-69 Specify White, Blue or Pink. . . . . . . Retail **$0.98**

Northrop and Johnson

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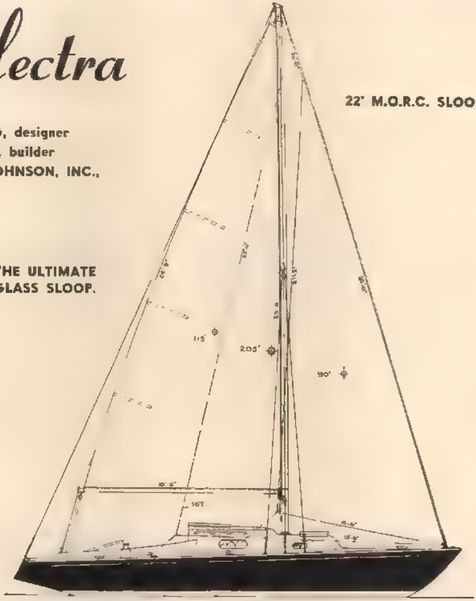
22' M.O.R.C. SLOOP



ELECTRA is surely the most exciting fiberglass design offered to the yachting public since TRITON! A crisp new concept of a day-sailer with berths for 2-4 and other big-boat features—another thoroughbred bearing the Alberg-Pearson pedigree!

Like TRITON, the most successful sailing auxiliary program ever launched, ELECTRA is a creation of Carl A. Alberg—one's assurance of brisk performance, seakindly traits, and functional design. Alberg's creativeness will enable hundreds to experience new pleasures in family sailing, and for the racing enthusiast, an opportunity to flaunt a rakish transom to the competition!

Pearson Corporation as acknowledged leader in the fiber glass auxiliary field brings to ELECTRA the experience and skills developed through its fabulous TRITON—over 100 sold, with ¾ of that number already built! There is no quality compromise at Pearson, yet thru production efficiencies ELECTRA can be offered at a most realistic price. Foreseeing her universal acclaim Pearson has expanded his facilities to include the Herreshoff Yacht Yard—further assurance that ELECTRA is going places! We at N & J are convinced that the men at Pearson are truly revitalising a time-honored phrase denoting perfection—"In Bristol Fashion."

Northrop & Johnson is proud to be a part of the ELECTRA endeavor—as leaders in the development and distribution of fiberglass auxiliaries, N & J believes its initial order for 100 ELECTRA's will fall short of 1960 demand, so if she is of interest we urge you to attend her debut at the New York Boat Show. We know you will be convinced! Offered at under $4,000 thru N & J and our dealers which are now being established nationwide.

NuTone Door Chimes

Melodiously sound a friendly "hello"

Ⓔ **"CHORALE"** . . . sounds 8 or 4 notes for front door, one for rear door, a different note for third door. Walnut or Lime Oak finish. Gold anodized tubes. 7¾x14⅛x3½". Transformer included.

84-2484	**B2097**	Lime Oak	**$34.95**
84-2401	**B2097**	Walnut	**34.95**

Ⓕ **"MT. VERNON"** . . . charming Colonial design beautifully reproduced in hammered brass. Sounds 2 notes for front door, 1 for rear. 7x11¾". Uses 16v transformer (see Ⓝ).

84-2633	**B712**	"Mt. Vernon"	**$10.95**

Ⓖ **"CORONET"** . . . has three stunning satin brass tubes. Sounds two notes for front door, one note for rear door. Lime Oak or Walnut finish cover. 8½x2⅞x39¾". Uses 16v transformer (see Ⓝ below).

84-2625	**C1102**	Lime Oak	**$16.95**
84-2443	**C1102**	Walnut	**16.95**

Ⓗ **"CENTURY"** . . . with selector switch to sound 8 or 4 notes for front door, 2 notes for rear door, 1 for third door. Clock has Telechron movement. Lime Oak or Walnut finishes handsomely highlighted by gleaming brass tubes. 10x5x48½". Transformer included.

84-3870	**C3597**	Lime Oak	**$59.95**
84-3888	**C3597**	Walnut finish	**59.95**
84-2468	**C2997**	Lime Oak; without clock	**49.95**

Ⓚ **"GOLDEN PUSHLITE"** . . . it's a charming push button, a name plate, and night light! Shining gold colored metal, 1½x3".

84-3896	**8163**	"Golden Pushlite"	**$2.50**

Ⓛ **"HARMONY"** . . . smart contemporary styling with ivory color cover, golden tubes. Sounds two notes for front door, one note for the rear door. 7x7⅛x2¾". Uses 16v transformer (see Ⓝ below).

84-2476	**B517**	"Harmony"	**$7.95**

Ⓜ **"CHORD TONE"** .. modern design door chime with stunning Desert Sand cover, gold-flecked grille cloth. Sounds 2 chords at the front door, one note for rear door. 7⅞x9x2⅞". Uses transformer Ⓝ.

84-2450	**B907**	"Chord Tone"	**$13.95**

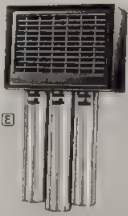
Ⓝ **16-VOLT CHIME TRANSFORMER** . . . use with door chimes above. Also may be used for oil, gas heating and air conditioning systems. Easy to mount anywhere. 2¼x2⅝x2". UL approved.

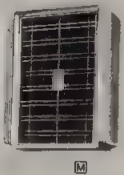
84-2674	**8202**	16-Volt Chime Transformer	**$3.10**

Ⓟ **"STARBRIGHT" Pushbutton** . . . here's a shining new accent for your home! Star-shaped in the modern fashion yet it will blend with any home decor. Of fine gold anodized metal, 2x3".

84-3904	**8163**	"Starbright" Pushbutton	**$2.50**

All door chimes operate on 110-120 volts, AC-DC.





For your pleasure and protection—

Own a NuTone Intercom and AM-FM Radio System

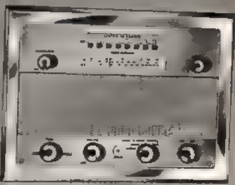
Inside the house . . . it's a blessing for a busy Mother—saves energy and time! No more walking from room to room to check on youngster's activities. Now Mother can hear and be heard in every corner of the house. It's like a built-in baby-sitter! The whole family enjoys it too—favorite radio programs or recorded music can be piped to any room. For special music, just plug in electric phonograph or tape recorder. Remote stations can be placed in every important room . . . and each station can originate calls to any other room without walking to the master control to turn switches on. Every inside remote station has its own variable volume control. Privacy setting—no eavesdropping.

Outside the home . . it's a pleasure and protection. You can speak to strangers without opening the door. Check on youngsters activities anywhere in the yard, while you listen to lovely music relaxing in the sun. Use it too, as a night watchman while you're asleep

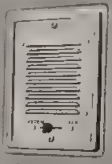
Finest intercom fidelity—voices are easy to recognize. No distortion, no annoying hum. You'll always be able to hear the intercom above radio or recorded music. The intercom circuit is arranged so it's always correct. Tune in either AM or FM and always get static-free reception. 7 tubes, 8 station selector switches, 4x6" oval speaker, phono-jack connections. Power consumption 42 watts, 117 volts. AC-DC.

Easy to install because all dials and slide switches are clearly marked to permit easy tuning and setting. Housing specifications. Master box: 13¾" wide x 9⅜" high. Inside remote box: 7x5½" high. Outside remote. 4⅛x5⅛". Fit 4" thick wall. Wire, fittings, antenna included.

84-3912	**C11167**	Copper Anodized. Set	**$179.50**
84-3920	**C11167**	Brushed Chrome. Set	**179.50**
84-3938	**C864**	Extra Inside Remote Station	**12.95**



Set includes 1 master control station,



1 weather-proof outside station,

3 inside remote stations.

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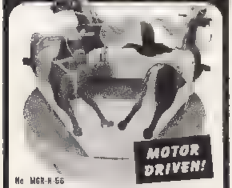

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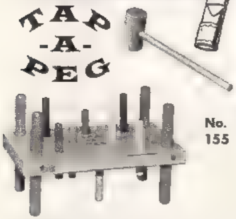

No. 155
Peg and Mallet Set with new Patented Feature*
Top-grade wood with a *central core of sponge rubber that grips the pegs lightly yet firmly Light taps of the mallet drive the pegs through. No swelling or shrinking wood problem.
$1.49 *Retail*
For further information write
STEVEN MFG. CO.
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impending arrival. P S.—Frank is delaying the trip until after the Far Western Toy Club party on the 27.

◆

A FAMILY amusement park in which the emphasis is on live action spectacles rather than on rides and slides is being planned for 123-acre tract in Fontana, Calif., by Colossus, Inc., of Los Angeles. This new concept is the brainchild of the well-known TV producer, Sandy Howard, president of Colossus. Howard has served as consultant to the Pleasure Island Amusement Park in Wakefield, Mass.

Seven large outdoor arenas are planned for "Colossus Land" where chariot races, gladiators' duels, knightly jousts, and Samurai swordplay will provide pagentry for the multitudes. Horses, tigers and elephants will be included among the 250 animals adding color to the spectacles, spokesmen reveal, and the human participants will be recruited from the ranks of Hollywood stuntmen with the exception of the Samurai swordsmen who are to be imported.

The rest of the park will be devoted to exhibits, shops, restaurants, a midway and an aquacade. Colossus, Inc., is negotiating contracts with individuals and firms for permanent exhibits and shop space, and either Sandy Howard or Harvey Bernhard may be reached in this connection at Colossus headquarters, 8782 Sunset Blvd.

The developers of this area, Lansing Development Company, 139 S. Beverly Drive, Beverly Hills, report that adjacent to the park they are planning an industrial park to be laid out and landscaped as a showplace in itself; and Ross Lansing, head of the firm, tells PLAYTHINGS that toy manufacturing is one of the light industries they hope to attract to this new industrial park. Included among the advantages offered by the site, according to Mr. Lansing, are location—45 minutes drive from Los Angeles; availability of rail and air transportations; and the presence of a labor pool attracted by the Kaiser Steel plant in the area.

It Really Works — and Really Sells!

COKE DISPENSER
Retail $3.50
6" x 9" x 10" of hi-impact plastic, it is bright red and white just like the real thing. Holds standard Coca-Cola bottle, pours coke when handle is pulled down—4 glasses included
TRIM MOLDED PRODUCTS CO.
Burlington 2, Wisconsin

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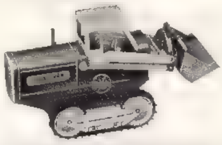
QUALITY REAL-ACTION SCALE MODELS
No. 3100 PAYLOADER TRACTOR-SHOVEL



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You're headed for fun and adventure when you get aboard an Old Town. Here's a boat with dash and spirit. She's fast, maneuverable, quick to respond all set to take you wherever pleasure calls. She's lapstrake-built, easy to maintain, rugged, safe as only wood boats can be. Make friends with an Old Town and you've got a pal for life.

Old Town lapstrakes come in a variety of sizes and models—the "14", "16", "18" and "20". The Old Town "14" illustrated gives you speeds to 40 mph, with 35 hp motor. Send today for your copy of the FREE CATALOG which describes Old Town lapstrakes, canoes, dinghies, sailboats and skiffs

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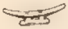

Owens Flagships Use

Mallory IGNITION

SIMPLE WATER PURIFYING SYSTEM

You can be certain your water supply is pure with an Everpure Water Purifier. This kit consists of the Everpure Water Purifier (Model C1), 100 Taclor chlorine tablets and a chlorine tester. The Yachtsman is a small-boat adaptation of the same Everpure water purifying system used on large ships. The filter-dechlorinator unit (7½" high, 5" wide) is connected in the fresh water line under the galley sink and works on either a hand or electric pump water system. The Yachtsman works like this: You drop a chlorine tablet (each sterilizes 80 gallons of water) into the water supply tank when filling (chlorine kills disease bacteria and prevents slimes from growing in the tank and piping). You can test the water at any time with the chlorine tester to see that the water is properly sterilized. All drinking water passes through the Everpure and is finely filtered and dechlorinated, removing minute dirt and rust particles, amoebic cysts, and the chlorine after it has done its job. Everpure, Inc., 2627 W. 19th St., Chicago 8, Ill.

NEW FINISH CUTS DRYING TIME

A marine finish versatile enough to be used on deck and cabin has been developed which, when applied by brush, cuts paint drying time from the normal six to twelve hours to fifteen minutes. When applied by spray, it dries even faster.

A boat manufacturer, using the paint to speed production of 17′ pleasure craft, reports it to be an excellent hull finish as well as a topside paint. The firm reveals that an unusually fine finish results. Drying in minutes, the paint is hard before boatyard dust, airborne grit or insects can cling to and mar the new finish.

Named Jet-Dri, the finish is a research development of the Consolidated Chemical and Paint Mfg. Co., Inc., 456 Driggs Ave., Brooklyn 11, N.Y. It is claimed to impart a tough, lustrous coat that has excellent salt water resistance and long-wearing properties. Produced in two crystal clear transparent finishes and nineteen colorful pigmented shades, it may be applied to wood, metal and plastic boat surfaces.

BURGESS LANTERN

The Radar-Mate, introduced by the Burgess Battery Co., Freeport, Ill., is a compact and lightweight lantern powered by three standard flashlight batteries. Weighing only 14 ounces without batteries, the lantern has a tongue-in-groove locking mechanism that attaches the lighthead and carrying handle to the battery case. There are no wires, spring contacts, or screw caps to connect to make the electrical circuit. When locked together, the 4½ volt circuit is completed automatically. Its distortion-proof lighthead is movable within a 135 degree arc.

Made of heavy-gauge steel but smaller in height than a pack of king-size cigarettes, the polished chrome battery case is etched with a modern design. The large reflector is coated with vaporized aluminum which produces countless tiny mottled surface impressions to multiply the intensity of the light beam and provide effective distribution of light.

THE NEW LOW-PRICED SERIES OF
- ADJUSTABLE STEEL BOAT HOISTS
- ADJUSTABLE STEEL DOCK
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IS AVAILABLE NOW. WRITE FOR ILLUSTRATED FOLDER

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High qua[illegible] low priced merchandise is this year's market. If you now se[illegible] the outboard and cottage or camp trade get the details on ANCHOR'S low priced series of above line equipment [illegible] will outperform and chase competing ones, will require no service, and no inventory and will make you good profits by actually selling itself. WRITE TODAY RIGHT NOW

CORDLESS ELECTRIC SHAVER

A cordless electric shaver and a line of stainless steel vacuum bottles are offered boatmen by Landers, Frary & Clark, New Britain, Conn. The cordless electric shaver, sold under the brand name Universal, is powered by self-contained penlite batteries. It's lightweight and small enough to be carried in a trouser pocket, and comes with a leather carrying pouch. The vacuum bottles, sold under the brand name Stanley, are resistant to stain, rust and corrosion and are unbreakable. Electrically welded, they are made of stainless steel interiors with carbon steel outer shell finished in field green baked enamel. Cups are chrome-plated brass. Bottles come in pint, quart, and two-quart sizes.

The Stanley Sportsman's Set, which carries a lunch for several people, consists of two one-quart vacuum bottles and a lunch box in stainless steel carried in a zippered case. A carrying case with a single one-quart bottle called Sportmaster has an adjustable strap. Stanley vacuum jugs are available in polished stainless steel with dripless spigots and chrome-plated brass cups. Models include one- and two-gallon capacity jugs. These items are also available with stainless-steel interiors and outer shells of carbon steel with a field green finish of baked enamel. They have push button spigots and polished aluminum cups.

UNIVERSAL'S 62-YEAR HISTORY

This year the National Association of Engine and Boat Manufacturers, incorporated in 1904, is celebrating its fiftieth annual Motor Boat Show. Among the exhibitors is the Universal Motor Company of Oshkosh, Wis., one of four charter members of the NAEBM still in business.

Unusual in the history of Universal is the fact that in 62 years it has had only two presidents. The first, E. Homer Fahrney, who founded the company in 1898, served until his death in 1935. The second is Ralph G. Klieforth who assumed these duties in 1935.

Another mark of distinction for Universal is that the complete ownership of the company is 100% with present full-time employees. The average age of the ten officials of the company is 49 years, their average length of service is 19 years.

MULTI-PURPOSE ALARM

Aqualarm, a precision-built two-part warning device, applicable to all vessels up to 500 tons, is introduced by Aqualarm, Inc., 1530 So. Prairie Avenue, Hawthorne, Cal. The unit consists of a mounted chrome-plated bell wired to a detector unit which operates in the presence of bilge water. The bell control is activated by the detector unit at a temperature of 136 degrees F. The bell, which can handle several detector units, is equipped with a two-way switch for use with dry cell batteries or ship's power supply. A ball float in the detector unit tube operates the alarm in too much water. Aqualarm is adapted to warn of fire or bilge flooding, engine overheating, remote fire, and low oil pressure. It may also be adapted for use as a burglar alarm.

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Large and small — shapes for most propellers.

Propeller pitch and rake indicator
Direct reading guage. Tells everything about a propeller that has to be known. Simple — accurate
For boat shops, harbors, propeller consultants, racing men, etc.

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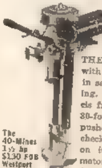

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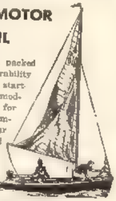
THE BRITISH SEAGULL is packed with power, engineered for durability in salt or fresh water. Instant starting. Economical operation. Six models from the 5 hp., clutchdrive for 30-footers to the 1½ hp pram-pusher. *ORDER BY MAIL.* Your check or money-order will speed on its way to you: cost of motor plus C.O.D. freight Westport.

The 40-Mines 1½ hp $130 FOB Westport Weight 26 lbs.



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Established 1865
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Oliver electric starting 35 hp outboard motor (left). Another English-built Oliver is this 6-hp. lightweight

OLIVER 1960 OUTBOARD MOTORS will present new colors and a new silhouette. Starting with this year's line, these motors are being built in England from American design. Replacement parts are to be available through the nation-wide Oliver dealer organization.

First of the new models to be produced are a 6-hp. manual, 16-hp. manual, 16-hp. electric and 35-hp. electric, offering 14 different power combinations. Additional models are under development and test.

All 1960 Olivers are restyled and have refined engineering design. They are finished in white and turquoise and present a new silhouette and decorative theme.

Retained are the familiar Oliver features: Dura-Drive lower units, automotive-style poppet valves, low tension magneto-alternator ignition, tilt-angle adjustment devices, cushioned-hub props, key-switch starting, tilt-up and carrying handles, fiberglass shrouds, extra-strong, especially protected castings and nylon bearings on all external controls.

This manufacturer continues to offer its "Twin 70" package consisting of a pair of 35s with opposite rotations.

THE OLIVER CORP., OUTBOARD MOTOR DIV., 135 Hamblin Ave., Battle Creek, Mich.

The new Perko brass fog bell is wrought in a "dynaform" shape, made in polished or plain brass or chrome finish

PERKO MARINE HARDWARE for 1960 embodies striking "dynaform" styling, according to Perkins Marine Lamp & Hardware Corp. This appears not only in such items as chocks, cleats, lights and wheels, but even in a brass fog bell, wrought in a new pattern.

Perko fittings, stocked by leading dealers everywhere, are fully described in their general catalogue of over 2000 items, obtainable for one dollar from the company. A selection of hardware for small cruisers and runabouts is also covered by a special catalogue at 25¢.

PERKINS MARINE LAMP & HARDWARE CORP., 159 Snediker Ave., Brooklyn 7, N.Y.

PRE-PACKAGED WATER SKI KITS containing various combinations of Brummel Hooks are designed to do specific jobs. There is a Tow Line Kit at $2.25, a Ski Bridle Kit at $5.75 and a Combination Towing and Mooring Kit for $5.40. Each contains the exact number of Brummel Hooks needed to do the job.

BRUMMEL HOOK CO., 3939 Brummel St., Skokie, Ill.

SAILBOATS—DINGHIES (Continued)

Trade Names Are Given in Parentheses After Builder's Name See Page 434 for Builder's Address	Under 8'	8' - 12'	12' - 16'	16' - 20'	20' - 24'	24' - 28'	28' - 32'	32' over
PENNANT CLASS SLOOPS					WS		WS	WS
PENN YAN BOATS INC.	AW	AW						
PIONEER MFG. CO.		AS	AS					
REGCATS			MPD	MPFD				MPFD
ROBERTS INDUSTRIES, INC.		PX	PS					
SABRE BOAT & PLASTICS MFG. INC.	F							
SAILING,U.S.A.,INC.(Weekender)					WS			
SCHOCK CO., W.D.		FX	FS	FS	FS			
SILHOUETTE MARINE LTD.				W				
SKAGIT PLASTICS, INC.		FX						
SOCK BOAT CORP.	FB	FB	FB					
SOUTHWEST MFG. CO.(Ark.Traveler)		A						
SQUALL KING BOATS				FC				
STARCRAFT BOAT CO.		A	A					
STEPHENS BROS., INC.								W
SU-MARK, INC.		F						
SURFLINER CORP. (Florida Moth)		F						
TAFT MARINE WOODCRAFT	PB							
TOWN CLASS BOATS				WS				
TRAILORBOAT ENGINEERING CO.		A						
TRU-FORM BOATS	P	P						
UNITED BOATBLDRS. INC.(Uniflite)	F							
U.S. MOLDED SHAPES, INC.		MP						
VAN BREEMS INTERNATIONAL CORP.		F	F	F				
WAVERIDER CORP.				[illegible]				
WESTERN RUBBER PRODUCTS CO.		F	F	F				
WILLIS BOAT WORKS		P						
WILLOW BOATS INC.			P					
WOOD, JOHN M., JR. (Splinter)			PS					
WORLD WIDE IMPORTS				PSFS	PSFS			
WRIGHT, JACK, JR.			X	X				

HOUSEBOATS

Trade Names Are Given in Parentheses After Builder's Name See Page 434 for Builder's Address	Under 18'	18' - 22'	22' - 26'	26' - 30'	30' - 34'	34' - 40'	40' - 45'	45' over
BLUE MFG. CO. INC. (Blue Star)				A				
BROWARD MARINE, INC.								W
CATALINA AMPHIBIOUS HOMES, INC.				SA	SA			
CLIPPER MFG. CO.			F	F				
CR PE EQUIPMENT CO.(Sylvan Pontoon)	S	FS	S					
DREAMBOAT MFG. CO.(Sunliner-vacatnr.)			FP		FP			
GENNETT & SONS, INC.			A					
GRAFTON BOAT WORKS (Steel King)					S	S	S	S
HOLIDAY BOATS		S			S			
KAYE YACHT BOAT CO. (Kayot)	B	S	S	S				

(Continued on next page)

KEY:
W — Wood
P — Plywood
MP — Molded Plywood
F — Fiberglass
S — Steel (Iron)
A — Aluminum
D — Catamaran
B — Kit Boat
S — Sloop
C — Cutter
K — Ketch
Y — Yawl
X — Catboat

The Boat of Your Life — a Borum

Cruiser The VOYAGER 18 features a fully enclosed cabin with built-up lounge seats, cabinets and lockers. Bridge and after deck sheltered by folding top, screens and extension. Folding helmsmans seat and deck chairs.

Sleeper The SAFARI 15 [illegible] economy. Back of forward seat lets back to make up a full-sized midship bunk. Note new deck design in all models. SAFARI is available as a deluxe 17'

Overnighter The [illegible] 6-passenger beauty with spacious, padded forward bunk. Equipped with folding top, screens deck chairs and many extras. Note sliding portlights for berth ventilation.

Sportabout The FIREFLITE 14 ... an ideal model ideally suited to all-around family boating or fun with skis! A popular design, it is available in 15', 16' and 17' too.

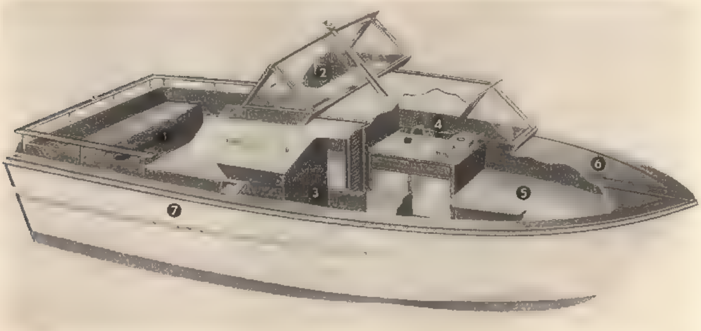
Borum builds the finest and most complete line of out boards both mohogany and fiberglass 14' to 20'

OTIS C. BORUM BOATS INC.
WRITE FOR LITERATURE
DEPARTMENT [illegible] BOX [illegible]
JACKSONVILLE 1, FLORIDA

BIG! "21" FOR 4-WAY FUN

CRUISING • FISHING • SKIING • SWIMMING

This new "21" Flagship Express even rides well on *land* . . . trailered in the wake of your car! On the water, she performs like the full-size cruiser she is . . . with Owens' stronger, steadier HRV hull and versatile 145 h.p Flagship Marine V8 engine. She has all the speed you need for skiing, good trolling ability for fishing, responsiveness and reliability for cruises short or long. And, on this class of boat, you've never seen such generous topside space . . . such cabin comfort and convenience. . . . such a welcome price!



Owens-built, V8-powered ... yours on easy terms!

❶ Roomy cockpit with mahogany yacht railings, stern seat, low engine box, instrument panel, starboard steering.

❷ Opening glass windshields on flying bridge and cabin. Cabin has large sliding side-windows, too.

❸ Private lavatory with marine toilet.

❹ Full galley with sink (running water), 2-burner stove, double-door icebox, dish and glass racks.

❺ Bow berths with vinyl-covered deep foam mattresses.

❻ Broad mahogany forward deck with all-metal, Navy-type hatch. Walk-around decks to cockpit.

❼ Weldwood Royal Marine hull with ½" bottom, specially stressed longitudinal and lateral framing.

OWENS
FLAGSHIPS®

See your Owens dealer for low delivered price and monthly terms in your area. (Price and specifications subject to change without notice.)

©1960, Owens Yacht Co., Inc. Baltimore 22 Md

builders of 40 models of Yachts, Flagships, Sea Skiffs, Fiberglas Outboards . and Flagship Marine Engines.

3 SMART FOREIGN MODELS

No. 80

KARMEN GHIA SPORT SEDAN
2 doz pack
assorted colors, 10 lb

No. 81

OPEL SEDAN
2-doz pack,
assorted colors, 10 lb

No. 79

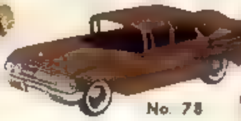
VOLKSWAGEN SEDAN
2-doz pack,
assorted colors, 9 lb

PMC 1960 motorized SCALE MODEL CARS 98¢

4 PMC CHEVS

No. 72

CHEV CORVETTE
2-doz pack,
assorted colors, 9 lb


No. 78

CHEV SPORT SEDAN
2-doz pack,
assorted colors, 10 lb

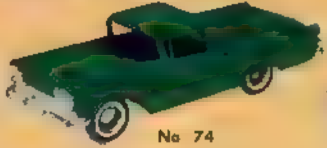
No. 76

CHEV FIRE CHIEF
with high-pitch siren
2 doz pack 10 lb

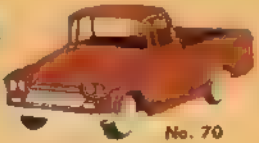
No. 77

CHEV CITY POLICE
with real-life siren
2-doz pack, 10 lb

4 SOLID-SELLING TRUCKS


No. 74

FORD RANCHERO
2-doz pack,
assorted colors, 10 lb


No. 70

CHEV CAMEO TRUCK
2-doz pack
assorted colors, 10 lb

No. 71

INTERNATIONAL TRUCK
2-doz pack,
assorted colors, 10 lb

No. 75

INTERNATIONAL METRO-MITE
with rear door that opens
2-doz pack,
assorted colors, 9 lb

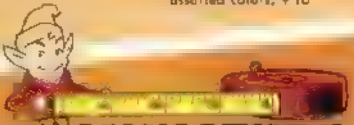
FAST-MOVING ASSORTMENTS

No. 100 — Compact, eye-catching metal display which holds 18 packaged models and one feature car. Assortment includes complete line of 3 dozen cars and trucks, 2 each of Nos. 70, 71, 74 and 75; 4 each of Nos. 72, 76, 77, 78, 79, 80 and 81 — 16 lb.

No. 104 — Truck Assortment of 2 dozen includes 6 each of Nos. 70, 71, 74 and 75 — 11 lb.

No. 105 – Foreign Car Assortment of 2 dozen models includes 8 each of Nos. 79, 80 and 81 – 11 lb.

No. 106 — Chev Assortment of 2 dozen includes 6 each of Nos. 72, 76, 77 and 78 — 10 lb

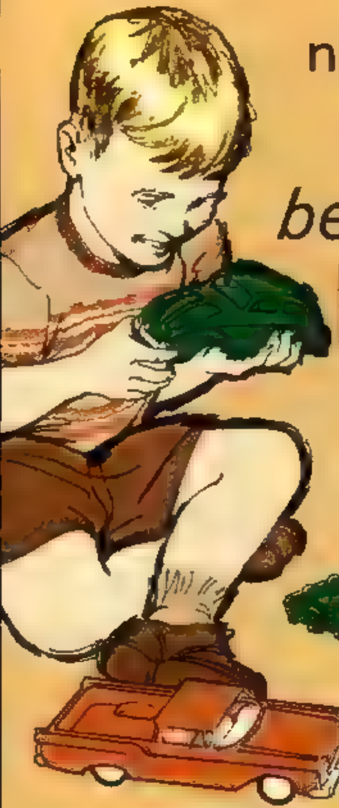


TRU MINIATURE

famous for . . .

Exclusive Friction Motor with quick pickup speed. Authentic body styling and latest colors. Sturdy construction—cellulose acetate body mounted to steel chassis. Brilliant chrome-plated grille, bumpers, tail- and headlights. Each model individually packaged in crystal-clear, tamper-proof poly bag with "sales talk" header

PRODUCT MINIATURE CO., INC. • Pewaukee, Wisconsin



new PMC kits 98¢

best buy anywhere!

5 DELUXE MODELS

Authentic 1960 cars and trucks with interiors and windows

EACH KIT CONTAINS . . .

- Steel chassis
- Tough, plastic body
- White-wall tire wheels
- Chrome-plated hubs
- Axles
- Chrome-plated bumpers
- Chrome-plated grille
- Color-coordinated seats
- Clear plastic windows
- Steering wheel
- Corvette kit only . . . removable top
- Complete, easy-to-follow instructions
- Assembly screws

Biggest value kit on the market

No 81K OPEL SEDAN
2-doz pack,
assorted colors, 9 lb

No 80K KARMEN GHIA SPORT SEDAN
2 doz pack,
assorted colors 9 lb

Individually packaged in divided, crystal-clear, tamper-proof bags with complete car and boy attractively illustrated on 3-color header label.

No. 79K VOLKSWAGEN
2-doz pack,
assorted colors, 9 lb

No. 74K FORD RANCHERO
2-doz pack,
assorted colors, 10 lb

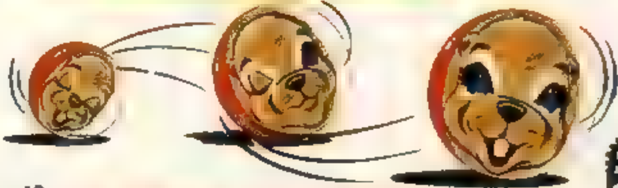
No. 72K CHEV CORVETTE
with removable top
2-doz pack
assorted colors, 9 lb

ASSORTMENTS

108K — Special metal display rack which holds 18 Deluxe Kits. Assortment of 3 dozen Kits includes 6 each of Nos. 72K and 74K, 8 each of Nos 79K, 80K and 81K.

107K — Assortment of 2 dozen Deluxe Kits includes 3 each of Nos. 72K and 74K; 6 each of Nos. 79K, 80K and 81K

OTHER TOYS WITH PROVEN SALES APPEAL!



No. 43 WINKY-BLINKY BALL

The amazing roly poly ball with animated face that winks, laughs and frowns. Fascinates children 9 months to 4 years old. Available in 3 magic moving faces, chipmunk clown and Raggedy Ann — face on one half — other half is bright red. Marble is enclosed for rattle play value. Colorful display package for baby gift and toy counters.

4-in. diameter, packed 2 doz. assorted faces — wt. 7 lbs

Ask our salesman about *special* display deal
Display wt., 4 lb

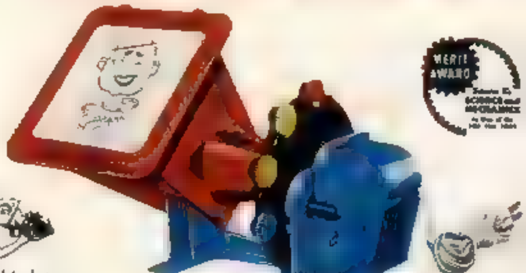
No. 435

TRAILWAYS BUS

BIG-value, JUMBO-size authentic bus in colorful, unbreakable Poly-Tuf. Front wheels turn, dual back wheels. BIG — 20 in. long Individually packaged.

Assorted colors. Packed 1 doz. — wt. 18 lbs.

No. 300 the popular cartoon-o-scope



watch on lighted screen . . . trace and color

project cartoon characters on wall or ceiling

- Only toy of its kind . . . turn dials to create over half a million different human characters and animals on lighted screen.
- Keeps children laughing and busy for hours.
- NEW LOW PRICE

All parts enclosed. Nothing to break or lose. 14 in. wide x 8½ in. high x 9 in. deep. Individually boxed in a 200-lb. test carton. Packed ½ doz. — wt. 19 lbs.

PRODUCT MINIATURE COMPANY, INC.
PEWAUKEE, WISCONSIN

New York Showroom: 200 Fifth Avenue Room 209
Chicago Showroom: Merchandise Mart Room 1433
Showrooms in San Francisco, Dallas, Atlanta, Kansas City, Salt Lake City, [illegible]

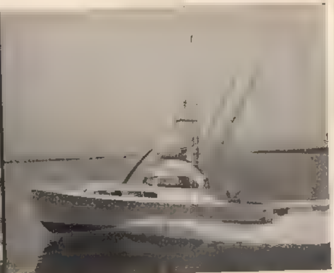
PMC

Litho in U.S.A. d-m

compare Pacemaker

WITH ANY BOAT AT ANYWHERE NEAR THE PRICE!

$6,695 for a 30' Sport Fisherman. Sleeps two. 125 HP Chrysler Crown



$25,370 for a 40' Sport Fisherman. Sleeps six. Twin Chrysler Sea-V's. 2 to 1 R.D.

$11,640 for a 33' Convertible Sedan. Sleeps six. 125 HP Chrysler Crown. 1½ to 1 R.D.

$8,750 for a 30' Express Cruiser. Sleeps four. 125 HP Chrysler Crown

And the place to do it is at a Motor Boat Show. Compare the specifications; compare the finish. Compare the equipment included. You'll see what makes Pacemaker a rugged sea boat; and why a Pacemaker is the Live-able boat.

Best value when you buy it, best value years later when you trade it.

SPACE B-52

NEW YORK NATIONAL MOTOR BOAT SHOW

Pacemaker SEA SKIFF CRUISERS

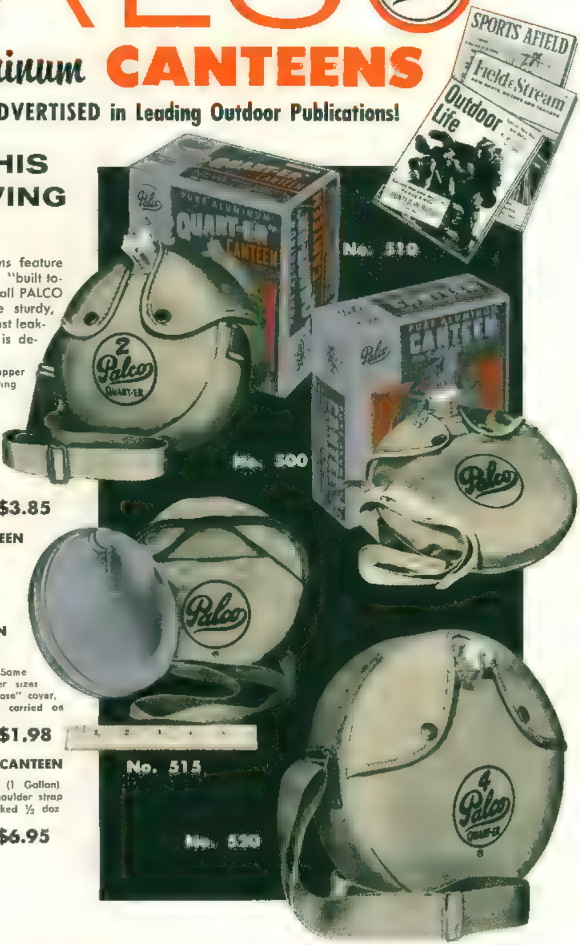
C. P. Leek & Sons, Inc.
Lower Bank, Egg Harbor, N. J.

MAKE THIS A TOP-PROFIT SEASON...SELL

PALCO

Pure Aluminum CANTEENS

NATIONALLY ADVERTISED in Leading Outdoor Publications!



SPORTS AFIELD
Field & Stream
Outdoor Life
Palco
PURE ALUMINUM QUART-ER CANTEEN
No. 510
PURE ALUMINUM CANTEEN
No. 500
2 Palco QUART-ER
Palco
Palco
1 2 3 4 5
No. 515
No. 520
4 Palco QUART-ER

STOCK THIS FAST-MOVING LINE!

These pure aluminum Canteens feature the fine craftsmanship and "built-to-take-it" construction found in all PALCO products. Palco canteens are sturdy, sanitary and guaranteed against leakage—all welded construction is designed to take rough usage.

Each Canteen has an unbreakable stopper with attached chain. Removable carrying cover and adjustable shoulder strap.

No. 510 "2-QUART-ER" CANTEEN

Has FULL TWO QUART CAPACITY. Extra Heavy shoulder strap. Packed 1 doz. per carton, each in colorful display box.

Suggested Retail Price **$3.85**

No. 500 1-QUART CANTEEN

Has FULL ONE QUART CAPACITY. Packed 1 doz. per carton, each in colorful display box.

Suggested Retail Price **$3.49**

No. 515 1-PINT CANTEEN

"For Small Fry!"

Has FULL ONE PINT CAPACITY. Same quality that is found in the larger sizes of PALCO Canteens. Has "Dual-purpose" cover, can be strapped around waist or carried on shoulder. Packed 1 doz. per carton.

Suggested Retail Price **$1.98**

No. 520 "4-QUART-ER" CANTEEN

Has FULL FOUR QUART CAPACITY (1 Gallon). Weighs only 18 ozs. with cover. Shoulder strap of extra strong heavy webbing. Packed ½ doz. to carton.

Suggested Retail Price **$6.95**

MADE IN U.S.A.

Palco

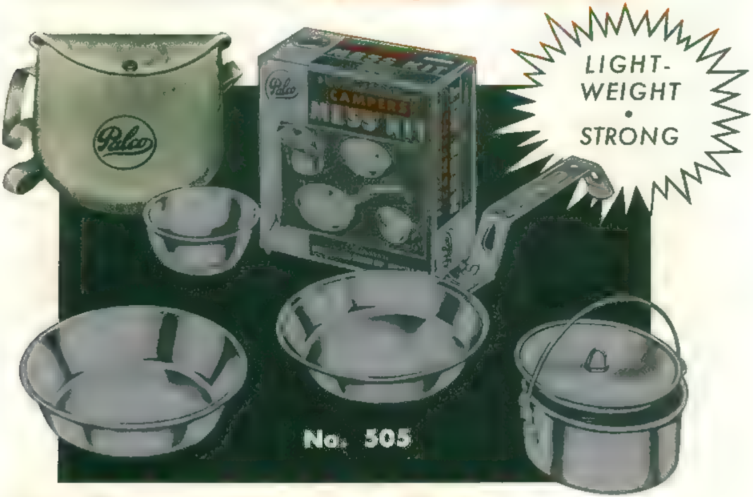
·CANTEENS·MESS KITS

SEE REVERSE SIDE

OUTDOORSMEN OF "GOOD TASTE" PREFER

PALCO

Pure Aluminum MESS KITS



"The Choice of Outdoor Chefs!"

No. 505 PALCO MESS KIT

Campers and Outdoorsmen require a lightweight, compact mess kit, easy to clean and easy to carry, with the rugged construction necessary to meet the demands of constant outdoor use. The Palco No. 505 Mess Kit was designed to meet these requirements and many more.

SALES FEATURES:

- Made of PURE ALUMINUM—strong, sanitary, LIGHTWEIGHT.
- Fully nesting—entire set nests into durable cover with strong, adjustable shoulder strap.
- Compact—fits snugly into pack or duffle bag or carried on shoulder.
- Well-balanced Fry Pan will not tip when placed on portable stove or grill.
- Fry Pan has *NEW TYPE FLANGED RIM* which interlocks securely with sauce pan, creating a faster more satisfactory method of baking, and for cooking when a cover is needed.
- Attractively packaged in 3-color display box with proven customer appeal.

Packed 1 doz. per carton, each in colorful display box.

Suggested Retail Price **$3.90**

No. 505A PALCO MESS KIT Same as above except without carrying cover.

Suggested Retail Price **$3.49**

MADE IN U.S.A.

Palco®

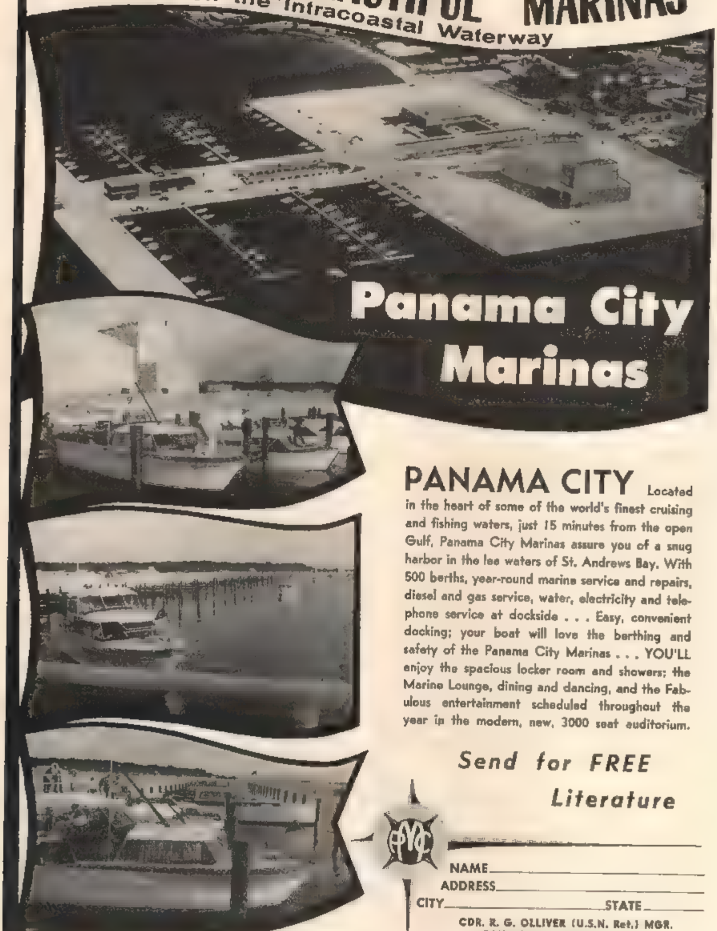
NATIONALLY ADVERTISED in Leading Outdoor Publications!

WORCESTER PRESSED ALUMINUM CORP., 9 HOPE AVE. WORCESTER, MASS.
"The Best in Camping Since 1919"

PRINTED IN U.S.A.

FLORIDA'S *Most* BEAUTIFUL MARINAS

on the Intracoastal Waterway



PANAMA CITY Located in the heart of some of the world's finest cruising and fishing waters, just 15 minutes from the open Gulf, Panama City Marinas assure you of a snug harbor in the lee waters of St. Andrews Bay. With 500 berths, year-round marine service and repairs, diesel and gas service, water, electricity and telephone service at dockside . . . Easy, convenient docking; your boat will love the berthing and safety of the Panama City Marinas . . . YOU'LL enjoy the spacious locker room and showers; the Marine Lounge, dining and dancing, and the Fabulous entertainment scheduled throughout the year in the modern, new, 3000 seat auditorium.

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CITY______________STATE______

CDR. R. G. OLLIVER (U.S.N. Ret.) MGR.
PANAMA CITY MARINAS
PANAMA CITY, FLORIDA

For Doll Manufacturers

M & J
★KNITCRAFT CO., INC.★
Tel.: GLenmore 2-1047-1048
1052 GREENE AVE.,
BROOKLYN 21, N. Y.

LARGEST *Manufacturer of*
DOLLS KNITTED CLOTHING

TEENAGE CLOTHING SETS
★ Baby-Doll SWEATER SETS ★ UNDERWEAR SETS
★ LACE-TRIMMED PANTIES ★ DOLL PANTS
★ BOY and GIRL TWIN SETS ★ BOOTIES ★ T-SHIRTS
SIZES 8" TO 36" • PAJAMAS • SWEATER SETS

MADE TO YOUR SPECIFICATIONS

FAST ACTION on ALL ORDERS!
PHONE or WRITE TODAY for QUOTATIONS

A *Built-Rite* TOY *Year 'round Sellers!*

If it's Built-Rite, It Sells Right

- ★ CHILDREN'S CARD GAMES
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- ★ ACTIVITY TOYS
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- ★ INLAID PUZZLES
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**WARREN PAPER PRODUCTS CO.,
LAFAYETTE, INDIANA**

Lido PLASTIC toys

YEAR 'ROUND FAST SELLING AND PROFITABLE

LARGE POLY TRUCKS, TRAINS, TRANSPORT, CAR-BOAT-HOUSE TRAILERS,
FELIX TARGET SETS PRINTING SETS,
BIG SELECTION OF RACK & PACKAGED TOYS

200 5th AVE., ROOM 206 • LUdlow 5-9400

Orders are Pouring in for

SUN'S GOLDEN LINE for 1960!

Write or Phone Us or See
Your SUN Sales Representative

*"BETTER BE SURE
YOU HAVE SUN FOR SIXTY!"*

SUN RUBBER CO.
BARBERTON, OHIO

Line up with the "Majorette" Brand of Doll Clothes & Accessories

LEADERS in Doll Clothes and Accessories

Designed and manufactured by Joe Greenberg. All items packaged and pre-priced. A complete popular-priced line for all size dolls.

Free racks for display purposes. We have what you want when you want it.

Stock always on hand for immediate delivery.

Catalog on request

J.M. GREENBERG, INC.
JOE GREENBERG, President
57-59 Front St., Brooklyn 1, N. Y., Tel.: ULster 8-6054-55

NEW from PARRIS

Wood and Steel . . . Bolt-Action Cork-Shooter

KADET TARGET

COMPLETE WITH TARGET

Kids GO for the genuine article—and Parris has it! Complete NEW line in rugged wood and steel. All bolt action models with nickel-plated metal parts. All cork-shooting guns available with targets.

PARRIS MANUFACTURING CO. • SAVANNAH, TENNESSEE

For Doll Manufacturers

M & J
KNITCRAFT CO., INC
Tel.: GLenmore 2-1047-1048
1052 GREENE AVE.
BROOKLYN 21, N. Y.

LARGEST *Manufacturer of*
DOLLS KNITTED CLOTHING

TEENAGE CLOTHING SETS
- ★ Baby-Doll SWEATER SETS
- ★ UNDERWEAR SETS
- ★ LACE-TRIMMED PANTIES
- ★ DOLL PANTS
- ★ BOY and GIRL TWIN SETS
- ★ BOOTIES
- ★ T-SHIRTS

SIZES 8" TO 36" • PAJAMAS • SWEATER SETS

MADE TO YOUR SPECIFICATIONS

FAST ACTION on ALL ORDERS!
PHONE or WRITE TODAY for QUOTATIONS

2 Fast-Selling Models of Speed King

No. 600

500 Mile Guarantee

Double Ball-Bearing Wheels
Exclusive hard tempered wheels give amazing performance. "Shaped to the Shoe" comfort and balance bring extra sales. Many other models to choose from

NEW "SILENT 8"
Large diameter wheels with long-lasting rubber tires Speedy safe, guaranteed.

No. 800

new rubber-wheeled Sensation!

In 3-Color Self-Selling Packages—SEE YOUR JOBBER

HUSTLER CORPORATION — Sterling, Illinois

Lido PLASTIC *toys*

YEAR 'ROUND FAST SELLING AND PROFITABLE

LARGE POLY TRUCKS, TRAINS, TRANSPORT, CAR-BOAT-HOUSE TRAILERS,

FELIX TARGET SETS, PRINTING SETS,
BIG SELECTION OF RACK & PACKAGED TOYS

200 5th AVE., ROOM 206 • LUdlow 5-9400

KIDS WISH ALL STORES HAD TRU-SCALE

HYDRAULIC DUMP TRUCK
TR-504
$4.98

Send for Complete 1960 Catalog

CARTER TRU-SCALE MACHINE COMPANY
ROCKFORD, ILLINOIS

DOLL CLOTHES and DOLL ACCESSORIES by PREMIER

Popular Priced . . .
Highly Styled . . .
Quality Finished . . .

Premier's beautifully designed line of doll clothes and accessories bring you big profits and fast sales.

Premier's line is pre-priced in hangered polyethylene bags for impulse buying on space-conserving racks. 200 doll accessory items—200 clothes styles to fit all 8" to 36" baby and teen girl dolls.

Retailers: Write for catalog

PREMIER DOLL TOGS, INC.
DOLL ACCESSORIES CO.
168 SEVENTH STREET, BROOKLYN 15, N. Y.

LARGEST SUPPLIERS TO LEADING DOLL MANUFACTURERS

NEW from PARRIS

Wood and Steel . . . Bolt-Action Cork-Shooter

KADET TARGET

COMPLETE WITH TARGET

Kids GO for the genuine article—and Parris has it! Complete NEW line in rugged wood and steel. All bolt action models with nickel-plated metal parts. All cork-shooting guns available with targets.

PARRIS MANUFACTURING CO. • SAVANNAH, TENNESSEE

ship; they would also help sail the vessel. Tuition would cover the vessel's operating expenses.

Yankee, originally a North Sea pilot schooner, had been built at Emden, Germany, in 1912. Of 114 gross tons, she was 96 feet long, 21-foot beam and 11-foot depth. During the past 30 years several of these fine pilot schooners had found their way across the Atlantic to the States. In the early 1930s Warwick Tompkins brought across the ancient Wander Bird, an old-timer that had been built in Germany in 1883. With her plumb stem and heavy lines, she was no beauty but she could sail well. Her wooden hull was well put together, and there was no doubt she could stand up to the worst weather the oceans had to offer. When she sailed from Gloucester around to San Francisco by way of Cape Horn she was probably the last sailing ship to make the passage under sail flying the Stars and Stripes. She is still afloat on the West Coast today

Another well-known North Sea pilot schooner on the seas of the world prior to World War II was Irving Johnson's first Yankee, another wooden-built fore-and-after. He added a yard to her foremast so she could set a square foresail and a raffee-topsail. This vessel took him around the world three times. After the war Johnson took over another pilot schooner, Yankee II. He gave her three yards, and called her a brigantine although technically she was a staysail topsail schooner.

Very similar to the second Yankee, which is built of steel, is Tabor Boy, schoolship for the undergraduates of Tabor Academy at Marion, Mass. After serving as a pilot schooner off the Netherlands coast from 1916 to 1926, she became a boy's training ship working out of Rotterdam. During the war the Germans used her in the Baltic as a training vessel for the Kriegsmarine.

The Sheldons felt that they must find a North Sea pilot schooner for themselves. Yankee had just been sold by Irving Johnson. Old Wander Bird was too ancient to go back to sea. Yankee I had died somewhere around Cape Breton. Tabor Boy was already spoken for. Luck, however, was with them. About the time that they were getting back to Gloucester yet another pilot schooner, Albatros, came on the market, she was the answer to their problem.

One of the last of the sailing pilot schooners built, she was launched in 1920 by Rijkswerf of Amsterdam, and first named Alk. Constructed of steel, she is some 92 feet long, 21-foot beam, and 11-foot draft, approximately 93 gross tons; she is close to being a true sister ship to Yankee. Her original fore-and-aft rig was made up of more than 2500 square feet of canvas. Her sticks were pole masts, topmast and lower mast in one. Her main truck was 85 feet above the waterline. In addition to her canvas Alk was fitted with a powerful diesel which could shove her along at six knots.

For fifteen years the two-master stood on her station in the North Sea, summer and winter, fair weather and foul. In 1937 she was purchased by the German Government from the Dutch Pilot Service. Converted into a training vessel by the Nazi Navy, she was ready for war when hostilities broke out in 1949. Now named Albatros, she is said to have been used by the Germans as a submarine direction finder in the South Atlantic. In 1943 she worked her way back through the Allied blockade to Germany where she was laid up for the duration.

At the end of the war in 1945 Albatros was seized by the British. They, in turn, sold her to the Royal Rotterdamsche Lloyd Steamship Line of Holland. After refitting the schooner, they sent her to sea with their own cadets. With a crew of six -captain, mate, engineer, cook and two quartermasters—she carried a dozen boys in training. Most of her cruises were short ones to various ports around the North Sea, but on occasion she would run down Channel to visit Spain or Portugal. The cadets learned the ways of the sea, how to read the weather, small-boat handling, seamanship and rope work, rules of the road, piloting and navigation. The schooner gave them a good base for a future life at sea. Perhaps just as important, the life aboard the schooner gave the instructors a chance to watch each boy separately, to judge whether or

Another FIBERGLASS BOAT *by Pearson*

Pearson 30

STRIKING 30-FOOT CRUISER!

First fiberglass stock model cruiser of this size offered at price competitive with quality boats of traditional materials. Marine Architect Robert Harris combines sleek styling with roomy comfort of luxury cruisers. PEARSON 30 makes prime use of every inch of space, accommodates six with ease. Teak trim throughout. Power option in single or twin screws utilizing motors from 125 HP to 225 HP.

For long life, cruising comfort, modern marine styling and low maintenance, the PEARSON 30 can't be beat.

It will be unveiled at the 1960 New York and Chicago Boat Shows. Request descriptive literature.

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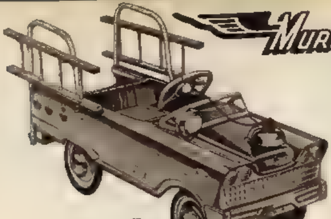


A

MURRAY

Continental

B

(A) MURRAY SUPER DELUXE FIRE TRUCK—Full ball-bearing pull straps drive mechanism and rear axle hangers. 5 pedal adjustments. Has fire gong bell, battery operated flicker spotlight. Fabric seat pad, 2 wood ladders. Ball bearing 8" wheels. Vermilion red. Less batteries. 45" long.
1TS88X1730 37 lbs. .. .. Retail $26.00

(B) MURRAY SUPER DELUXE "CONTINENTAL" AUTO—Ball bearing pull straps, rear axle hangers, 5 pedal adjustments. Battery-powered auto-type spotlight; bulb horn; 12" coil spring, plastic tipped antenna; fabric type seat pad. 8" double disc wheels and Continental wheel. Sky gray enamel with gold trim. 47" long.
1TS89X1797 36 lbs. ....Retail $27.00

(C) ESKA INTERNATIONAL HARVESTER FARMALL TRACTORCYCLE—Concealed pedal chain drive. "Quick hitch" for trailer is automatic. Gear shift lever makes real tractor noises. Ball-bearing action. Adjustable seat. 39½x18½x27½". 40 lbs.
1TS83X2665 Tractor ....Ret. $39.96
1TS84X530 Trailer, 29x18x8½". 11 lbs...Ret. $8.00
1TS85X295 Canvas Umbrella. 5 lbs. . ..Ret. $4.96

(D) MURRAY SUPER DELUXE TRACTOR—Ball bearing chain drive and wheels; motor-tone gear shift; Universal joint steering; plastic spark plugs; adjustable seat.
1TS86X1635 37x22x25". 37 lbs.... . .Retail $24.50

(E) Dump Trailer, 33x15½". 17 lbs.
1TS87X648 ....Retail $10.00

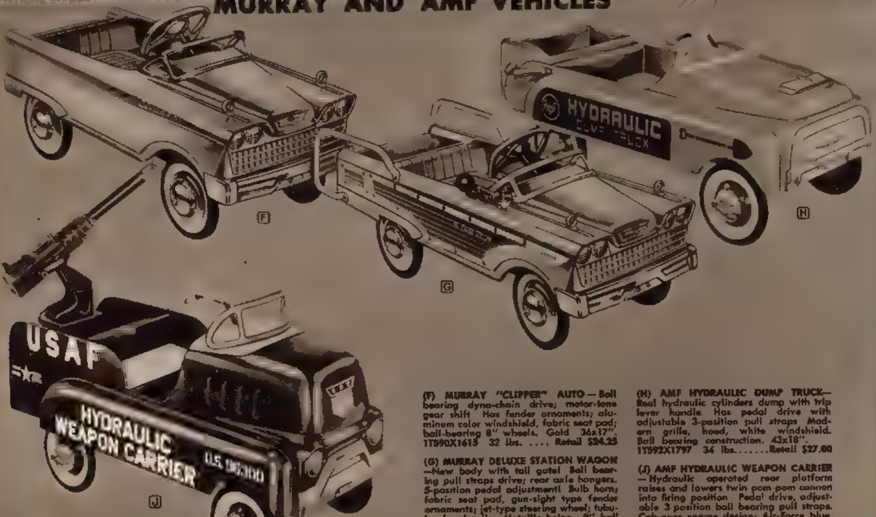
INTERNATIONAL HARVESTER FARM ALL by ESKA

C

D

E

MURRAY AND AMF VEHICLES

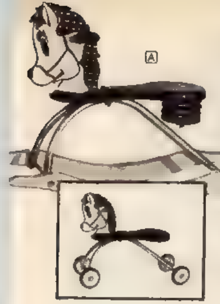


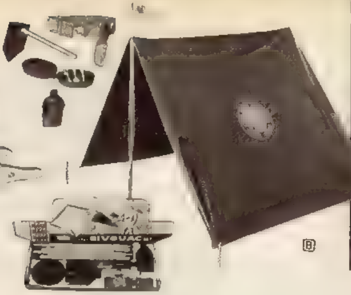
(F) MURRAY "CLIPPER" AUTO—Ball bearing dyna-chain drive; motor-tone gear shift. Has fender ornaments; aluminum color windshield, fabric seat pad; ball-bearing 8" wheels. Gold 36x17".
1TS90X1615 32 lbs. .... Retail $24.25

(G) MURRAY DELUXE STATION WAGON—New body with tail gate! Ball bearing pull straps drive; rear axle hangers. 5-position pedal adjustment! Bulb horn; fabric seat pad, gun-sight type fender ornaments; jet-type steering wheel; tubular hand rails. Metallic beige. 8" ball bearing wheels. 45x17".
1TS91X1865 37 lbs. .....Retail $28.50

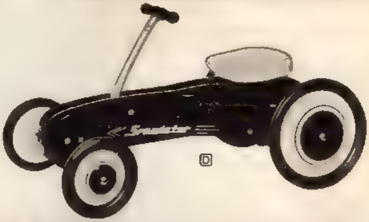
(H) AMF HYDRAULIC DUMP TRUCK—Real hydraulic cylinders dump with trip lever handle. Has pedal drive with adjustable 3-position pull straps. Modern grille, hood, white windshield. Ball bearing construction. 43x18".
1TS92X1797 34 lbs......Retail $27.00

(J) AMF HYDRAULIC WEAPON CARRIER—Hydraulic operated rear platform raises and lowers twin pom-pom cannon into firing position. Pedal drive, adjustable 3-position ball bearing pull straps. Cab-over engine design; Air-Force blue. 43" long, 18" wide.
1TS93X2235 42 lbs. .....Retail $33.50





Robin Hood
C

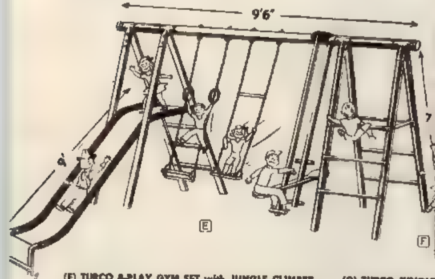


(A) ROCK-N-RIDE COMBINATION—Safe, easy-riding rocker converts to Polo Pony roller cart—just remove rockers, put rubber wheels on. Wheels mounted under seat. Contoured seat, hand grips. Tube steel legs. 15" high, 24" long.
1T581X367 5 lbs. ....Retail $5.50

(B) BIVOUAC SET—Heavy-gauge cool, waterproof field tent of vinyl sets up to 36x42x42". Plus: 4-way entrenching tool; mess kit, knife, fork and spoon; canteen; garrison belt; polyethylene field knife, sheath.
1T582X665 5 lbs. ....Retail $10.00

(C) ROBIN HOOD TENT—Nottingham Tan tent depicts Robin Hood and his followers in 2-tone on side. High count vinyl-coated sheeting 4 oz. before waterproof treating. Easy to set up. With eave frame, ropes, poles, stakes, 6' sq. base, 5' high at center.
1T579X820 8 lbs. ...... Retail $12.30

(D) GARTON SPEEDSTER—Enclosed ball-bearing chain drive! Ball-bearing connecting rod, drive shaft, rear axle supports, 8" front, 12" rear wheels. Adjustable steel seat. 35x21x23".
1T580X1450 35 lbs. .....Retail $21.98



(E) TURCO 8-PLAY GYM SET with JUNGLE CLIMBER—Includes: 9-ft. slide with 3-ft. walk; 2 swings; trapeze bar; gym rings; 2-seater Air-Flite swing, nylon bearings; steel jungle climber 2" tube head bar, 9½-ft. long; 1¼" tube legs, 7-ft high. Saddle-type steel swing seats. Red, Green, Yellow enamel frame.
1F812X2665 95 lbs. .... Retail $42.50

(F) SCOTTDEL BACKYARD SCOOTER COASTER—Amusement-park-fun right in the back yard! Absolutely safe! 2-rail heavy-gauge steel track, rust-resistant finish. Flat car included. Slows on last incline—stops at ground. Easy set-up and store.

No.	Length	Capacity	Ages	Lbs.	Retail
1F808X5330	45-ft	225#	3-12	115..	$79.95
1F809X4250	30-ft.	225#	3-12	83..	$64.95
1F810X3350	20-ft.	150#	2-7	59...	$49.95
1F811X1330	15-ft.	110#	2-5	30...	$19.95

(G) TURCO JUNGLE CLIMBERS—Designed to give little "monkeys" a place to show their agility and get plenty of healthful, outdoor exercise. Prime 1" thick tubing, it can hold a half dozen climbers at once! Protective plastic caps over all exposed tubing so youngsters can't get hurt. Weather-resistant finish. Covers 52x52" area; 6-ft. high.
1F820X2297 17-Cube. 72 lbs.........Retail $37.50
1F821X3085 30-Cube. 97 lbs. Retail $48.50

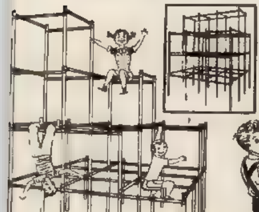
(H) EVANS DOUBLE-ACTION SEE-SAW—It's a see-saw . . . it's a merry-go-round! Real thrill ride with weather-vane turning action—has 3 balancing points and can easily be adjusted. Self-leveling seats always stay in position. With safety handles, tubular steel supports, double cross bar, indoor-outdoor base. Turns in 7-ft. circle. 18 lbs.
1F819X730 ....Retail $11.95

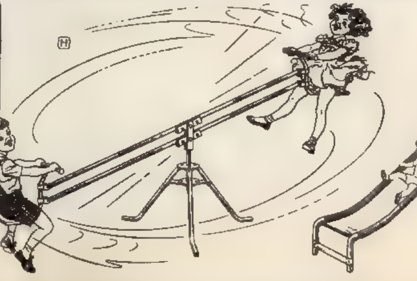
(J) TURCO TOP GRADE STAINLESS STEEL SLIDES—Extra heavy steel "D" side rails and 14" wide mirror-finished stainless steel beds backed by heavy galvanized sheet, are curved at top and bottom. 1¼" tube side rails on ladder; ribbed, non-skid steps. Non-tilt bar, braces. Weather-resistant baked enamel finish. 60" wide overall.

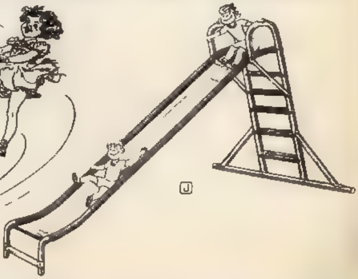
No.	Slide	Ht.	Length	Lbs.	Retail
1F813X2297	8-ft.	6½'	9'	78..	$38.95
1F814X2865	10-ft.	7½'	11'	86 ..	$46.50
1F815X3665	12-ft.	8½'	13'	104	$60.00

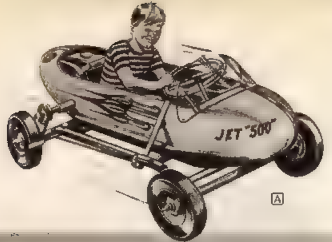
TURCO Double Curved Galvanized Slides—Galvanized sheet inserts inside "D" side rails. 1" tube rails, rungs on ladder 13½" wide bed.

1F816X997	6-ft. Slide; 5'x7', 37 lbs...	Ret. $15.95
1F817X1397	8-ft. Slide; 6'x9', 57 lbs...	Ret. $23.50
1F818X1797	10-ft. Slide; 7'x11', 72 lbs...	Ret. $29.95





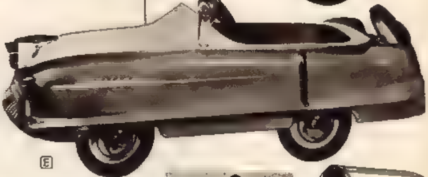




(A) TURCO "JET 500" RACER—Powerful Clinton 2½ HP 2 cycle engine! Built-in recoil starter; governor; positive one-hand dual throttle and brake control; centrifugal pulley clutch Steel 5-ft body reinforced with welded 1¼" tube frame; steel fire wall around engine. 10" tires.
1F822X9650 100 lbs. ....Retail $149.95

(B) VANGUARD RACER—Clinton 2½ HP horizontal shaft engine has power to spare! Automatic clutch for infinitely variable speeds—car can't lurch; automatically out of drive when power is shut off! Drive mechanisms completely enclosed in back of car. Positive hand throttle, brakes. Solid steel floor panel; fiberglass reinforced body. Seats 2. Semi-pneumatic tires.
1F823X12400 ....Retail $179.50

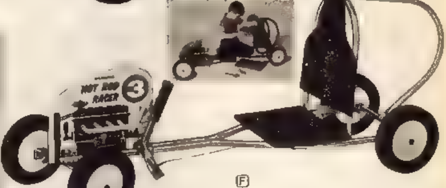
(C) EVANS MOTO-TRIKE POLICE VELOCIPEDE—Little policemen can really track down traffic! Car-style fender, special frame. Saddle-type seat, handlebar grips, rear carry-all compartment, easy-access door. Ball bearing 12" front wheels. ⅝" handlebar. 1⅝" semi-pneumatic tires. Red, white and blue.
1T594X1697 ....Retail $26.00



(D) MURRAY DELUXE FIRE CHIEF AUTO—Ball bearing pull straps and rear axle hangers. Adjustable 5-position pedals. Has gong bell, jet-type steering wheel, seat pad. 8" double disc wheels. Vermilion finish. 17x36" long. 27 lbs.
1T595X1165 ....Retail $17.50

(E) GARTON KIDILLAC—Easy-to-operate, speedy chain drive with ball bearing pedal cranks and axle supports. Shielded operating electric headlights and horn with controls on dash. Removable spare wheel and tire. 8" nylon bearing wheels with 1 25 semi-pneumatic tires. Less batteries. 45" long, 20" wide.
1T596X2725 47 lbs. ....Retail $42.50

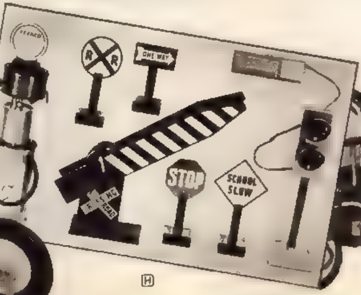
(F) BERRO "BUILD-IT-YOURSELF" HOT ROD—Real hot rod racy styling! Step-by-step instructions—build and race in just 30 minutes! Safe! . . . Heavy gauge tube steel construction; positive foot brake; emergency hand brake; low center of gravity, wide tread, center point steering. Stressed steel frame can support any child easily. Lifetime bearing wheels, semi-pneumatic tires. Simulated motor design lithographed on "hood". 55" long. 19 lbs.
1T597X1065 ....Retail $15.95
(1T597X958 in lots of 3)

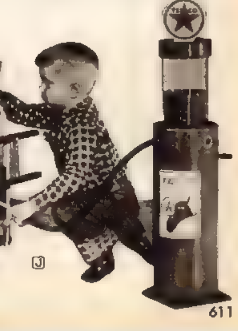


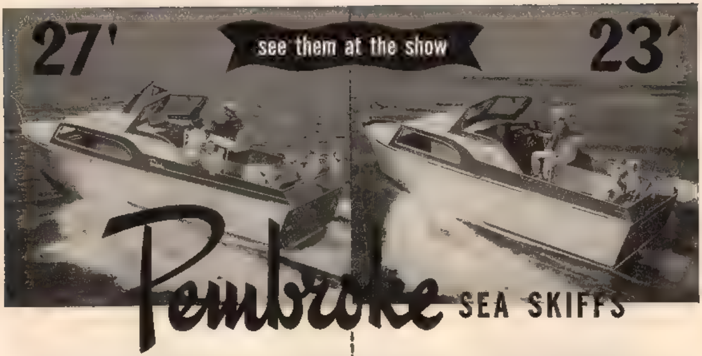
(G) HAMILTON STREAMLINED SCOOTER—Sleek modern lines. One-piece stamped steel frame and fork. Lifetime bearing construction Includes plastic hand grips, brake and stand. 10" wheels, ¾" tires with lifetime bearings. Baked-on enamel finish. 41x32". 13 lbs.
1T600X397 ....Retail $6.00

(H) TRAFFIC SAFETY PLAY KIT—Includes: 13" remote control electric traffic signal with red and green lights; crank type railroad crossing gate, bell; handcrank 14" gas pump—moving cylinder, bell; 4 signs. Less batteries.
1T599X530 5 lbs. ....Retail $7.95
(1T599X477 in lots of 3)

(J) TEXACO "FIRECHIEF" PUMP—Stands almost 3-ft. high and has simulated action! Turn handle, gas level cylinder goes up and down—looks like gas is really flowing—and bell rings to clock off gallons! Red, green and white trim. Sturdily built.
1T598X465 ....Retail $6.95
(1T598X418 in lots of 3)







This is it — the most boat for the least money. The Pembroke 27′ features extra rugged design and first class accommodations for four, making the 1960 Pembroke the ultimate in its field.

- Solid mahogany round bilge lapstrake construction
- Delivered completely equipped
- Beauty, style, performance and durability

The Pembroke 23′ has more plus features than any boat in its class. Sleeps three, full galley, ice box and enclosed head. By far the best buy in the 23′ class.

- Overnight accommodations for three
- Solid mahogany round bilge lapstrake construction
- Extra roomy afterdeck

For full color brochure and name of nearest dealer, write: **PEMBROKE** Boats, Inc., Dept. 12, Epsom, N. H.

THE TANDEMARAN

(Continued from page 105)

is secured. There is no lateral or longitudinal fulcrum so that rolling and pitching are practically eliminated.

Four hulls have been used in this experimental design in order to be able to have a broad beam without the stress and strain problems of wide hulls. Short beams and small supports carry more load in proportion to their weight. Considerably more material would be required to build a hull assembly of comparable size, using two hulls in tandem. Also other advantages, especially those of the catamaran, would be lost.

Outboard engines power the Tandemaran for many reasons. Simplicity and low-cost maintenance are sufficient reasons. The engines hang from the main frame in wells, covered with hatches. Any leakage of gasoline goes overboard, not into a bilge. The controls and water run through plastic pipe within the frame area. Fuel and oil for the hydraulic steering gear are carried in flexible hose within plastic pipe. The entire boat is coated with epoxy resin paint to aid in protection against salt water and electrolysis.

The so called "open cockpit" is forward and the cabin is aft. The wide side deck is only 14 inches above the waterline and extends out from the hulls to keep spray out of the cockpit.

Under the pilot's window, where all controls are located, is a 5 kw 110 v air-cooled power plant. It is automatic starting, furnishing power for the pressure water system, for outside use, refrigeration, cooking, heating, air-conditioning, water heater and lights. The 12 v starting battery furnishes power for the fresh water pressure system, telephone, depth indicator, horn, and navigation and emergency lights.

A houseboat has so much wind resistance that it is usually difficult to maneuver. The hydraulic steering gear is attached to the two stern engines. The midship engines are rigid. All maneuvering is done with the midship engines. By running one engine forward and the other in reverse the boat can be turned on its own axis almost regardless of wind. The steering gear is used to keep on course and for less sensitive steering.

The original estimate of the total weight of the Tandemaran was 5600 pounds. The four engines, with a total of 140 hp should and probably would have driven the boat at the estimated speed of 25 mph as indicated by the results of the single-hull data, if the estimated weight had not been exceeded. Considerably more equipment was added than had been anticipated so that the total weight exceeded 7500 pounds. The additional weight cut the top speed to 18 mph. However, the ride is level, smooth and dry and the additional speed could be attained by having less equipment or substituting equipment of less weight.

* * * * *

Only a few days before this article was to go to press, the following letter was received from a Mid-Western yachtsman who had had an opportunity to test the Teetor invention under working conditions:

"Last Saturday afternoon I experienced a new dimension in boating aboard an experimental cruiser called Tandemaran on Lake Pontchartrain. My enthusiasm for the potential future of this type of craft is the sole incentive for writing this letter.

"Since you undoubtedly receive countless letters similar to this a few explanatory footnotes are perhaps in order. Although I certainly do not qualify as a marine expert, I have had many years of experience aboard boats. For the past twenty years I have been an ardent deep-sea fisherman, have chartered countless boats on both coasts of Florida as well as the Bahamas, three charters in Mexico and two in South American waters including Cocos Island. In addition, at one time I owned a small cruiser and currently own a small Chris-Craft sea skiff. I think (Continued on page 300)

Terse Tales of the Trade

Walt Burckhalter, Right, Talks Up Tennis Competition.

Carolinian's Economy Prizes Maintain Tennis Enthusiasm

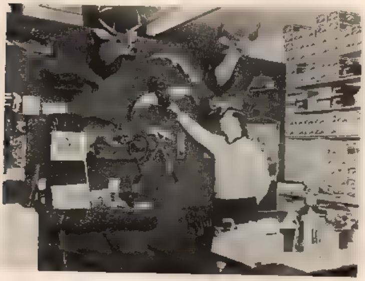
To stimulate interest in the tennis department, Aiken Sporting Goods, Aiken, S. C., has inaugurated a monthly award plan with prizes varying from several tennis balls to a racket. Owner Walter Burckhalter alters the prizes to keep interest active.

"We try to work up matches and have several playoffs going," Burckhalter said. "We use the phone to attract a better turnout for the matches. Then we give away balls or something of similar value at the games and a racket or its equivalent in value for the final winner."

Another attraction at Aiken Sporting Goods is an 8x16-foot plywood-backed stuffed bird and animal display that brings a lot of traffic to the store and, indirectly, builds sales, especially in the hunting department.

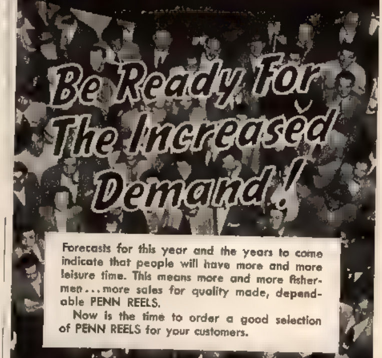
Mounted specimen of local birds and animals are displayed on the board. Some of these are brought in by customers and some are furnished by an Aiken taxidermist.

"When we accept a customer's trophy," Burckhalter explained, "we often run a little ad in the paper and tell about it. These small notices have tremendous readership and we've found them a great help to us."



Game Trophies Are Highlight of Burckhalter's Store.

You'll Get More Customers This Year For
PENN REELS


Be Ready For The Increased Demand!

Forecasts for this year and the years to come indicate that people will have more and more leisure time. This means more and more fishermen . . . more sales for quality made, dependable PENN REELS.

Now is the time to order a good selection of PENN REELS for your customers.

ORDER FROM YOUR JOBBER TODAY!

FOR THE SURF
- SQUIDDER
- JIGMASTER
- SURFMASTER
- BEACHMASTER

SURFMASTER

BOTTOM FISHING
- LONG BEACH, Nos. 60, 65
- BAYMASTER
- MONOFIL, Nos. 25, 26, 27
- SEA BOY • DELMAR

No. 60

LEVEL-WIND REELS
For Fresh and Salt Water Fishing
- MONOFIL No. 9
- MONOFIL No. 109
- MONOFIL No. 209
- LEVELINE No. 350 (The Reel With The Brain)

No. 109

DEEP SEA & TROLLING
- PENN SENATORS 1/0 to 16/0
- MASTER MARINER
- LONG BEACH, Nos. 66, 67, 68
- SAILFISHER

9/0 SENATOR

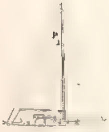
Penn REELS

PENN FISHING TACKLE MFG. CO.
3028 W. HUNTING PARK AVE., PHILADELPHIA 32, PA.

(For More Information Circle No. 214 on Page 257)

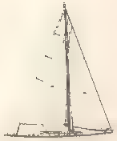
SOME NEW BOATS BUILT TO OUR DESIGN THIS PAST YEAR

"SWIFTSURE" CLASS
33'-0" x 22'-11" x 10'-0" x 3'-6"

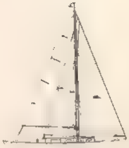


"BAHAMA" CLASS
34'-0" x 25'-0" x 10'-1" x 4'-3"

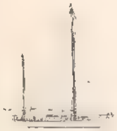
"MARINER" CLASS
36'-0" x 24'-0" x 9'-3" x 5'-3"



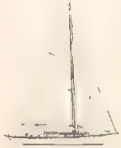
FOUR 42 FT. SLOOPS
42'-3" x 29'-0" x 10'-6" x 6'-0"



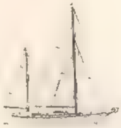
TWO 38'-6" SLOOPS
38'-6" x 28'-6" x 9'-10" x 5'-9"



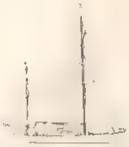
42 FT. YAWL
42'-3" x 29'-0" x 10'-6" x 6'-0"



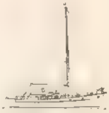
45 FT. SLOOP
45'-3" x 31'-0" x 11'-3" x 6'-6"



"OSPREY"
48'-6" x 36'-0" x 13'-6" x 5'-0"

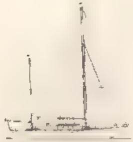


53'6" CBD. YAWL
53'-6" x 36'-3" x 13'-0" x 6'-0"

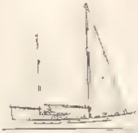


"MOONSHELL"
44'-0" x 40'-0" x 13'-1" x 4'-6"
THREE THIS YEAR

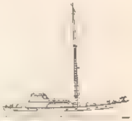
TWO 64' CBD. KETCHES
64'-0" x 47'-6" x 17'-4" x 5'-6"



"BARLOVENTO II"
71'-8" x 50'-0" x 18'-0" x 5'-6"



"DRAGGER LADY"
57'-6" x 52'-6" x 16'-6" x 4'-5"



"VIRGINIA REEL"
65'-0" x 59'-0" x 17'-2" x 5'-0"

Consult us regarding your new boat

ANY SIZE • ANY TYPE • ANY SERVICE

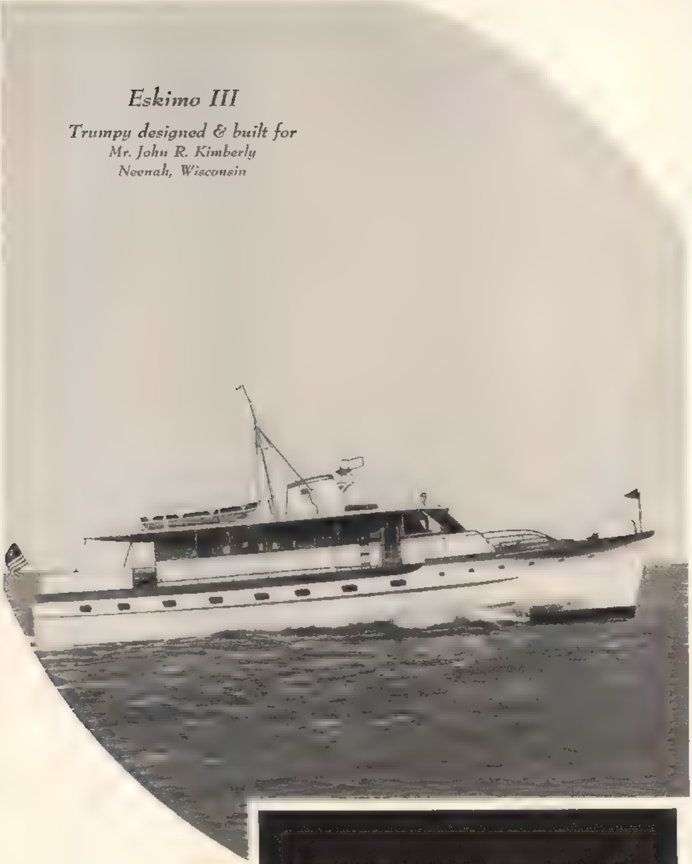
PHILIP L. RHODES

11 BROADWAY NEW YORK 4, N. Y.

NAVAL ARCHITECTS MARINE ENGINEERS

Eskimo III

Trumpy designed & built for
Mr. John R. Kimberly
Neenah, Wisconsin



America's Foremost
Custom Yacht Builder

JOHN TRUMPY & SONS, INC.
ANNAPOLIS, MARYLAND

AMERICA'S FAVORITE playtime IDEA!

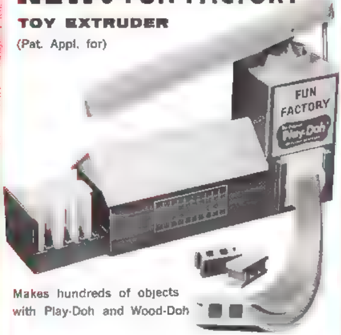
EXCLUSIVE!
NEW FORMULA!
COLORS BLEND!
The Original Play-Doh
MODELING COMPOUND
AIR DRIES COLOR TRUE
NON TOXIC
CLEAN

FAVORITE FOUR-PAK
(FUN FACTORY REFILL)
PD-259 . . . . . . $1.00

Clean, non-toxic, pliable modeling compound. Four colors; red, blue, yellow, white. 12 to shipper. Wt. 30 lbs.

NEW! FUN FACTORY

TOY EXTRUDER
(Pat. Appl. for)

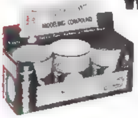

FUN FACTORY
Play-Doh

Makes hundreds of objects with Play-Doh and Wood-Doh

PD-550 Deluxe Set	$5.00

With 12 extruder dies and four cans modeling compound. 6 to shipper. Wt. 24 lbs.

WOOD-DOH
TRI-PAK


MODELING COMPOUND

W-656 . . . . $1.00
(Fun Factory REFILL)

For scouts teen-age hobbyists! Pliable compound . . . dries like wood. Red—brown—yellow. 12 to shipper. Wt. 24 lbs.

captain kangaroo

12 BIG WEEKS
SEPT. 13 thru DEC. 1
139 CITIES . . .
CBS TV NETWORK
New Demonstration . . . ON FILM!

TV BONUS

PLAY-DOH will be seen on "ALCOA PRESENTS" ABC TV NETWORK on OCT. 25

PLAY-DOH
ADVERTISING SCHEDULE

- PARENTS' Magazine October Edition . . . Full Column Seen by more than 2,000,000 mothers.
- The INSTRUCTOR . . . September Edition . . . Half-Page Back-to-School buying guide for teachers
- PLUS . . . Consumer Catalogs to more than 20,000,000 families!

COMMENDED BY THE PARENTS' MAGAZINE

Rainbow Crafts, Inc.
Cincinnati 12, Ohio

UNBREAKABLE POLYETHELENE TOYS

ELDON AUTO TRANSPORT

Authentic miniature truck and trailer. Two cars, two station wagons, ramp to load and unload them. In flexible, unbreakable polyethylene, safe for very young children, fun for older ones. Tool box with hand tools. Package size 19¹³⁄₁₆" x 4⅝" x 5". Weight 1½ lbs. Provides hours of interesting play. Ramp pulls back into truck. Cars and station wagons separate and removable.

22A-783 B195.... .. .. .Retail **$1.98**

SEAGRAVE AERIAL LADDER FIRE ENGINE

Detailed copy of famous Seagrave fire truck. Winch raises and lowers ladder, extends it to two feet. Ladder rotates mechanically on swivel base. In unbreakable polyethylene by Eldon. Color and detail just like real truck. Manned by two firemen. Authentic Tillerman's Seat. No paint to chip-off with use, no sharp metal corners to cut small fingers. An Eldon toy which gives youngsters hours of fun plus intimate knowledge of the way a real ladder truck operates. Package size 21⅞" x 5¼" x 5⅛". Weight 1½ lbs.

22A-1056 B195 ....Retail **$3.00**

ELDON ATTACK TRANSPORT

Loading boom really works, loads four armored vehicles through two open-and-close deck hatches. Four soldiers, two lifeboats, landing net. Rocket-firing cannon at bow. Moves realistically on hidden wheels. Pack. size 20½" x 5" x 4½". Wgt. 1½ lbs.

22A-785 B195 .. . .Retail **$2.98**

DUMP TRUCK BY IDEAL

Sturdy dump truck with open and close tail-gate. Dumper raises and lowers by lever, locks into position. Accurate copy of real truck in unbreakable polyethylene. No sharp edges, no paint to chip or peel.

22A-690 B149 Wgt. 2¼ lbs...Retail **$2.50**

IDEAL TOW TRUCK

Good, all purpose truck. Has jack, wrench, mallet, screwdriver, open-end wrench. Tool box opens and closes. In unbreakable polyethylene, designed and colored to look just like real truck. Big and realistic. Length 18¾". Ship. wgt 2¼ lbs.

22A-691 B149... . . ..Retail **$2.50**

IDEAL RODEO TRANSPORT TRUCK

For cowboy fans. Unbreakable polyethylene truck carries corral, 3 cowpokes, 2 horses and one calf. Tailboard of truck lowers to serve as unloading ramp. Unload, stage rodeo, re-load and travel. Wgt. 3 lbs.

22A-689 B259...............Retail **$4.00**

IDEAL TWIN ENGINE SEA PLANE

Durable polyethylene plane with two wind-up motors to turn propellers. Designed to float on water but has rubber landing wheels too. Wing span 15", fuselage 15". Simulated windows. Shipping weight 1½ lbs.

22A-680 B179...............Retail **$2.80**

HUFF 'N PUFF LOCOMOTIVE

It rolls, puffs smoke, clangs bell while radius and vertical rods move! A 22" model of locomotive and tender. Made of unbreakable polyethylene. Railroad-minded grown-ups could even get a kick out of this one.

22A-931 B195...............Retail **$3.00**

PUMPER FIRE ENGINE

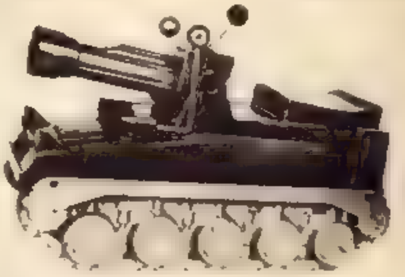
Push a button and shoot a jet of water! Really puts out fire! Six wheels, removable ladders, extinguishers and spare hose nozzle are some of the realistic features of this fun-to-use toy fire engine. Made of unbreakable polyethylene. 20" long.

22A-929 B195 ....Retail **$3.00**

POM-POM JEEP

Has removable rear-mounted Pom-Pom action gun — with gun noise! Jeep is 18" long and comes with removable spare tire and folding windshield. Made of unbreakable polyethylene. An exciting toy for any youngster who likes realistic models.

22A-930 B195...............Retail **$3.00**



IDEAL RIDE 'EM TANK

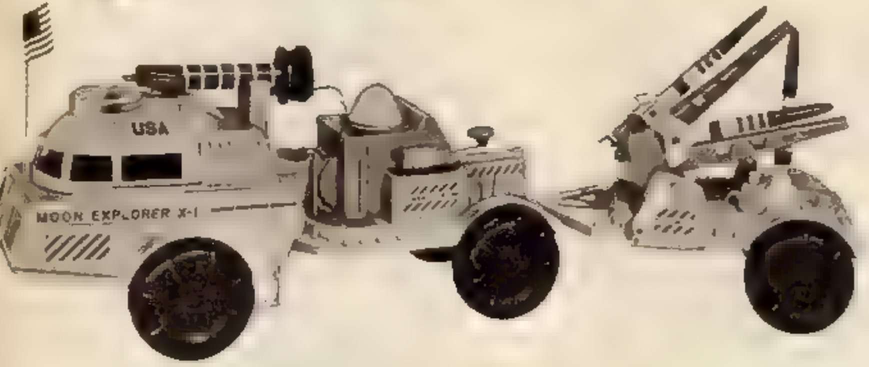
Youngsters actually ride this unbreakable polyethylene tank! Won't scratch or damage floors or furniture. Ball handle steering to maneuver tank left or right. Press level and toy cannon shoots five harmless plastic balls. 25" long.

22A-872 B665 Wgt. 7½ lbs ..Ret. **$10.00**

EXPLODING
DART GAME

BAZOOKA TANK DESTROYER DART GAME

Thrilling new game. Bazooka "fires" rubber-cup tipped darts at tank in center of board. Hit the target and a toy pistol cap explodes with a loud bang. Lift a small lever and reload target for the next player. The all metal action dart board uses roll caps. Dart-shooting bazooka completes the outfit. Completely safe for any age. Comes in durable polyethylene bag for convenient storage. Shipping weight approximately 2½ lbs.
22A-1110 B265 ....Retail **$4.00**



IDEAL MOON EXPLORER

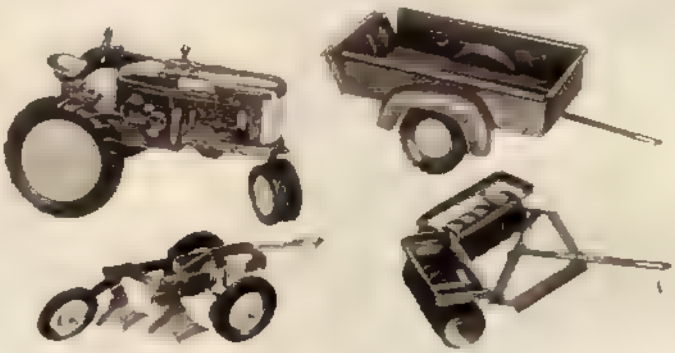
Ready for the day when first task force explored the moon. Big polyethylene truck beeps and flashes light when Geiger counter touches metal. For combat rockets on twin launching platforms can be raised and lowered. They soar into the air when button is pushed. Operating telegraph key transmits code.
22A-873 B465 Length 28". Ship. wgt. 3 lbs.........Retail **$7.00**

SPOTTY BABY ROCKER

A gay, safe rocking horse for beginners. Children from 6 months to 2 years enjoy long rides on jolly, bright colored Spotty. Bell tinkles as they rock. Only 4½ inches from the floor. Made from sturdy white pine wood. Never sags or scratches. Overall length 19". In red and blue. Weight 3½ lbs.
22A-112 B194......................................Retail **$3.00**

FENCING FOILS AND MASKS

The sport of kings, recommended now by schools and colleges to develop quick thinking, good posture and coordination. Two 40 inch spring steel swords with metal guard hilts and safety tips, two masks of strong 4" wire mesh. Instruction book. Learn at home this ancient, colorful sport.
22A-1019 B325 Ship. wgt. 2 lbs. 6 oz... ....Retail **$4.98**



TRU-SCALE JUNIOR SET

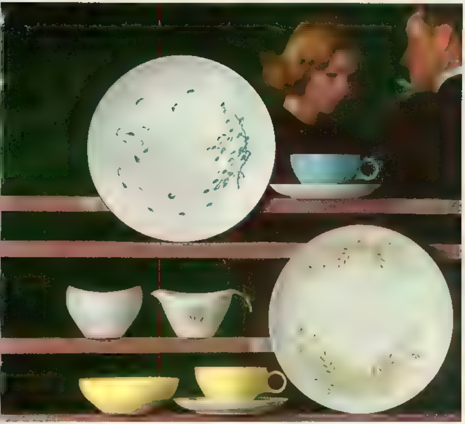
Toy farm implements, tractor, harrow, plow and trailer. Accurately detailed, instructive fun. Couple implements to the toy trailer and see how real farm implements work. Play at being a real farmer. Hours of entertainment for children. Shipping wgt. 2½ lbs.
22A-1113 B330................................Retail set **$4.98**

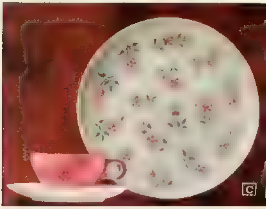
SUPERIOR TOYS

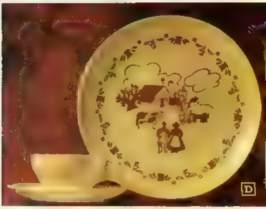
DUCK SHOOT
SAFETY DARTS

DUCK SHOOT WITH RIFLE DART GAME

A unique game that develops skill in hitting a moving target. Three realistic wild ducks are mounted on a revolving stand. Plastic rifle fires rubber-tipped darts. Duck falls to ground when hit. Darts are completely safe for indoor use. An absorbing game of skill for boys and girls. Experienced hunters, too, may want to test their ability to knock a duck from the arm of the stand to which it is attached Shipping weight 4⅓ lbs.
22A-1111 B330.......................................Retail **$5.00**







PROLON'S EXCITING MELAMINE LINE OFFERS UNEQUALED VALUE

COMPOSITION OF SETS

45-Piece Set. Eight each: large dinner plates, B & B's, cups, saucers, cereal bowls. One each: 14-inch platter, creamer, covered sugar bowl, vegetable dish. Ship. Wt. 14 lbs.

53-Piece Set. Eight each: dinner plates, B & B's, cups, saucers, cereals, fruit bowls. One each. 14-inch platter, creamer, covered sugar bowl, veg. dish Ship. Wt. 16 lbs.

77-Piece Set. Twelve each. dinner plates, B & B's, cups, saucers, cereals, fruit bowls. One each· 14-inch platter, creamer, covered sugar bowl, veg. dish Ship. Wt. 21 lbs.

89-Piece Set. Twelve each. dinner plates, salad plates, B & B's, cups, saucers, cereal, fruit dishes. One each 14-inch platter, creamer, covered sugar bowl, veg. dish. Ship. Wt. 25 lbs.

Here is the new array of beautiful porcelain-quality patterns you've been waiting for . . . skillfully combined with the durable quality of PROLON melamine. This strikingly designed line is all but unbreakable, chip-and-crack resistant and it can be washed in a dishwasher. America's top value! You'll find it right for every occasion.

[A] LEAFDANCE . . . swirling leaves in a heavenly combination of Turquoise and multi colored accents makes this pattern the most charming creation of this or any other year

Retail
25-0357 W 2663 53-pc. Set (**27 pcs. Dec.** **$39.95**
25-0399 W 3997 77-pc Set **39 pcs. Dec** **$59.95**

[B] GOLDEN GARLAND . . . rich gold leaf sprays of leaves and flowers accented with yellow and turquoise. You'd expect to find this pattern treatment only in higher priced lines

Retail
25-0340 W 2663 53-pc Set (**27 pcs. Dec.**) **$39.95**
25-0381 W 3997 77-pc Set (**39 pcs. Dec.**) **$59.95**

NOTE: PATTERNS [A] & [B] dinner plates, B & B plates, saucers, platter, creamer & sugar decorated on white. Other pieces are in complementary colors as pictured

[C] EXOTIC ROSE . . . a cascading repeat pattern of roses in soft pink and gray; a welcome touch of brightness to enjoy all year. Dinner plates, B & B plates and platter decorated on white. Other pieces in pink and white

Retail
25-2056 W 1997 45-pc. Set (**17 pcs. Dec.**) **$29.95**
25-0365 W 3664 77-pc. Set (**25 pcs. Dec.**) **$54.95**

[D] FARM-IN-DELL . . . has the fresh and sunshiny look that makes food seem twice as good Executed in brown on yellow. Dinner plates, B & B plates and platter decorated on yellow. Other pieces yellow. **Retail**
25-0332 W 1997 45-pc. Set (**17 pcs. Dec** **$29.95**
25-0373 W 3664 77-pc. Set (**25 pcs. Dec.**) **$54.95**

OPEN STOCK **Shipped Prepaid.** Minimum order $10.00 Retail Allow 10 days for shipping

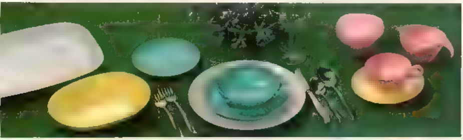
DECORATED PIECES . Golden Garland, Leafdance Exotic Rose, or Farm-In-Del. **Specify pattern.**

STOCK NO.	DESCRIPTION	RETAIL
65-3972 FF 188	10-inch Dinner Plate	$2.50
65-4012 FF 105	6¼-inch B & B Plate	1.40
65-4053 FF 105	Saucer*	1.40
65-4079 FF 431	14-inch Platter	5.75
65-4111 FF 431	Cream & Sugar Set*	5.75

*Available in Golden Garland and Leafdance only

SOLID COLORS Pink, White Turquoise, or Yellow **Specify color**

STOCK NO.	DESCRIPTION	RETAIL
65-3493 FF 113	10-inch Dinner Plate	$1.50
65-3535 FF 83	7½-inch Salad Plate	1.10
65-3576 FF 68	6¼-inch B & B Plate	.90
65-3618 FF 68	7-oz. Cup	.90
65-3659 FF 60	Saucer	.80
65-3691 FF 94	20-oz. Soup Dish	1.25
65-3733 FF 83	15-oz. Cereal Dish	1.10
65-3774 FF 60	7-oz. Fruit Dish	.80
65-3816 FF 169	Open Vegetable Dish	2.25
65-3857 FF 244	14-inch Platter	3.25
65-3899 FF 296	Cream & Sugar Set	3.95
65-3931 FF 206	Divided Veg. Dish	2.75



JEWEL TONE SPECIAL . . . a big-set value for a small-set price in lustrous decorator colors. A rainbow assortment of pink, turquoise, yellow and white jewel tones.

25-2007 W 1663	45-pc. Set	**Retail $24.95**
25-0407 W 3330	89-pc Set	**Retail $49.95**

ALL PROLON dinnerware is guaranteed by manufacturer not to chip, crack or break during normal use for two full years.

Punkinhead
1
1.79
3
14.95
2
1.98

10 **CHILDREN'S SCARF AND MITT SET** of warm high-bulk Nylon with captivating design. Packed in plastic bag. Colours Red, Navy Blue, Green. Sizes 2, 3, 4. *State size and colour* See **EATON'S** Fall Catalogue page 583 for How to Measure for mitts.
1-B-9000. Price, set........................ 1.65

11 **PUNKINHEAD WRIST WATCH** with yellow metal figures on white dial. Has dependable movement in chromium-plated case with shatterproof crystal. Leather strap with metal buckle An exciting Christmas gift for your favourite youngster
15-B-9016. Price, delivered 5.95

12 **PUNKINHEAD PAINT SET** contains 54 specified water colours and paint brush. Attractive red box about 9½ by 6 inches.
5-B-9028. Price, set........................ 49c

13 **PUNKINHEAD PENCIL POUCH** with top zipper closing. Durable Plastic case contains one rubber-tipped lead pencil, four plain lead pencils; 7-inch coloured pencil; two 3½-inch coloured pencils; 6-inch ruler. Size about 8¼ by 3¼ inches. Colours Red or Brown
5-B-9029 Price, set........................ 79c

14 **EAR-WARMER AND GLOVE SET** made of warm, soft high-bulk Nylon with appliquéd design. Gloves are smooth knit with ribbed cuffs. Colours White, Pink; Red. Glove Sizes 2, 3, 4. In plastic bag. See **EATON'S** Fall Catalogue page 583 for How to Measure for gloves. *State colour and glove size wanted.*
1-B-9003. Price, set. 1.39

15 **PUNKINHEAD SLIPPERS** are made of Suede Leather in moccasin style. Fringed cuffs; leather thong ties; laced vamps. Warm red linings. Padded soles. Colour Golden Brown. Sizes 6, 7, 8, 9, 10, 11, 12, 13, 1, 2, 3.
39-B-9034. Price, pair........................ 1 99

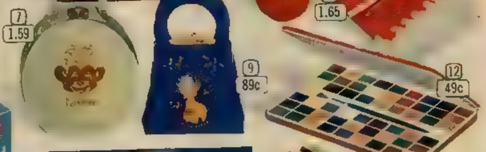
16 **PETITE SHOULDER BAG** of calf-grain effect Plastic with Punkinhead embossing. Contains patterned hankie, comb and mirror. Zipper closing. Colours Red, Blue; Green; Brown. Size about 7 by 5 ins. *State colour*
17-B-9017 Price 1.00

17 **SLIPPER SOCKS** of Wool and Rayon with padded, sueded leather soles, sueded fabric sides; ribbed cuffs. Hand-appliquéd design. Colours Red; Royal Blue, Green. Hosiery Sizes 6, 7, 8, 9
1-B-9001 Price, pair 1.00

18 **PUNKINHEAD BEAR** of moulded Vinyl Plastic. About 11¾ ins. tall, movable head, arms and legs. Squeaks when squeezed.
27-B-9025. Price 1.98

19 **SKI MITTENS** of Cotton Poplin - warmly lined with fleeced rayon and cotton. Elastic shirring at back Colours Red; Navy; Brown. Sizes 2, 3, 4. *State size and colour*
1-B-9002. Price, pair........................ 89c

20 **SMART SUEDE-LEATHER** Bootee Slippers with Punkinhead vamps and lace ties. Wool collars, fleeced cotton linings Padded leather soles and heels. Sizes 6, 7, 8, 9, 10, 11, 12. Colour Golden Brown. *State size wanted*
39-B-9035. Price, pair........................ 1.99



Punkinhead
4
45c
5
1.98
6
Two Boxes
49c

The latest Punkinhead Story Book "Punkinhead and Jock The Jumper" will be included (while available) with each order from items (1) to (20).

1 **DUFFEL BAG** with Punkinhead motif on front. Two-tone Brown calf-grain effect Plastic with top handle and zipper closing. Personal identification window in front. Size about 9 by 7 by 3 inches.
17-B-9018. Price........................ 1.79

2 **PLATE, MUG AND BOWL SET** just the thing for Punkinhead fans! This enchanting Earthenware set is well glazed for extra protection The bowl size about 5 ins. in diameter, plate about 7¼ ins. Colours Pink or Blue *State choice of colour when ordering.*
052-B-9038. Price, 3-piece set............. 1.98

3 **FOLDING KINDERGARTEN SET** of durable Steel construction in easy-to-clean Grey enamel finish. Prominent Punkinhead figure is surrounded by familiar animal sketches on table top. Leatherette-covered seats. Table top has plastic-coated surface. Table is about 21 inches high with 24-inch square top. Should provide hours of fun and enjoyment. Table and chairs fold flat for easy storage
027-B-9023. Table and two chairs
Price, set, delivered . . 14 95

4 **PUNKINHEAD CRAYONS** in 48 assorted colours including silver and gold colours, for school or playtime use. In Punkinhead box and wrapped in protective covering
5-B-9022. Price, box 45c

5 **CHILDREN'S 20-PIECE DINNER SET** of good quality glazed Earthenware is gaily patterned with a happy figure of Punkinhead Set consists of platter, vegetable dish with lid, tea-pot with lid, sugar bowl with lid, cream pitcher and four each plates, cups and saucers.
27-B-9024. Price, boxed set................ 1.98

6 **PUNKINHEAD LOLLIPOPS.** 18 wholesome fruit-flavoured lollipops packed in a gay, colourful box. A Christmas treat!
14-B-9007 Price.................. 2 boxes 49c

7 **ATTRACTIVE BOBBY BOX** covered in embossed Plastic with popular Punkinhead figure on one side. White Vinyl bindings. Plated clasp and hinges. Shaped plastic handle.
27-B-9026. About 8 inches wide. Price ... 1.59

8 **BOYS' AND GIRLS' SCHOOL BAGS** with prancing Punkinhead picture on the large outside pocket. Made of durable simulated Leather with two-buckle closing. Name slot on flap. About 13 by 10 inches.
5-B-9020 With strap for boys
5-B-9021 With handle for girls. Price, each 1.98

9 **PUNKINHEAD HANDBAG** in calf-grain effect Plastic. Yellow metal frame, double handles. Colours Blue; Red; Green, Brown. About 5¼ by 4½ inches
17-B-9019. *State colour.* Price.............. 89c

13
79c
15
1.99
14
1.39
16
1.00
17
1.00
18
1.98
19
89c
20
1.99

NAMES in the NEWS

SMITHLINE

LeCOMPTE

WARNELL

Charles M. Smithline, president of the National Skin Diving Institute, has joined the underwater division of Seamless Rubber Co., New Haven, Conn., as consultant in underwater equipment, Harry Andrews, division manager, announced January 20. Well known as a police trainer, Smithline has been skin and scuba diving for more than 15 years, and is credited with resourcefulness in treasure salvaging.

Norman J. LeCompte has been appointed sales manager of waterproof protective clothing at United States Rubber Co., New York City. He succeeds Virgil A. Wibbelsman, who retired after 40 years service with the company. He will make his headquarters in the company's Washington, Ind. plant.

The appointment of **J. F. Warnell** as sales vice-president and A. J. Adams as production vice-president of Union Carbide Consumer Products Co., division of Union Carbide Corp., was announced January 14 by A. C. Bryan, division president. Warnell became associated with Union Carbide in 1933 and was named general sales manager of consumer products in 1958. Adams joined in 1929 as a development engineer for Eveready products.

George H. Dalton, 45, formerly controller for Langley Corp., San Diego, Calif., has been named assistant to the president, M. B. Laddon. Dalton received his degree in business administration from the University of Arizona in 1936, served 20 years in industry, and from 1957 to 1959, was controller for Mercy Hospital, San Diego, joining Langley last July 1.

Paul R. MacDonald, Montclair, N. J., was appointed sales and promotional representative of Golfcraft, Inc., Chicago, Ill., February 1, Mark Cox, vice-president, announced. MacDonald has been an executive assistant with the United States Golf Association in New York for the past five years. He will represent Golfcraft in New York State, with office and residence at Syracuse, N. Y.

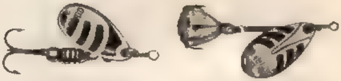
Eagle Rubber Co., Inc., Ashland, Ohio, announces the appointment of **James H. Kiste** as sales manager of the Kent Sporting Goods Co. division, which manufactures junior football helmets, shoulder pads, pants and jerseys. Before being transferred to the Kent Division, Kiste worked in the sales department at Eagle Rubber for two years.

DALTON

MacDONALD

KISTE

INTRODUCING....



THE CELTA
(4 Sizes — 4 Colors)

THE ONDEX
(4 Sizes — 4 Colors)

Available now, together with five other lures from the same manufacturer.

- EIRA
- PLUCKY
- VELTIC
- FLOPY
- VOBLEX

Catalog Pages Showing Colors and Sizes Available.

Order through your jobber. Good territories still open for representatives.

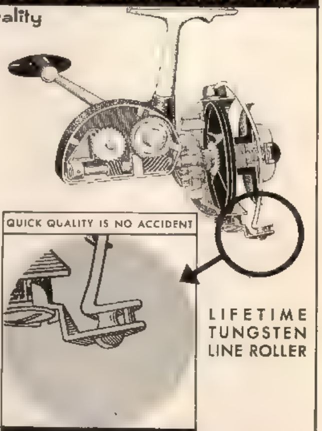
EXCLUSIVE DISTRIBUTORS

JACKMAN FISHING TACKLE, INC.
JACKMAN, MAINE

In Canada — Huron Fishing Tackle, Inc. — Quebec City

(For More Information Circle No. 311 on Page 257)

Quick IT'S WHAT'S INSIDE, THAT COUNTS
Quality



WRITE FOR CATALOG
BRADLOW INC.
[illegible] WEST JEFFERSON BLVD.,
LOS ANGELES 16, CALIFORNIA
PARTS AND SERVICE AVAILABLE

(For More Information Circle No. 312 on Page 257)

RADIO LINE
PRICE QUALITY SERVICE

A warm invitation is cordially extended to you
to visit the beautiful **RADIO LINE**
showroom at its new location **ROOM 840**
200 Fifth Avenue Building, New York City

RADIO STEEL & MFG. CO., CHICAGO 35, ILL., WORLD'S LARGEST MANUFACTURERS OF COASTER WAGONS & SCOOTERS

Ring up bigger-than-ever CHRISTMAS SALES!

vinyl squeeze toys from Dell in attractive mylar window gift boxes

Walt Disney Prod.

#81201 Giant-sized (11") MICKEY MOUSE all set for a trip to any child's heart 6 to carton Weight 5 lbs.

© Hanna-Barbera Prod

#81205 Huckleberry Hound and his pal Yogi Bear, America's favorite TV characters 12 boxes to carton Weight 6 lbs.

© Walt Disney Prod

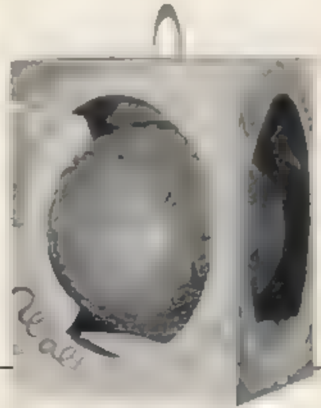
#81203 Mickey Mouse and Donald Duck, an all time favorite pair packaged together for fast sales 12 boxes to carton Weight 7 lbs

© Walt Disney Prod

#81202 Eleven inches high and full of fun—DONALD DUCK, ready for fast sales! 6 to carton Weight 5 lbs

Walt Disney Prod

#81204 Three Walt Disney favorites —Donald Duck Mickey Mouse and Shaggy Dog—begging to be bought from behind three mylar windows. 12 boxes to carton Weight 10 lbs.


© Walt Disney Prod

#81112 A unique idea in crib toys a nursery ball soft as baby himself and sculptured with all the favorite characters from the magic world of Disneyland. Features molded-in pastel colors and a safe plastic whistle which responds to the slightest touch 12 boxes to carton. Weight 5½ lbs

#81701 3 each of #81201 and #81202 6 to carton. Weight 5 lbs.

CARTONS CAN BE SHIPPED PARCEL POST

Retail priced from $1.00 to $1.98

DELL

DELL DISTRIBUTING, INC.

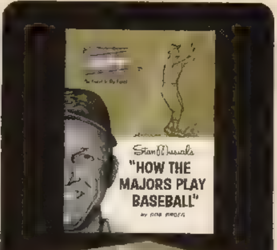
SALES OFFICE: 750 Third Avenue, New York 17, N. Y.
SHOWROOM Room 969, 200 Fifth Avenue, New York 10, N. Y

Stan Musial's
RECORDS

"DEEPWELL" POCKET
Stan Musial
PERSONAL MODEL
SM6
Rawlings
MADE IN U.S.A.

Stan Musial

RECORD BREAKER


Stan Musial's
"HOW THE MAJORS PLAY BASEBALL"
by BOB BROEG

Now featured in a promotional package that's sure to break sales records!

"The Finest In The Field!"
Stan Musial
BASEBALL'S GREATEST RECORD HOLDER
Stan Musial
PERSONAL MODEL
Baseball Glove
SM6

No need to tell you about the appeal of Stan "The Man"! Now Rawlings offers a package that captures every bit of that appeal and brings it into your store. It's a golden gift pack that's all Musial. There's a superb quality Musial personal model glove featuring Rawlings pro-style H-web; a scroll listing all of Musial's records; a full-color picture; and Musial's "How The Majors Play Baseball" booklet. It's yours to sell—at a price that will sell. Stock-up—this one will be advertised nationally.

"The Finest In The Field!"®

Rawlings

Stan Musial is a member of Rawlings baseball advisory staff

St. Louis • New York • Los Angeles • Dallas • Chicago • Seattle

This ad appearing in Sports Illustrated, Sport, Sporting News, Junior Scholastic, Boys' Life

(For More Information Circle No. 8 on Page 215)

proved by
countless hours
of carefree
enjoyment...

16' REBEL

Ray Greene THE FIRST NAME IN FIBERGLASS BOATS

From the 26' *Sparkman & Stephens* designed New Horizons down to the 10' Vixen, indulge your fancy — make your choice — and sail away to countless hours of carefree boating — of family fun — of exhilarating sailing. Here is a fleet of proved design, roomy, safe and able. Whichever your choice — you may sail with envious pride, knowing she was built to the highest standards of craftsmanship — with built in ruggedness and maintenance-free qualities which fiberglass alone provides. Fittings, hardware and appointments, too, make for greatest ease and comfort for you and your guests. Be your interest racing, cruising or daysailing, your ideal is here.

26' NEW HORIZONS
QUALIFIES NOW UNDER
REVISED M.O.R.C. RULES

12' NIPPER (PLYWOOD)

10' VIXEN

Also available in fiberglass:
the 20' Flying Dutchman
the 17' National One-Design
and the 15' 6" Snipe.

RAY GREENE & CO.
PIONEER IN FIBERGLASS CONSTRUCTION
504 S. Byrne Road, Toledo 9, Ohio

See these boats at the NEW YORK, CHICAGO and MIAMI Shows

What puts Owens cruisers in a livability class by themselves?

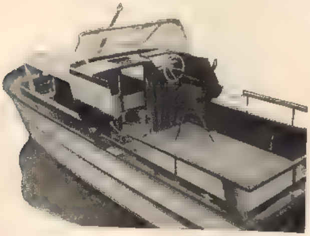
The *people* who design and build them . . . with all the savvy of two generations of experience. Owens' better space planning is done by real "pros" under actual cruising conditions. Owens' functional styling is dedicated to giving your family more fun room by day, more stateroom by night.

Just as Owens has modernized cruiser hulls for V8 power, to create a new "hullmark of quality," so has Owens improved and expanded the traditional layout of cabin, cockpit, and topside area. Forward decks (of teak, mahogany, or canvas) are broader due to Owens' wider-flaring bow, low-crowned for safety, and have Navy-type metal hatches for deck-to-cabin access. Side decks have greater walkaround width, toerails and handrails. From there, it's an easy step down to Owens' cockpit floor . . . completely flush, of teak, mahogany, or vinyl, with metal-bound engine hatches.

FLUSH-FLOORED COCKPITS, THE MOST SPACIOUS AFLOAT

Cockpits in all Owens cruisers are of *maximum* dimensions, with mahogany and chrome yacht railings positioned to the outside of the boat. Railings are inches higher than recommended safety minimums, with port and starboard gates for easy boarding. Stanchions incorporate engine compartment ventilators. Cockpit sides are finished in mahogany paneling.

On Owens cruisers, the flying bridge is distinguished by its complete, non-corrosive instrument panel and controls . . . and by a metal-framed windshield with full-opening section of non-scratching plate glass. Adjacent companionway has a hatch above the all-weather door, that lifts to permit easiest entry to the cabin.



CABINS WITH MORE COMFORT, PRIVACY, LIGHT AND AIR

Spend a night aboard an Owens cruiser . . . sit down to breakfast, lunch, or dinner . . . and you'll begin to appreciate the difference advanced cabin design can make. In the Owens cabin, you're surrounded by an eye-filling, breeze-catching expanse of opening windshield and windows, with slim but strong aluminum corner posts instead of the usual bulky wood framing. All around you, too, is varnished golden mahogany that holds its luster. In most models, *two-cabin privacy* is effected by window-height wardrobe lockers forward. (Tuck the children in their bow berths and play cards at the Formica dinette table as late as you like!)

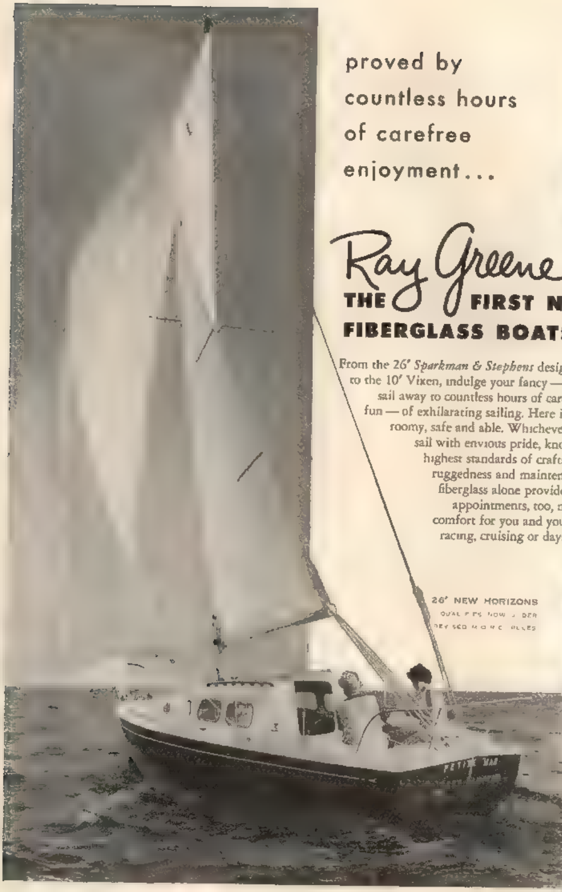
The stainless steel galley is skillfully arranged, with a double-door icebox (that loads from the cockpit in some models). The full-height private lavatory often has a vanity and washbasin, as well as a tall dressing mirror. Deep, wider than usual foam mattresses are covered in colorfast, easy-to-clean vinyl. Cabin floors, of mahogany or vinyl, are a cinch to maintain. Some Owens cabin tops (with up to 6'8" headroom beneath them) are of one-piece white Fiberglas® . . . stronger, lighter, cooler, longer-lasting.

Stowage space? That's Owens' specialty . . . finding more and more room throughout the cabin for clothes lockers, drawers, compartments, dish and cup racks . . . convenient spots for gear, supplies, and tools. Owens *knows* what you need.

Practical quality features like these, inside and topside, are worth *having* . . . worth *comparing* before you buy. Provided by Owens, they add immeasurably to the pleasure you get from every inch of your boat, from every minute of your cruising.

OWENS

© 1960, Owens Yacht Co., Inc., Baltimore 22, Md. . . builders of 40 models of Yachts, Flagships, Sea Skiffs, Fiberglas Outboards . . . and Flagship Marine Engines



26' NEW HORIZONS
QUALIFIES NOW UNDER
REVISED M.O.R.C. RULES

proved by
countless hours
of carefree
enjoyment...

16' REBEL

Ray Greene THE FIRST NAME IN FIBERGLASS BOATS

From the 26' *Sparkman & Stephens* designed New Horizons down to the 10' Vixen, indulge your fancy — make your choice — and sail away to countless hours of carefree boating — of family fun — of exhilarating sailing. Here is a fleet of proved design, roomy, safe and able. Whichever your choice — you may sail with envious pride, knowing she was built to the highest standards of craftsmanship — with built-in ruggedness and maintenance-free qualities which fiberglass alone provides. Fittings, hardware and appointments, too, make for greatest ease and comfort for you and your guests. Be your interest racing, cruising or daysailing, your ideal is here.

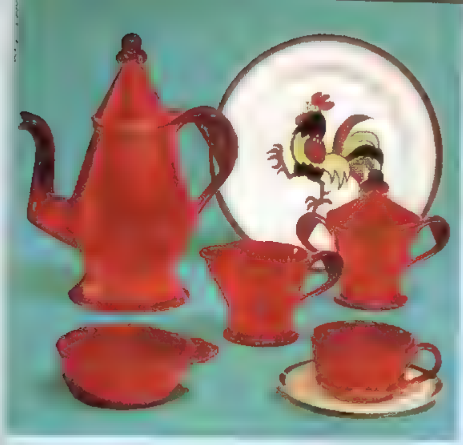
12' NIPPER (PLYWOOD)

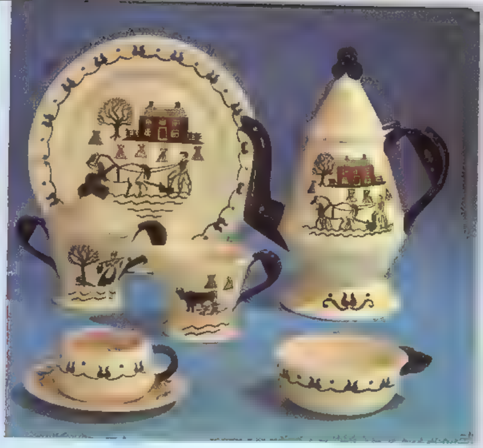
10' VIXEN

Also available in fiberglass:
the 20' Flying Dutchman
the 17' National One-Design
and the 15' 6" Snipe.

RAY GREENE & CO.
PIONEER IN FIBERGLASS CONSTRUCTION
528 S. Byrne Road, Toledo 9, Ohio

See these boats at the NEW YORK, CHICAGO and MIAMI Shows





RED ROOSTER. So bright—so beautiful! A colorful hand-painted rooster in rich orange, charcoal, yellow and green struts his way across a warm textured background. The unusual, exciting shapes inspired from olden Tole Ware made from tin. Holloware pieces in "live-coal" red glazed semi-porcelain; oven and detergent-proof.

70-9188	**C1150**	16-pc. Set (for 4). See pg. 533 for contents	**$16.95**
70-9196	**C4350**	45-pc. Set (for 8). See pg. 533 for contents	**59 95**
70-9204	**C980**	8-pc. Set: 4 salad plates, 4 soups	**16 60**
70-9220	**C1160**	7-pc. Table Service. See pg. 533 for contents	**17 95**
70-9238	**B589**	Coffee Server, 11¼" high	**9 95**

HOMESTEAD PROVINCIAL. Yours to have and love a long time. Delightfully quaint farm scenes, inspired by Early American folk art, are done in spring green and berry red on textured sand ground. Shapes are so interesting [illegible] all done in fine glazed semi-porcelain that's both oven and detergent-proof.

70-9097	**C1150**	16-pc. Set (for 4). See pg. 533 for contents..	**$16.95**
70-9089	**C4075**	45-pc. Set (for 8). See pg. 533 for contents	**59.95**
70-9113	**C980**	8-pc. Set: 4 salad plates, 4 soups	**16.60**
70-9105	**C1040**	7-pc. Table Service. See pg. 533 for contents	**17 40**
70-9139	**8530**	Coffee Server, 1 ¼" high	**8 95**

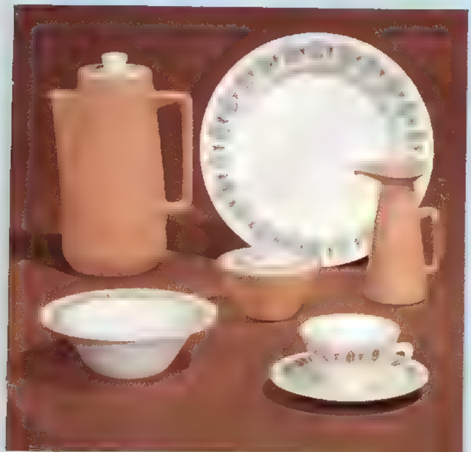
"Poppy Trail" . . . Enchanting California Dinnerware

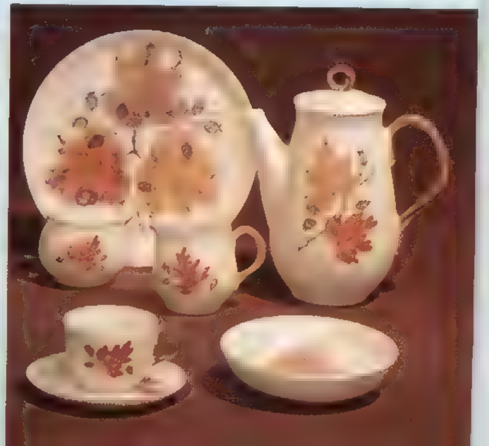
NAVAJO. Primitive art shapes are molded here into dramatic new dinnerware; the enchanting colors of turquoise and brown reflect the sun-baked sands and skies of the Southwest. Coffee server, sugar and creamer in Desert Tan with contrasting patterned covers. Hand-painted glazed semi-porcelain, oven and detergent-proof.

70-9246	**C1070**	16-pc. Set (for 4). See pg. 533 for contents.	**$15.95**
70-9253	**C3840**	45-pc. Set (for 8). See pg. 533 for contents	**56.50**
70-9261	**C744**	8-pc. Set: 4 salad plates, 4 cereals	**12 60**
70-9279	**C987**	7-pc. Table Service. See pg. 533 for contents	**15 25**
70-9287	**B503**	Coffee Server, 11¼" high	**8 50**

WOODLAND GOLD. Lovely new pattern you'll cherish for years! Autumn leaves in delicate tones of brown, rust and green on a soft speckled yellow ground. Hand-decorated semi-porcelain with a satin-soft look glaze that's safe in oven or dishwasher. Detergent proof, too, and durable beyond your fondest dreams.

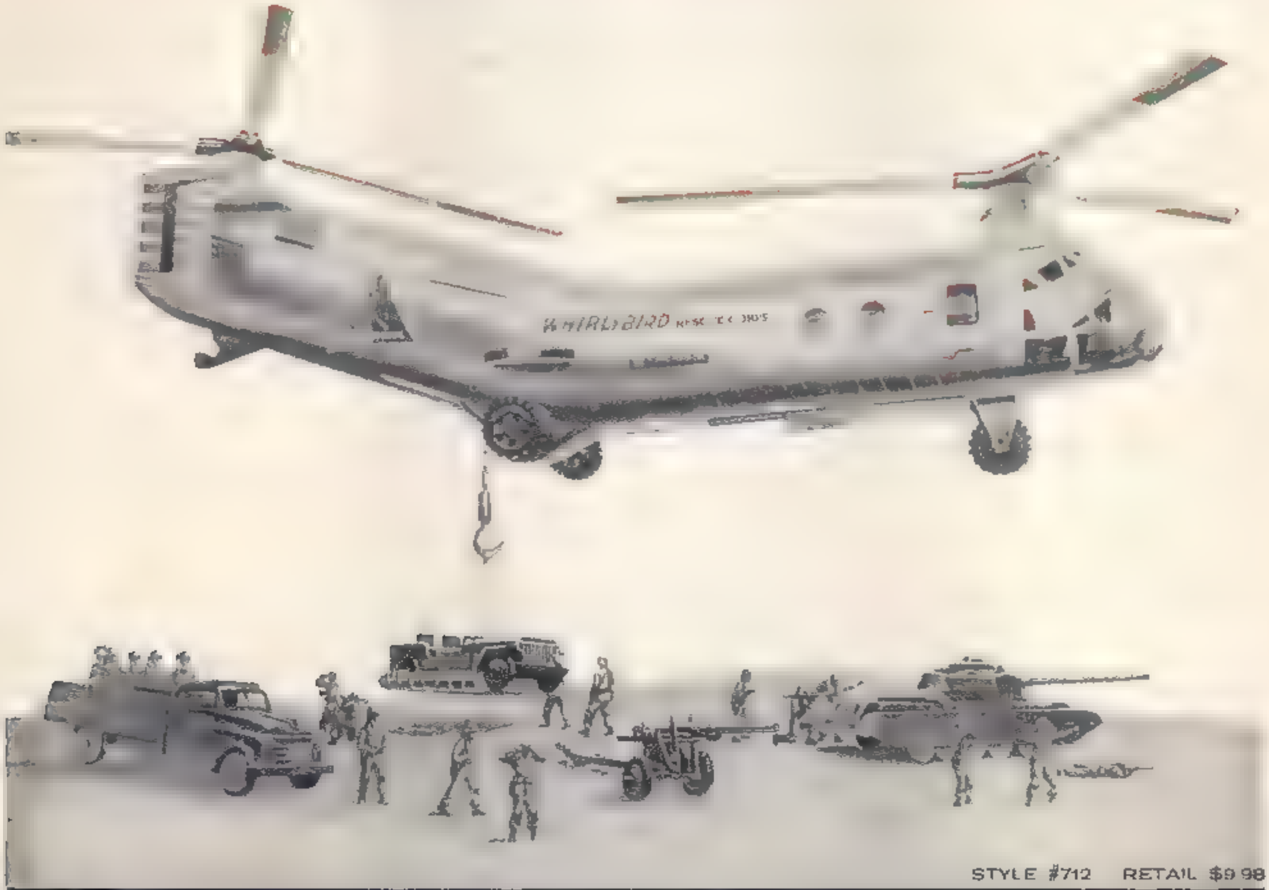
70-9295	**C1299**	16-pc. Set (for 4). See pg. 533 for contents	**$16.95**
70-9311	**C4600**	45-pc. Set (for 8). See pg. 533 for contents	**59.95**
70-9329	**C874**	8-pc. Set: 4 salad plates, 4 soups	**14 80**
70-9337	**C1143**	7-pc. Table Service. See pg. 533 for contents	**17 70**
70-9345	**B589**	Coffee Server, 10½" high	**9 95**





REMCO DOES IT AGAIN

with the Whirlybird Rescue Helicopter



STYLE #712 RETAIL $9.98

Comes with army of 25 men, truck, jeep, tank and artillery piece.

REMEMBER: EVERY BOY WANTS A REMCO TOY...AND SO DO GIRLS

REMCO INDUSTRIES, INC. • 113 N 13th STREET NEWARK NEW JERSEY

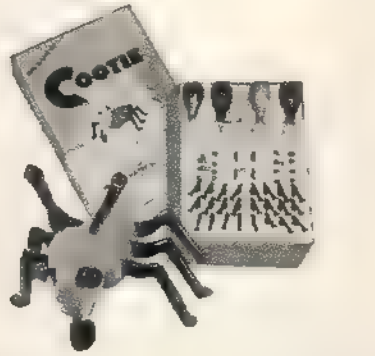
"CAPTAIN KANGAROO"

IS FEATURING

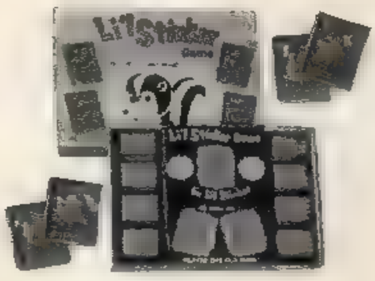
COOTIE & LIL' STINKER

ON CBS-TV

OCTOBER – NOVEMBER – DECEMBER



COOTIE: Greatest "fun package" ever devised for the entire family. Stock a good supply of this fabulous bug game for year-'round selling. Good for all ages **$2.00**
#200 Wt. Per Dozen .... 8 lbs.



LI'L STINKER: Like that all-time favorite, Old Maid, this game is extra easy to play. Animal titles give LI'L STINKER extra sales appeal and make it a wonderful game for youngsters. Ages 4 to 8 . **$2.00**
#209 Wt. Per Doz . 9 lbs.

ORDER NOW!!

SCHAPER MANUFACTURING CO., INC.

Minneapolis 22, Minn. • JUniper 8-4638

FREE
touch-typing chart and instruction book

New! REMINGTON "Quiet-riter® Eleven" Portable

"Quiet-riter® Eleven"—only lightweight portable typewriter with features identical with a standard office typewriter! (1) Standard 11" carriage gives 10.3" standard writing line. Takes full size letterhead and school notebook paper lengthwise. (2) Standard keyboard . . . 44 keys, 88 characters . . . identical with keyboard on standard office model. (3) Miracle-Tab control key . . . lets you set and clear tabulator stops at the keyboard. (4) Super-strength frame gives extra years of dependable service. Single, double and triple line space selector; visible margin set; sure-grip cylinder; automatic ribbon reverse; variable line spacer. Shift key and lock at right and left; margin release key, personal touch regulator, etc. Handsome, satin-smooth finish in 4 colors. 10-lesson Touch Method Instruction Book; free cleaning brush. Weighs just 17 lbs. in luggage-type carrying case. (Please *specify* 1st and 2nd color choice when ordering.)

Color	*Pica Type*	*Elite Type*	*Retail*
French Gray	**79-8256 C11726**	**79-8264 C11726**	**$145.16**
Desert Sage	**79-8272 C11726**	**79-8280 C11726**	**145.16**
Mist Green	**79-8298 C11726**	**79-8306 C11726**	**145.16**
White Sand	**79-8314 C11726**	**79-8322 C11726**	**145.16**

REMINGTON RAND for home, school, travel

REMINGTON "LETTER-RITER" DELUXE. New, medium-priced portable . . . a speedy, accurate typewriter for business, home or school use. Has large-size, sure-grip cylinder for clearest printwork and positive feeding of carbon packs, cards, envelopes. Visible margin sets with finger-tip ease. Full 42-key, 84-character keyboard. Simplified ribbon changer. Handset tabulator. Right and left shift keys and locks. All controls located as on standard typewriter. French Gray satin finish. With touch-typing chart and booklet. Weighs 19 lbs. with handsome, stitched and bound, luggage-type carrying case.

79-7399 C8906 Pica Type. With carrying case . . **$121.38**
79-7407 C8906 Elite Type. With carrying case . . **121.38**

REMINGTON "TRAVEL-RITER" . . . LOW-COST FAMILY PORTABLE. Check the many features of this portable . . . only Remington Rand offers such outstanding value! Has all the essentials for speedy, accurate typing—without the expensive extras. Lightweight but sturdy; takes all the wear everyone in a family can give it. Youngsters enjoy the benefits of "Travel-Riter"—even in grammar school. Housewives like it for correspondence, reports, recipes. Executives prefer it on trips since it's so easy to carry. 42-key, 84-character keyboard. French Gray finish. 15 lbs. 2 oz. with case.

79-7415 C6789 Pica Type. With carrying case . . . **$89.75**
79-7423 C6789 Elite Type. With carrying case . . . **89.75**

Light and handy . . . weighs only 7½ lbs.
Phone sized for counter, desk or home use!

Add-Mate adds, subtracts, multiplies, totals, sub-totals . . . all electrically!

UNDERWOOD'S New All Electric Add-Mate

- Has all the ruggedness and convenience features you would expect to find only in larger, more expensive machines.
- Adds, subtracts, multiplies, totals and sub-totals—all electrically.
- Prints all entries on a tape to give you a permanent record . . . cuts the cost of figure-file data.
- The 10-key keyboard is so simple to operate, anyone can do it . . . and the Add-Mate soon pays for itself in the time it saves, the errors it eliminates!
- So attractively styled, you'll be proud to have it on your store counter, office desk, or home work table . . . so compact in size you can move it easily from one to the other.
- Slips into your luggage for travel, into a drawer when not in use.
- Two color choices for happy harmony with any decor.

Here's full-scale ability in an electric adding machine just the size of your telephone! The Add-Mate never crowds your desk or counter or dominates your work space. Tuck it out of sight in a desk drawer when you wish. If your business keeps you on the move, Add-Mate travels with you—anywhere.

Its accuracy and speed are not only business essentials, but a real asset at home too. Add-Mate saves you time and money by checking invoices, statements, tax forms, and by doing office and school home work. The simplified 10-key keyboard has subtraction, sub-total and total symbols, electric correction key, repeat key, digit indicator, visible tape record with transparent tear-off bar. Add-Mate weighs just 7½ lbs., lists $9,999.99 . . . totals to $99,999.99. Instruction book and cover included. AC. UL approved.

79-7225 C13250 Gray **$158.15**
79-7233 C13250 Blue **158.15**

"Golden Touch" UNDERWOOD PORTABLE TYPEWRITERS

UNDERWOOD DELUXE "QUIET TAB" . . . a rugged portable with famous Golden Touch. Operates with super quiet, big machine efficiency Tabulation operates from keyboard. Takes 10" paper, has full 84-character keyboard. Other features "Touch Control", "See Set" margins, Jam Release Key; Line Gauge; 1-2-3 spacing and variable line spacer; deluxe paper supports; 2-color ribbon with automatic reverse.

79-7274 C10596 Pica Type. Gray. With case. Wt. 24 lbs. . . **$139.96**
79-7282 C10596 Elite Type. Gray. With case. Wt. 24 lbs. . . . **139.96**
79-7357 C10596 Pica Type. Blue. With case. Wt. 24 lbs. **139.96**
79-7365 C10596 Elite Type Blue. With case. Wt. 24 lbs. . . . **139.96**

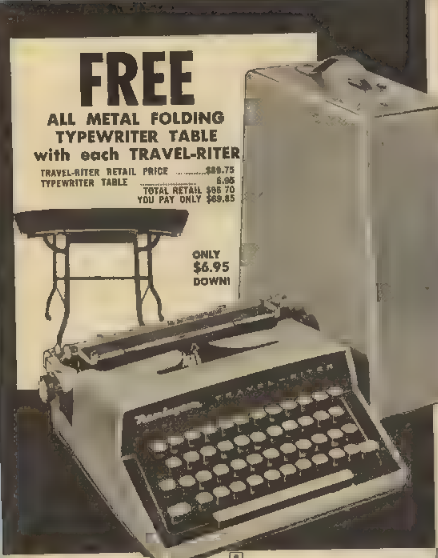
UNDERWOOD UNIVERSAL "QUIET TAB" . . . with major features of above. Full keyboard, 9" writing line, automatic line finder.

79-7290 C8986 Pica Type. Tan. With case. Wt. 24 lbs. **$122.86**
79-7308 C8986 Elite Type. Tan. With case. Wt. 24 lbs. . **122.86**

UNDERWOOD "LEADER" . . . top performer at a moderate price! Attractive, lightweight and well constructed, this Golden Touch portable is the ideal family typewriter . . . perfect for mother's correspondence, Dad's business or the children's school work. Turns out neat papers, clear carbons. Has full 9" writing line. 84-character keyboard includes arithmetic signs especially useful to students.

Loaded with features for easy operation: balanced segment shift eliminates carriage bob; finger-formed keys comfortably cradle your fingers; has easy-action back spacer. Also has right and left shift key, shift lock, adjustable hand margins with right hand bell indicator, coordinated carriage scale. Automatic line finder permits free turning of cylinder for writing between lines and accurate return to original line of writing. Has automatic ribbon reverse, adjustable paper fingers. Single, double, triple spacing. Wt. 22 lbs.

79-7316 C6635 Pica Type. Banff Blue. With case. . **$84.05**



FREE

ALL METAL FOLDING TYPEWRITER TABLE with each TRAVEL-RITER

TRAVEL-RITER RETAIL PRICE	$89.75
TYPEWRITER TABLE	6.95
TOTAL RETAIL	$96 70
YOU PAY ONLY	$69.85

ONLY
$6.95
DOWN!

A

ROYAL FUTURA 800. Only typewriter that combines the advantages of a portable with the hard-working features of a standard machine. Magic Margin, Twin-Pak (no smudge, fast ribbon change), Magic Column Set, Line Meter, Touch Control, full standard keyboard, automatic ribbon reverse. New luggage-type carrying case. Only $11 15 down! Elite or pica type. Specify color—periwinkle blue, cocoa, or mist gray.

31 R 1501 K11150 ea. Pica. Wt. 22 lbs. ....Retail $147.00
31 R 1502 K11150 ea. Elite Wt. 22 lbs. . . . Retail 147.00

BUY FROM US BY MAIL FOR THE FASTEST SERVICE

A REMINGTON "TRAVEL-RITER" PORTABLE—WITH FREE FOLDING TYPEWRITER TABLE. Only $6.99 down for a light-weight portable with so many "big machine" features: Collapsible carriage return and line space lever; left and right carriage release levers; line finder for typing out of regular spacing; margin buttons. paper arm supports; card writing finger; automatic and manual ribbon reverse. Pica or elite. Pearl and charcoal gray carrying case. Shpg. wt. 19 lbs.

31 H 0914 K6985 each Pica ....Retail $96 75
31 H 0915 K6985 each. Elite ....Retail 96.75
31 R 2601 K FREE each. Typewriter table. Wt. 12 lbs. .... Retail 6.95

SMITH-CORONA GALAXIE. NEW in style, speed, spirit! Lighter carriage faster typing New forward glide cover for easy ribbon change and type cleaning Easier reading type and distinctive carrying case Galaxie features mean better typing key set tabulator sets and clears tab stops Page Gage shows amount of paper left to type quick set margins give positive settings without moving carriage Touch selector and built-in erasure table All this for only $12 73 down! Colors Star Mist Blue, Driftwood Gray, Spring Green

31 H 0321 K12727 each. Pica. Wt. 20 lbs Retail $149.27
31 H 0322 K12727 each. Elite Wt 20 lbs. Retail 149.27

B

C

PAY ONLY 10% DOWN!

TAKE 18 MONTHS TO PAY!

B SMITH-CORONA SKYRITER. Only $5.98 down for a precision crafted portable—weighs only 9 pounds—with full office-size keyboard! Page Gage, Quick Set margins, full size carriage return lever, error control and touch selector Complete with handsome carrying case and instructions. Very smart beige with easy-to-read white keyboard. Your choice of type face—pica or elite. Shipping weight 10 lbs

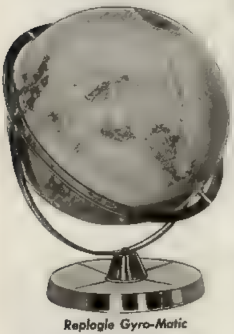
31 H 0305 K5975 each. Pica .... Retail $78.49
31 H 0306 K5975 each Elite .... Retail 78.49

C NEW ROYALITE BY ROYAL. Finest personal portable A masterpiece of modern engineering and design. Weighs only 6 pounds and just 3 inches high . . . yet Royalite features a standard keyboard, touch-set margin and wide cylinder which holds a standard size envelope. This beautiful new gray portable comes with a distinctive wafer-slim portfolio-type carrying case. Can be purchased on 10% down, time payment plan. Available in pica type only Shpg wt. 13 lbs

31 H 0193 K6240 each .... Retail $79.95

OUR CONSTANT AIM IS TO SERVE YOU BETTER

The Whole World at your fingertips!



Replogle Gyro-Matic . . . a world globe for fun and learning

Now, with Replogle's new Gyro-Matic globe, you can spin your way around the world at the touch of a fingertip! Mounted with a revolutionary gyro-like assembly, the Gyro-Matic swings back or forth and revolves instantly. Even places "down under" come up to meet your eye (no craning of the neck for a good view of Australia). The map, detailed and up-to-date, is printed in ten colors with place names in large, legible type. Full meridian, calibrated in degrees, and assembly are brass-finished. 96-page book of globe uses, games, population figures, etc., with 12" model. The 16" Gyro-Matic, first of its size ever offered at such a low price, measures over 50" around. Distances are easily calculated since one inch equals 500 miles. 16" comes with 32-page book on globe uses.
79-3299 C795 12" Globe, 16½" high.**$12.95**
79-3331 C1195 16" Globe, 20" high. . **19.95**

Ⓔ **NEW REPLOGLE "STEREO RELIEF" GLOBE** . . an exciting "first" that lets you feel the mountains, valleys, the earth in *raised relief!* Place names, by the thousands, dot this washable, ten-color 12" globe. Revolves at a touch, swings vertically by twist of a knob. Below the dimensional ball is a base of solid walnut. Factual 32-pg. book
79-4255 C1195 Globe, 15" high . **$19.95**

Ⓕ **THE "EXPLORER"** . . . 12" satellite globe for fun and education of junior spacemen (and parents)! Removable orbit ring, two miniature satellites track a path after every launching. Ten colors, easy-to-read place names, free-moving Gyro-Matic rotation, brass-plated full meridian. 32-pg book on satellites, another on globe (96 pages).
79-4263 C1095 Globe, 16½" high .**$17.95**

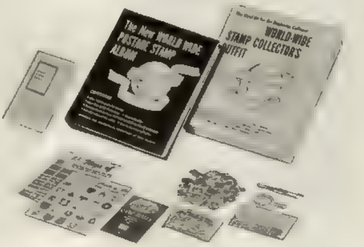
Ⓖ **THE "WINTHROP"** . . an illuminated globe in two sizes. Glows like a jewel . . . every place name stands out with extra clarity. With 10-color map, thousands of place names. Brass-plated half meridian, solid walnut base, cord and bulb. 32-page book included. 110v, AC-DC. UL approved
79-4271 C1795 12" Illuminated Globe **$29.95**
79-4289 C1395 10" Illuminated Globe. **22.95**

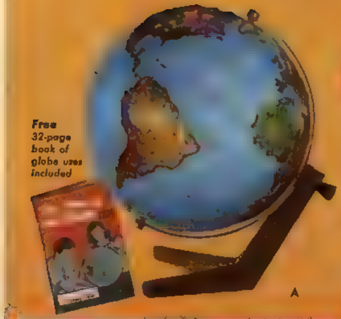
Ⓗ **THE "MAGELLAN"** . . . a complete reference in one unit! These 12" ten-color globes have full meridians to show global relationships of countries. An up-to-date 200-page world atlas and a 32-page book of globe uses and games fit in the walnut wood-grained metal base. The Magellan stands 17" high
79-4305 C1765 Illuminated (AC-DC).**$28.95**
79-4297 C1035 Non-illuminated. . . . **16.95**

THE COMPREHENSIVE STAMP OUTFIT . . . for all ages, from youngsters who "collect stamps" to adults with "an interest in philately". Looseleaf pages make album practical; 17,500 illustrations make it interesting. It would take over 31,000 stamps to fill every space, but you're off to a good start with the 1,000 stamps of the world and packet of historical stamps included. Also includes adhesives of 83 flags, 72 coats-of-arms, magnifier, hinges, tongs; stock book; 50 blank sheets.
79-4511 B910 The Comprehensive Stamp Outfit. **$12.95**

THE COMPREHENSIVE WORLD WIDE STAMP COLLECTOR'S OUTFIT
THE COMPREHENSIVE WORLD WIDE STAMP ALBUM

WORLD-WIDE STAMP COLLECTOR'S OUTFIT . . . equips you *completely* for everyday pleasure for a lifelong hobby! The album's easy-to-handle looseleaf pages also allow an arrangement to suit yourself. You'll find 15,700 spaces for stamps and 7,700 illustrations. And, to start you off in fine fashion, you receive 300 stamps of the world, a packet of historical stamps, full-color adhesives of 83 flags and 72 coats-of-arms . . . plus magnifier, hinges, tongs, pocket stock book.
79-4503 B490 World-Wide Stamp Collector's Outfit. . . **$6.95**


The New WORLD WIDE POSTAGE STAMP ALBUM
WORLD-WIDE STAMP COLLECTOR'S OUTFIT



New! STEREO RELIEF GLOBE

with RAISED RELIEF

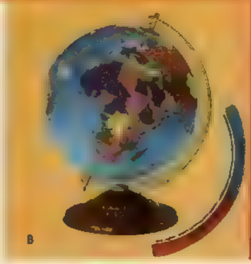
More realistic
More educational
Far more beautiful!

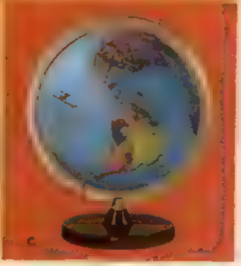
Close-up view of STEREO RELIEF globe

(A) The SPACE VIEW. You can really *feel* the mountains on this beautiful 12-in. globe—the first with actual *raised relief* plus thousands of place names and reference features. Now youngsters can see the fascinating contrasts that create climates, affect populations, boundaries, transportation. Unusually beautiful map even illustrates the flow of ocean currents. Brand new base of solids, genuine American walnut, rich gunstock finish, has smart sculptured styling that will enhance your finest room. Specially designed for easy viewing, globe revolves at a touch, swings up or down with *just a twist of the knob.* Ht. 15", wt. 6½ lbs.
27F0702H1217 .... **Retail $19.95**

Replogle WORLD GLOBES

accurate • up-to-date 10-color maps



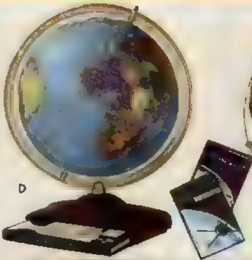


(B) The NAVIGATOR. Detailed 10-in. globe with brass-finished, numbered half meridian for easy location of places, walnut wood-grain metal base. Distance finder measures miles and flying time for airliners and jets between any two points on globe. 32-pg. book of globe uses included. Ht. 14", wt. 4 lbs.
27F0701H546 .... **Retail $9.95**

(C) The COLUMBUS. Large 12-in. globe recommended for school-age children. Brass-finished, full meridian locates places quickly; time dial over north pole compares time around the world. Greatly detailed map with names in large, easy-to-read type. New, modern base has attractive walnut wood-grain finish. Comes with 32-pg. book of globe uses. Ht. 16", wt. 5 lbs.
27F0703H686 .... **Retail $10.95**

(D) The MAGELLAN. A favorite Globe and Atlas set in one handy unit. 12-in. globe shows thousands of places in true relationship. New 200-pg. atlas has detailed U.S. and foreign country maps, gazetteer, populations, world information. Fits in specially designed walnut wood-grain globe base. Brass finished meridian. Has 32-pg. book of globe uses. Ht. 17", wt. 7¼ lbs.
27F0704H1034 .... **Retail $16.95**

Same as above, except with beautiful hand crafted *Illuminated* globe, brilliantly legible place names. Wt. 12 lbs.
27F0705H1766 .... **Retail $28.95**



(E) The EXPLORER Satellite Globe. Track the path of any present or future satellite with this exciting 12-in. globe. Has removable orbit ring, miniature satellites and fascinating book, "The Story of Earth Satellites", by Dr. Albert Shatzel, director, Chicago's Adler Planetarium. Greatly detailed map in beautiful decorator tones has soft light-green oceans, brilliant land colors. *Gyro-Matic* mounting, richly plated in antique brass, swings up or down to bring any area into instant view. Deluxe 96-pg. book of globe uses and games also included. Ht. 18½", wt. 6½ lbs.
27F0706H1096 .... **Retail $17.95**

Beautiful ILLUMINATED GLOBES

Maps hand applied for utmost accuracy.
Place names stand out brilliantly clear.
Operate on AC or DC, 110 volts.

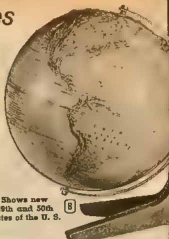
(F) The WINTHROP. More than a valuable reference, this large 12-in. illuminated globe delights everyone with its jewel-like beauty. Shows thousands of place names in large, brilliantly legible type. Numbered half-meridian is richly brass plated. Beautiful base of lustrous, deep-toned solid walnut is styled with classic simplicity. Includes 32-pg. book of globe uses. Ht. 16½", wt. 11 lbs.
27F0707H1827 .... **Retail $29.95**

Same, with 10-in. illuminated globe, an ideal size for desk or TV set. Accurate, detailed map. Ht. 14½", wt. 8 lbs.
27F0708H1400 .... **Retail $22.95**

(G) The FARRAGUT. For the ultimate in reference value, this dramatically beautiful 12-in. "Starlight" illuminated globe is combined with a wonderfully complete 400-pg. atlas, filled with colorful, detailed foreign country maps, U.S. maps, valuable world information. Globe has oceans in deep blue-black, vivid land colors. Chrome plated meridian; specially designed black and chrome base holds atlas. Ht. 16½", wt. 15 lbs.
27F0709H2254 .... **Retail $36.95**

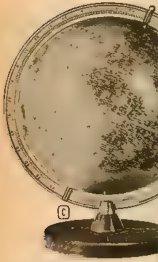
Fine Replogle Globes

PERFECT FOR HOME, SCHOOL, OFFICE



Shows new 49th and 50th states of the U. S.

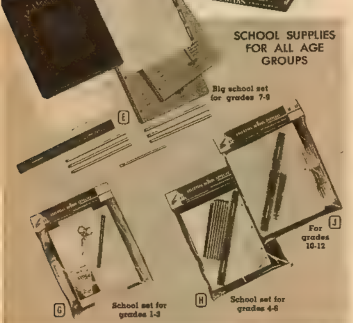
Illuminated pull-down globe mounts on wall—makes an ideal light above TV, in den or in children's room!



Numbered full meridian makes it easy to locate any place on the map!

D
WORLD ATLAS

Globe comes complete with its own up-to-date 200-page atlas!

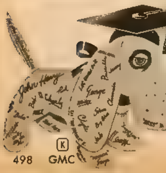


Big school set for grades 7-9

For grades 10-12

School set for grades 1-3

School set for grades 4-6



A 12-IN. PULL-DOWN GLOBE

A competely new idea in globes—it's wonderfully decorative, yet so practical! Makes an ideal TV light—perfect in a child's room or in a den. Fully illuminated lightweight durable plastic globe pulls up or down. Large 10-color 12-in. globe shows thousands of places in their proper relationships—new GE Coloramic Blue lamp beautifies map colors, sharpens place names, casts a soft flattering glow about the room. Globe attached to walnut arm that extends 12¾ in. from wall, swings right or left. With weight, brass-plated wall bracket, screws for mounting. 110-120 volts, AC-DC. UL approved. 32-page "Story of the Globe" booklet is included.

20-0816 W 2397—10 lbs.. $39.95

B STEREO RELIEF 12" GLOBE

New—with 49th and 50th states of the U. S.! Feel and see the earth's mountains, hills, valleys—understand the contrasts that create climates, affect populations and boundaries. 10 colors, all the reference features of smooth-surfaced globes. Up-to-date, washable and inkproof. 4,185 place names. Brass-plated half meridian; walnut base. 32-page "Story of the Globe." Globe stands 15 in. high overall.

20-1129 W 1197—7 lbs....$19.95

C 12-IN. COLUMBUS GLOBE

A favorite reference globe for students! Popular 12-in. size. Washable 10-color map is carefully detailed—shows about 6,000 places in their proper relationships. Large, easy-to-read names. Brass-plated numbered full meridian makes it easy to locate any place on the globe. Mounted on modern walnut-grained metal base. 16 in. high overall. Includes 32-page "Story of the Globe."

20-0883 W 657—6 lbs.....$10.95

D 12-IN. GLOBE AND ATLAS

It's a complete reference! Large 12-in. globe shows about 6,000 places in their true relationship. Brass-finished numbered half meridian. Sturdy metal base with beautiful walnut finish. Up-to-date 200-page atlas with detailed U. S. maps, full-color foreign maps plus many educational facts about the world. Includes 32-page "Story of the Globe" booklet. Globe is 15 in. high overall.

20-7605 W 897—7 lbs.....$14.95

E GRADE 7-9 SCHOOL SET

Essential school supplies a compilation of recommendations of school principals and superintendents throughout the United States. Set includes 3-ring notebook, 12-in. plastic ruler, 6 pencils, 1 pen, 2 spiral theme books, 5-position index, and 100 sheets of white notebook paper. Wt. 2¼ lbs.

20-0923 A 285—Set........$3.84

G GRADE 1-3 SCHOOL SET

Just the thing for youngsters beginning school! Set includes 200-sheet pad of white paper, box of 16 crayons, crayon sharpener, Firma-Grip paste, scissors, beginner pencil, and assorted-color construction paper. Wt. 3¾ lbs.

20-0873 A 165—Set... ... $2.20

H GRADE 4-6 SCHOOL SET

Contains all the essentials for children in this age group! Includes 2-ring notebook, 12-in. plastic ruler, pencil box, correction pencil, 6 pencils, 200 sheets of white notebook paper. 2½ lbs.

20-0881 A 235—Set.... ...$3.13

J GRADE 10-12 SCHOOL SET

Important necessities for high school students! Set includes 3-ring notebook, 12-in. plastic ruler, 2 pens, 5-position index, 12 pencils, and 200 sheets of white notebook paper. Shpg wt. 3 lbs.

20-0931 A 285—Set... .. $3.77

K AUTOGRAPH DOG

Meet John Henry, the diary Bassett Hound he's a lovable character that collects autographs by the dozen! A wonderful gift item that appeals to young and old! Friends will love signing John Henry He's easy to write on—made of heavy beige poplin with smooth stuffing for no-blur writing. Cute mortar-board cap. He's 17 in. long.

20-0949 A 198—2 lbs... . .$2.98

L DELUXE SCHOOL BAG

Perfect for all school-age youngsters makes books easy to carry, keeps them dry in wet weather! Waterproof and dirt-resistant—leather-like ginger Texon or red Texon with plaid front. Zipper pocket, large front pocket, top opening. Two side buckles. Nameplate window. 14 x 4 x 8 in. Wt. 1 lb.

20-1103 A 178—Ginger $2.98
20-1111 A 178—Red $2.98

All merchandise in this catalog is mailable unless otherwise indicated

.... Each with "Big Machine" Features—Each in Its Own Case!

IMPORTED PORTABLE AT ECONOMY PRICE!

- **Imported typewriter at low, economical price!**
- **Full standard keyboard with finger-ease keys!**
- **It's an ideal portable for home or school use!**

"FORTO" PORTABLE TYPEWRITER

Rugged portable typewriter with standard features at a low, low cost! It's an ideal portable for home or travel. Imported from Holland. Standard 44-key, 88-character keyboard—finger-ease keys assure light, fast touch. Exclamation point. Half-spacing—ideal for schoolwork

Standard Features: Right and left margin sets. Single, double, half spacing. Automatic front-set speed tabulator Speed-set automatic margin stops. Line space lever Carriage shift, right carriage release, and lock. Back space key. Paper release lever. Line finder scale. Right and left shift keys, space bar Paper guide. Paper bail. Type bar guide. Color selector lever. End-of-line bell Two-color ribbon and stencil device—ribbon reverse levers

Smooth beige finish with green keys. Beige leatherette-covered carrying case. Includes two cleaning brushes, eraser. See opposite page for type size specimens Wt. 22 lbs.

20-3141 W 6988—Pica .. ..Retail **$142.50**
20-3158 W 6988—Elite ....Retail **$142.50**

ROYAL

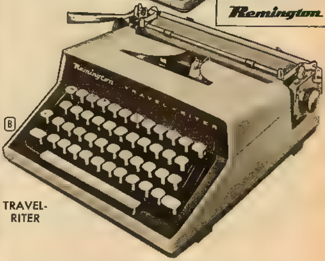
Modern in design with exclusive Twin-Pack quick-change ribbon!

FUTURA 800

A

QUIET-RITER 11

Remington



B

TRAVEL-RITER

ROYAL "FUTURA 800" PORTABLE—BUILT FOR THE FUTURE

Modern in design—dependable in performance! Combines all the advantages of a regular portable with all the features of a standard office machine. Full standard 88-character keyboard, 44 finger-flow keys—keyboard slope. Exclusive Twin-Pack quick-change ribbon. Push-button top.

Standard Features: Magic Margin lever—sets automatically. Magic Column tab set key Single, double, triple line spacing. Touch control lever. Line meter shows lines left at bottom of page. End-of-line bell. Back spacer. Right and left shift keys, slip-proof space bar. Paper supports. Two-color ribbon, stencil device. Automatic ribbon reverse.

Aluminum frame with two-tone gray finish -dark base and light top. Matching leather-like saddle-toned case. See opposite page for type specimens.

20-4230 W 10995—Pica. Shipping weight 22 lbs..........Retail **$142.28**
20-4248 W 10995—Elite. Shipping weight 22 lbs..........Retail **$142.28**

A REMINGTON "QUIET-RITER 11"—BIG-MACHINE FEATURES

Deluxe silent portable with "big-machine" features. Standard 44-key, 88-character keyboard with "touch and speed" keys—10$\frac{1}{10}$-in. writing line. Includes keys for exclamation point, one, plus, and equal signs. Locks and controls located where they are on regular standard machines. Extra-large sure-grip paper cylinder—takes thick carbon packs, envelopes.

Standard Features: Visible fingertip margin sets. Miracle Tab—sets and clears from the keyboard. Single, double, triple spacing. Touch regulator. End-of-line bell. Sure-action back spacer. Right and left shift keys. Space bar Simplified ribbon changer—2-color ribbon, stencil device

Pearl-and-charcoal gray with gray vinyl-covered aluminum carrying case. Non-mar base. Touch typing book. See opposite page for type specimens.

20-3166 W 11850—Pica. Shipping weight 25 lbs........Retail **$145.21**
20-3174 W 11850—Elite. Shipping weight 25 lbs........Retail **$145.21**

B REMINGTON TRAVEL-RITER PORTABLE TYPEWRITER

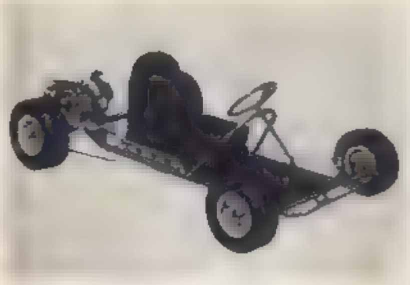
Economy portable with many big-machine features. Small and compact—weighs only 16 lbs. 84-character keyboard, 42 non-glare speed keys—8½-in. writing line. Keys for arithmetic signs, degree mark, and exclamation point.

Standard Features: Adjustable left and right margin buttons. Margin release key. Single, one-and-a-half, double line spacing. End-of-line bell. Line finder Paper bails. Paper supports Paper release lever. Collapsible carriage return and line space lever. Carriage centering and locking device. Left and right carriage release lever Back space key—left and right shift keys, space bar. Single-color ribbon, automatic and manual reverse.

Two-tone pearl-and-charcoal gray with matching case. Non-mar base. Color-Key touch typing book. See opposite page for type size specimens.

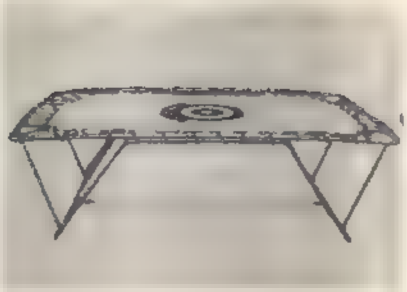
20-2028 W 6777 Pica. Shipping weight 19 lbs............Retail **$89.79**
20-2036 W 6777—Elite. Shipping weight 19 lbs .... Retail **$89.79**

Typewriters on these pages are not mailable—shipped by express—pay shipping charges on arrival



GO-BOY 60 L Live Axle Kart features rugged rear axle housing, tie rod protecting front bumper extension, and precision cornering characteristics. Family or track racing kart. Fox Go-Boy Carts, Box, 621TN, Janesville, Wis.

CHINESE CHECKERS & HONG KONG set has ¼" playing board, 6 families of Chinese figurines (60 pieces). Grandfather, father, mother, 3 girls, 4 boys in each family. Kentheon, 722 Chestnut, Suite #500, St. Louis, Mo.



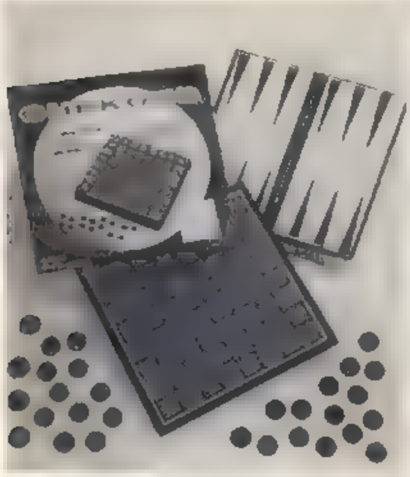
BOUNCE O RAMA No. 120 is made of durable reinforced canvas mat, nylon shock cord, aircraft aluminum frames. 106" x 61" x 31", mat size 44" x 89". List price $99 95. G. & S. Industries, 2040 Lee st., Hollywood, Fla.

FLOATING BATH TOYS
by Alan Jay

FLOATING BATH TUB TOYS are in a merry-go-round package containing 2 ducklings and 2 baby fish. Item is #132. Suggested retail value is $1.00. Alan Jay Plastics, 3247 Webster ave., New York 67, New York.

POP-UP TYPEWRITER sounds like a real typewriter. When "space bar" is pushed down, keys pop up and a bell rings. Ages 2-6, develops eye-hand coordination. $4.00. Knickerbocker Plastics, 11501 Hart st., N. Hollywood, Calif.

SADDLE of molded durable soft vinyl has saddle horn & hand-tooled-look detailing to give authentic "Old West" flavor. Will be offered as an optional accessory to the Wonder Horse. Wonder Products. Collierville, Tenn.

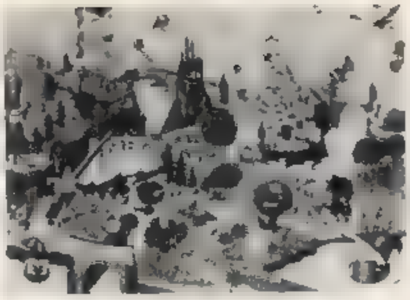


CHECKOES is a game that adds a thrill to checkers. Every move scores, you can lose all your checkers but still win a high score. Checkers included. Playing areas for 4 other games. Ideas, 917 Walnut st., Des Moines, Iowa.

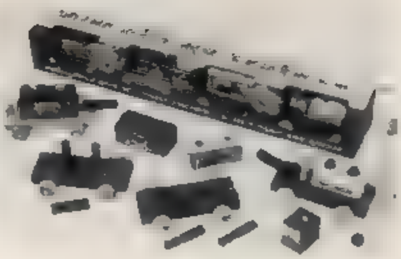
TINGO the noodle-topped stroodle has been re-engineered to incorporate "magic s-n-a-p fit"; pulls apart easily, retains firmness of fit. Made of polyethylene. $1.98. Revell, 4223 Glencoe ave., Venice, California.

REDDY-CHAIR is contour molded, washable, unbreakable, lightweight, weatherproof, and comfortable. New chair offered free by the company if one breaks. Consolidated Molded Products, Scranton, Pennsylvania.

TABLE & CAPTAIN'S CHAIRS Style #1-11, is reproduction of Early American. 28" diameter table top, 11" x 12½" chair seat. For 36" doll or child. With 2 chairs. Hall's Lifetime Toys, 2305 E. 28 st., Chattanooga, Tenn.



MAP OF STORY LAND is a mythical map of characters of Mother Goose and other children's rhymes and stories. Measures 50" by 38", folds to 9½" by 12½". 29c. American Map, 3 W. 61 st., New York, N. Y.



TAKE-A-PART CIRCUS TRAIN features interchangeable parts, easy snap coupling. Colors are bright, nontoxic. For children ages 3 to 6 years. 4 sections. Retail price is $3.00. Blockraft, Box 88, Cedar Springs, Mich.

ROSS GOLDEN EAGLE TANK MODEL BICYCLE is a 20" bicycle with safety reflector, chrome fenders & rims, white-wall 1.75 middleweight air tires, carrier, front lights. Chain Bike, 350—79 st., Rockaway Beach, N. Y.

TELEGRAPH SIGNAL SET
Codemaster

TELEGRAPH-SIGNAL SET comes with 7" unbreakable 45 rpm record of Morse code instruction, 2 transmitter-receiver units, communication wire, operator's manual. $3.95. Brumberger, 34—34 st., Brooklyn, N. Y.

DAZZLE-WRAP 4 roll box has 24" lengths, glittering raised Christmas winter scenes, reindeer, old English type patterns. 12 tree ornaments printed on box. $1.98. Memphis Converting, 596 Jefferson ave., Memphis, Tenn.

SPLASH-KET
BALL

SPLASH-KET BALL consists of chrome plated metal frame mounted on foam ring. Backboard & ball in red-orange. Low gravity center lessens tipping. $11.95. American Cotton Yarns, 5825 S. Western ave., Chicago, Ill.

PADI-BAL comes in standard sizes and is made of high quality, sanded plywood. It is available with plain or Glo-color return ball. Two-color clown design is featured on paddle. Faultless Rubber, Ashland, Ohio.

BICYCLE-FOR-TWO LAMP depicts scene of bicyclists in 19th century garb. Brass plated base with turn off switch. Fire resistant plastic. 11" high, 21" cir. Econolite, 8900 Bellanca ave., Los Angeles, Calif.

EXCITINGLY NEW for '60

ABOVE: the 22' Express Cruiser, a real boatman's boat, great for family cruising or fishing.

the best of the things you want the most . . .

Here's the new Revel Craft fleet, packed with elegance, comfort and crafted construction—all at an economy price you'll find hard to believe.

This 1960 glamour line includes two completely new-size models: a luxury 22-foot Sedan that sleeps four, has galley and dinette, and a rugged 17-foot Skiff built to meet exacting demands.

Other models include 22-footers in Express, Hardtop and Convertible designs; 19-footers in Hardtop and Convertible; and the sporty, compact 16-foot Skiff—redesigned for greater performance.

When you buy your Revel Craft you buy complete—Just add motor and go go go. All Revel Craft are proved and improved in on-the-water tests.

See your Revel Craft Dealer today or write for complete information on the full line of inboards and outboards.

ABOVE the four-sleeper 22-foot Sedan—brand new for '60.

FAR LEFT
19' Hardtop
offers big
boat performance
for skiing, fishing.

LEFT
17' Skiff—
a good
rough-water craft
for sports-minded
boatmen.

REVEL CRAFT MANUFACTURING COMPANY P.O. BOX 20,
ARNOLD, MD.

A new kind of portable by ROYAL®

FUTURA 800

PERIWINKLE BLUE	COCOA	MIST GRAY

CHOOSE FROM THESE BEAUTIFUL NEW COLORS

NEW LUGGAGE TYPE CARRYING CASE

The Royal FUTURA is the only typewriter that combines the advantages of a portable with all the hard working features of a standard machine.

Each new Royal comes packed in special plastic safety packing cushions — assurance that your new Royal will be delivered safely and in perfect condition.

New Royal FUTURA featuring ★ Magic Margin® ★ Twin-Pak® ★ Magic® Column Set ★ Line Meter ★ Touch Control ★ Full Standard Keyboard ★ Automatic Ribbon Reverse ★ Uniform Typing Scales plus dozens of other hard working features. Shipping weight — 22 lbs.

FUTURA MODEL AVAILABLE IN MERIT PICA OR MERIT ELITE TYPE

This is Merit Pica.

This is Merit Elite.

RETAIL $147.00 Price includes Federal Excise Tax

COLOR	PICA	ELITE
Gray	29F0702H11150	29F0703H11150
Blue	29F0704H11150	29F0705H11150
Cocoa	29F0706H11150	29F0707H11150

TWIN-PAK RIBBON 29P0708H125 Retail $1.65

Specify Black and Red, or Black

EXCLUSIVE ROYAL FEATURES

MAGIC MARGIN—Royal's exclusive margin set. Set margins easily, instantly at the touch of a button.

MAGIC COLUMN SET—Complete speed and flexibility in setting up columns and tabulating.

TWIN-PAK—Lightning fast, no smudge ribbon change. No wasted time, no dirty fingers.

NEW ROYALITE by ROYAL®

finest personal portable in the world

The beautiful new two-tone gray Royalite is a masterpiece of modern engineering and design. Weighs only eight pounds and just three inches high. Yet, the new Royalite features a standard keyboard, touch-set margin, and wide cylinder which holds a standard size envelope.

The new Royalite comes with a beautiful new wafer-slim portfolio-type carrying case. Shipping weight — 15 lbs.

ROYALITE IS AVAILABLE IN PICA TYPE

[illegible]

RETAIL $79.95

Two-Tone Gray 29F0701H6032

Price includes Federal Excise Tax

Rohde-Spencer Co., 18 So. Michigan Ave., Chicago 3, Illinois

world's first

fastest

finest

PRECISION-CRAFTED
PORTABLE TYPEWRITERS

SMITH-CORONA

STERLING

Big typewriter performance at moderate price. Has Office-size Keyboard, Page Gage, Quick-set Margins, Super-speed Escapement, Piano-key Action, Touch Selector, 3-way Ribbon-color Control, Hand-set Tabulator, rugged service-free construction plus many more time- and work-saving features. Complete with handsome Holiday carrying case, and instruction booklet. Specify pica or elite type.

29F0801H8866	Pica	$125.71
29F0802H8866	Elite	$125.71

```
This is PICA type.
This is ELITE type.
```

SAPPHIRE GRAY

office-size keyboard

Same height as an office typewriter keyboard . . . same width . . . same depth. Keys are same size . . . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable.

page gage

Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing.

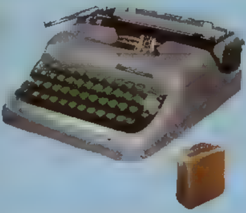
quickset margins

Easiest system on any portable! Set in an instant without moving the carriage.

CLIPPER

The famous Clipper has many features of more expensive models including Page Gage, Office-size Keyboard, Quick-set Margins, Convenient Carriage Return Lever. The Clipper assures a lifetime of typing ease. Holiday carrying case, chart and instruction booklet included. Specify pica or elite type.

29F0803H7366	Pica	$104.51
29F0804H7366	Elite	$104.51



Skyriter

Weighs just 9 pounds. Office-size Keyboard, Page Gage, Quick-set Margins, Full Size Carriage Return Lever, Error Control and Touch Selector. Comes complete with smart carrying case and instructions. Specify pica or elite type.

29F0805H5746	Elite	$78.49
29F0806H5746	Pica	$78.49

SILENT-SUPER

Superb in style, superior in performance, truly the world's most wanted portable typewriter. All the features of the office typewriter with portable convenience. Look at these features that assure typing ease and trouble-free service. . . . Full-size keyboard with 4 extra characters: 1, !, + and =. Quick-set Margins, Keyset Tabulation, Page Gage, and steel frame construction. Touch Selector adjusts keys to the most comfortable typing pressure. Full-size Carriage Return Lever with single, double or triple line spacing. Holiday carrying case and instruction booklet included. Specify pica or elite type.

29F0807H11891	Pica—Green	$146.91
29F0808H11891	Elite—Green	$146.91
29F0809H11891	Pica—Sand	$146.91
29F0810H11891	Elite—Sand	$146.91
29F0811H11891	Pica—Gray	$146.91
29F0812H11891	Elite—Gray	$146.91
29F0813H11891	Pica—White	$146.91
29F0814H11891	Elite—White	$146.91
29F0815H11891	Pica—Blue	$146.91
29F0816H11891	Elite—Blue	$146.91

SEAFOAM GREEN

The minimum retail price on the Smith-Corona Silent-Super portable typewriter, in States having Fair Trade Laws, must be maintained.

MORE PEOPLE BUY SMITH-CORONA PORTABLE TYPEWRITERS THAN ANY OTHER MAKE!

DESERT SAND

SAPPHIRE GRAY

ANTIQUE WHITE

ALPINE BLUE

SAVE $5
SAVE $10

Save $20^00^ WHEN YOU BUY BOTH

"Roy Smeck" electric guitar and four-tube electronic amplifier

Order by No. 060-B-108

Combined reg. price 144.90
SALE PRICE 124^90^ Cash

or 12.50 Down—8.00 Monthly*

ARCH-TOP STYLE ELECTRIC GUITAR, about 15⅝ by 40 inches, in thin, hollow body style. Natural-finish Spruce top. Slim neck with recessed adjustable steel reinforcing rod, ovalled finger-board for fast playing. Twin-unit pick-up, with toggle switch for playing either or both units; tone and volume controls. Machine heads. With amplifier cord and neck cord. Take advantage of this fine offer!
060-B-106. Reg. 89.95. Sale price, del'd 79.95
060-B-109. Case for above. Price, del'd 11.75

FOUR-TUBE AMPLIFIER, with 8-inch Jensen speaker. Two inputs; tone and volume controls. Handsome simulated leather cabinet. For operation on 60-cycle.
060-B-107. Reg. 54.95. Sale price, del'd 49.95

Save $20^00^ ON COMBINATION

Three-tube amplifier and dual pick-up electric guitar

Order by No. 060-B-102

Combined reg. price 109.90
SALE PRICE 89^90^ Cash

or 9.00 Down—7.00 Monthly*

FLAT-TOP STYLE GUITAR with thin, hollow body, about 2 inches deep. Slim, All-Wood neck; narrow ovalled finger-board for fast response. Built-in adjustable steel reinforcing rod. Dual pick-ups, each with tone and volume control. Three-position switch changes instantly from solo to take-off playing—or play both together! Adjustable bridge, with short, easy chording scale. Amplifier cord included
060-B-100. Reg. 69.95. Sale price, del'd 59.95
060-B-103. Carrying Case for above. Regularly 8.25. Sale price, delivered.... 7.25

THREE-TUBE AMPLIFIER. 6-inch speaker; tone, volume controls. Two inputs.
060-B-101 60-cycle. Price, delivered. .. 39.95

BONUS OFFER!

"Bronco Buster" Guitar Outfit 14^95^ del'd

Popular flat-top Guitar in standard 14 by 37-inch size. Sturdily constructed of selected hardwoods. Complete outfit includes guitar with neck cord; two instruction books, for playing Spanish or Hawaiian style. Bonus offer of five assorted music-and-words song folios; one Spanish and three Hawaiian-style picks, steel nut and steel bar included.
060-B-110. Price, delivered 14.95

SAVE $2.50

Regularly 24.95
SALE PRICE 22^45^ del'd

Professional-type arch-top Guitar, in auditorium size, about 15½ by 40 inches. Well made of specially selected Hardwoods, with smartly ebonized finger-board. Designed for rich tonal resonance, with plenty of full volume. White trim, contrasting position markers. Full-size pick guard. With neck cord, pick, instructions. Reg. 24.95.
060-B-112. Sale price, delivered 22.45

SAVE $2.00

Regularly 21.95
SALE PRICE 19^95^ del'd

Flat-top Guitar by a famous maker, in Grand Concert size, about 15⅝ by 39 inches. Strong hardwood neck has adjustable steel reinforcing rod. Ebonized maple finger-board with 14 frets clear of the body. Celluloid guard-plate keeps sparkling clean. Hardwood body is stained and polished to a gleaming lustre. Reg. 21.95.
060-B-111. Sale price, delivered 19.95

SAVE $4.00

Regularly 16.95
SALE PRICE 12^95^ del'd

"Tahiti" flat-top Guitar in standard size—about 14 by 37 inches, for ease of playing, either Spanish or Hawaiian style. Body of sturdy Hardwood, with colourful South Seas scene on top. Geared, machine tuning pegs. Long-lasting steel strings to hold the tonal qualities. With neck cord, pick, instructions. Regularly 16.95.
060-B-105. Sale price, delivered 12.95

SAVE $4.00

Regularly 14.95
SALE PRICE 10^95^ del'd

Flat-top Guitar in standard 14 by 37-inch size. Body of selected Birch in handsome Walnut finish. Six position markers on neck assist in accurate fingering. Standard-size finger-board makes this a popular model for beginners or students. Pick, neck cord, and easy-to-follow book of instructions are all included. Regularly 14.95
060-B-104. Sale price, delivered 10.95

Popular, low-priced instruments each complete with instructions

① **UKULELE**—everybody's favourite instrument for ease of playing and low price. All-wood construction, with body finished in rich Mahogany colour. Long-wearing plastic strings.
060-B-115. Price, delivered................ 2.97

② **FOUR-STRING TENOR BANJO** with resonator. Thirty bracket head, with heavy top hoop to maintain uniform tension. Neck is of selected Hardwood, reinforced with a sturdy steel rod; ebonized finger-board is correctly and carefully shaped. Fine quality calfskin head. Tight, geared individual tuning keys. Resonator finished in mottled walnut colour, gives a powerful ringing tone. All metal parts are nickel-plated. Regularly priced at 44.95.
060-B-113. Sale price, delivered 39.95

③ **MANDOLIN** in flat-top style. Body of selected birchwood, in Mahogany finish. Walnut finger-board with "Pearlette" (plastic) position markers. Has a soft, pleasing tone
060-B-114 Price, delivered................ 7.95

Budget Plan Terms Available.
*See Page 214 for Details

INEXPENSIVE VIOLIN OUTFIT

Complete—all ready to play 14^95^ del'd

The fine workmanship and low price make this an especially suitable Violin Outfit for beginners or students. Consists of full-size imported violin with Maple sides and back, choice Spruce top; well-balanced, fully haired bow and case—half lined, with accessory compartment. Also included are rosin, set of extra strings and book of instruc[illegible]
060-B-116.
Price, outfit, delivered........ 14.95
060-B-117. Violin and Bow, with rosin and instructions. Same fine quality as in the set described above.
Price, delivered. ... 9.95

ONLY
10%
DOWN!
SAVE on top-quality mowers... pay as low as $5.00 DOWN
UP TO 18 MONTHS TO PAY!
ONLY
$5.65
DOWN!

ILLUSTRATED ON FRONT COVER

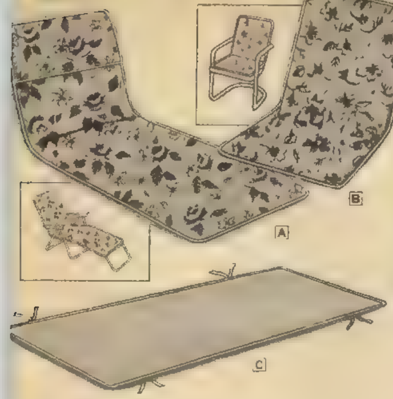
RUGG-ED RIDER 24" ROTARY MOWER. Sturdy, dependable, safe-riding mower at an incredibly low price. Comparison of quality and value has made it a popular choice. Power-packed Clinton 4-cycle, 3½ h.p. engine with recoil starter. Gives positive speeds forward and reverse with close-tolerance chain drive . . no gear box. Cuts a full 24" width, 1½" to 2½" height. Increased safety and stability because of low center of gravity Two 8" front and two 10" back wheels with semi-pneumatic cross-lug tread and wide contact surface provide good traction; rounded to prevent cutting into lawn. Improved automatic type differential. Brake operates ahead of transmission with positive action Release of foot throttle starts spring-return braking action. Easy side discharge protected with safety bar. Zerk grease fittings throughout. Comfortable, adjustable bucket seat for new-found comfort. For only $15.65 down! Shpg wt. 222 lbs. FOB Ohio.
06 F 6712 K15650 each ....Retail $229.95

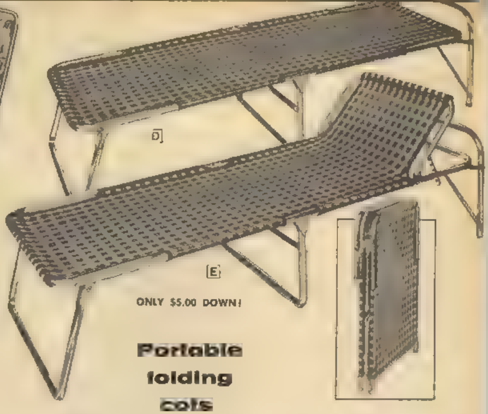
"ZEPHYR" 22" ROTARY MOWER. Faster, easier mowing with this powerful model that cuts full 22" swath. Heavy-duty Briggs and Stratton 4 cycle 2½ h.p. engine. Heavy 14-gauge solid steel housing wih reinforced corner braces. Electro steel safety blade sheer pinned to prevent a bent crankshaft. Handy fingertip touch and go controls. Staggered wheels for closer trimming Large grass chute. Recoil starter. Cadillac blue with white trim. Shipping weight 58 lbs. FOB Indiana or Minn.
06 F 5204 K4790 each .. . . Retail $69.95

24" MODEL. 3 h.p. engine
06 F 5205 K4950. Wt. 66 lbs. ....Retail $73.95

WAYNE
Power
Lawn
Mowers
ONLY
$5.00
DOWN!

DELUXE 22" POWER MOWER. Can be purchased for only $5.65 down. Low cost, trouble-free mowing year after year with this durable deluxe model. Designed for maximum convenience: Fingertip touch and go controls on handle, automatic rewind starter, jumbo wheels with lug tires for solid traction, staggered wheel design for perfect balance, close side trim, easy "snap-fit" height adjustment, large grass chute. Ruggedly constructed to last longer· Powerful Briggs and Stratton 4 cycle 2½ h.p. engine with a mechanical governor. One piece 14 gauge steel housing with reinforced corner braces, steel safety blade with aluminum adapter, sheer pinned to prevent bent crankshaft. Shipping weight 70 lbs. FOB Indiana or Minn.
06 F 5206 K5650 each ....Retail $79.95





Portable folding cots

A "COZY - CUSHION" CHAISE PAD. "Tufflex" padded, cotton-filled pillow Full elastics with "sure-grip" loop Floral print. Wt. 3 lbs.
90 H 2101 K295 ea . Retail $4.95

B CHAIR PAD. Hinged for perfect fit. Plump "Tuflex" padding, full width elastics across back. "sure-grip" loop. Floral print. 17¾"x38½"L.
90 H 2102 K150 ea. Wt. 2 lb. Ret. $2.50

C COT PAD. Fits standard size folding aluminum cots. Thick, resilient "Tuflex" filling. Cotton tie tapes. Solid color green vinyl, 27x72".
90 H 2103 K270 ea. Wt. 3 lbs. Ret. $4.50

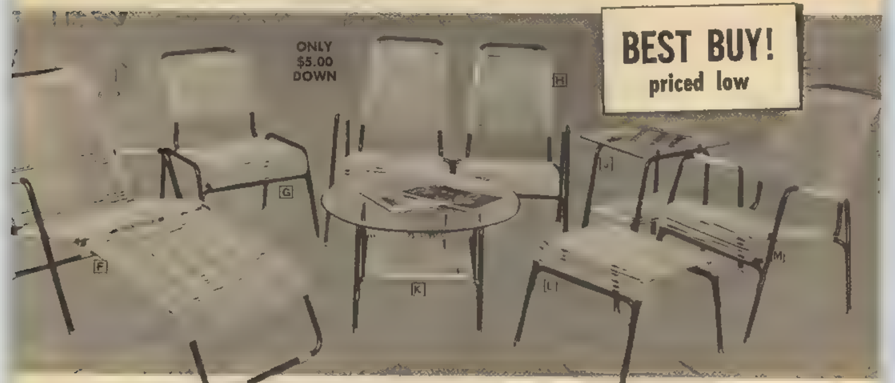
D E

ALUMINUM COTS FOR YEAR-ROUND USE. Finest quality cots to serve many needs—camping, spare bed, office or factory sick room, sun bathing. Top quality 1-piece multi-color Saran fabric —reinforced and double stitched with Orlon thread. 1" hard drawn polished aluminum furniture tubing. Two styles as shown

D PORTABLE COT. Folds compactly. Size (open) 26"W, 74" L, 15"H; (closed) 26"W, 36"L, 4" deep. Wt. 9 lbs.
90 R 2001 K895 each Ret. $13.95

E 4-POSITION COT. Adjustable head rest, folds compactly Same size as (D). Wt. 10 lbs.
90 R 2002 K1050 each Ret. $15.95

Versatile Patio Pieces



AMES AIRE CASUAL FURNITURE. Combines style, quality and comfort. Frames and legs of handsome, and sturdy tubular metal; webbing of colorful, resilient durable plastic cord, combine to make these units outstanding in appearance. Units are lightweight, long-lasting trouble-free and wobble-proof. Exclusive self-levelling feet provide permanently firm footing. All glass on tables is safety-ground and all metal surfaces feature a special Vanguard finish which shrugs off weathering. Brass foot ferrules complete the smart appearance. Can be purchased only $5.00 down., time payment plan. When ordering, please specify. Black finish with plastic cord in white, green, pink, yellow or turquoise, or Bronze finish with plastic cord in white, green, pink, yellow, turquoise or harmonizing tan. Shipped FOB Va.

F CHAISE. 24"W, 59"L, 30"H. Wt. 33 lbs. Back may be adjusted to any of four positions, from full seated to full reclining
90 F 1901 K3275 ea. Retail $54.95

G STRAIGHT CHAIR. 22"W, 28"D, 32½"H. Shpg wt. 16 lbs
90 F 1902 K1610 ea. Retail $26.95

H SETTEE. 42¾"W, 33¼"D, 32½"H. Wt. 30 lbs
90 F 1903 K3075 ea. Retail $49.95

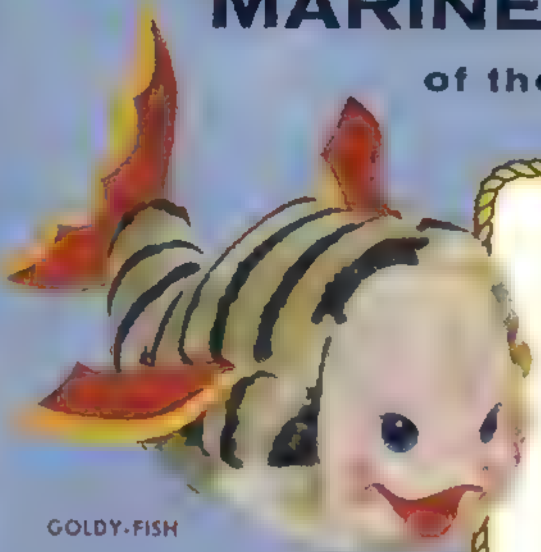
J END TABLE. 21½"H, 16"W, 28"L. Wt. 18 lbs.
90 F 1906 K1610 ea. Retail $26.95

K COFFEE TABLE. 18½"H, 30" diam. Wt. 33 lbs.
90 F 1907 K2050 ea. Retail $34.95

L OTTOMAN. 19¼"W, 23"D 16½"H Wt 10 lbs.
90 F 1905 K712 ea Retail $11.95

M ARM CHAIR. 22½"W, 33¾"D, 32½"H Wt. 19 lbs.
90 F 1904 K1784 ea. Retail $29.95

Rushton - joins with MARINELAND of the PACIFIC

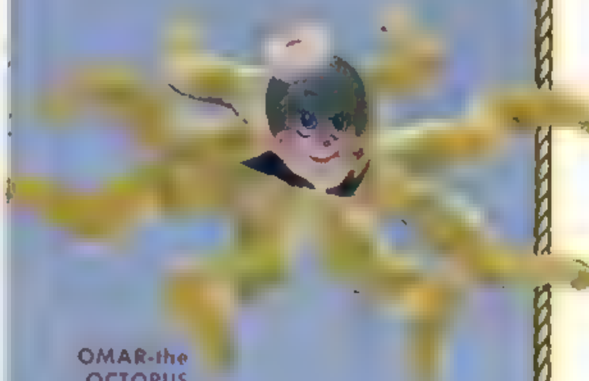


GOLDY-FISH

...To CAPTURE the UNUSUAL -in TOYS

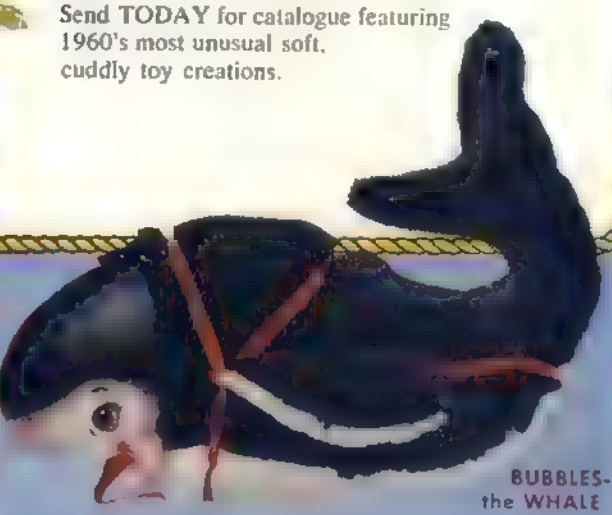
Research into the dark mysteries-of-the-Sea brings to light 3 most unusual toy attractions. Each a lovable caricature of spectacular marine life as shown in the world's largest fishbowl — MARINELAND of the PACIFIC. The RUSHTON Creations of Goldy-Fish, Omar-the Octopus and Bubbles-the Whale, capture in colorful fashion all the breath-taking excitement surrounding these rare specimens-of-the-deep. The Marineland Water Babies are beautifully made with vinyl faces, plush and felt trim. Furnished in one size, to retail for $3.98

Send TODAY for catalogue featuring 1960's most unusual soft, cuddly toy creations.



OMAR-the OCTOPUS

The RUSHTON COMPANY
1275 Ellsworth Drive, N.W.
ATLANTA 18, GEORGIA



BUBBLES-the WHALE

SALES OFFICES: NEW YORK, CHICAGO, LOS ANGELES

MOST PLAY-VALUE PER DOLLAR!

Christmas

Birthdays

Get-Well Gifts

PARTY FAVORS

EASTER

YEAR-ROUND APPEAL FOR KIDS OF ALL AGES!

Silly Putty

SATURATION TV IN 64 MARKETS!

NOTHING ELSE IS

Silly Putty®

THE FASCINATING TOY FOR THE WHOLE FAMILY

BIGGEST SELLING

In the sixty-four top markets of America, Silly Putty has demonstrated the power of television — **and the power of Silly Putty!** This amazing toy (fastest-selling toy in the United States today) is now continuing in these markets with 1960 television campaigns that are getting even bigger business than the TV drives of 1959.

In New York, 600,000 kids bought Silly Putty in 1959 — this year 675,000 youngsters have already bought it. In Chicago, one drug chain sold 15,000 dozen in just eight weeks. On the West Coast, one toy wholesaler sold 1,200 gross in six weeks.

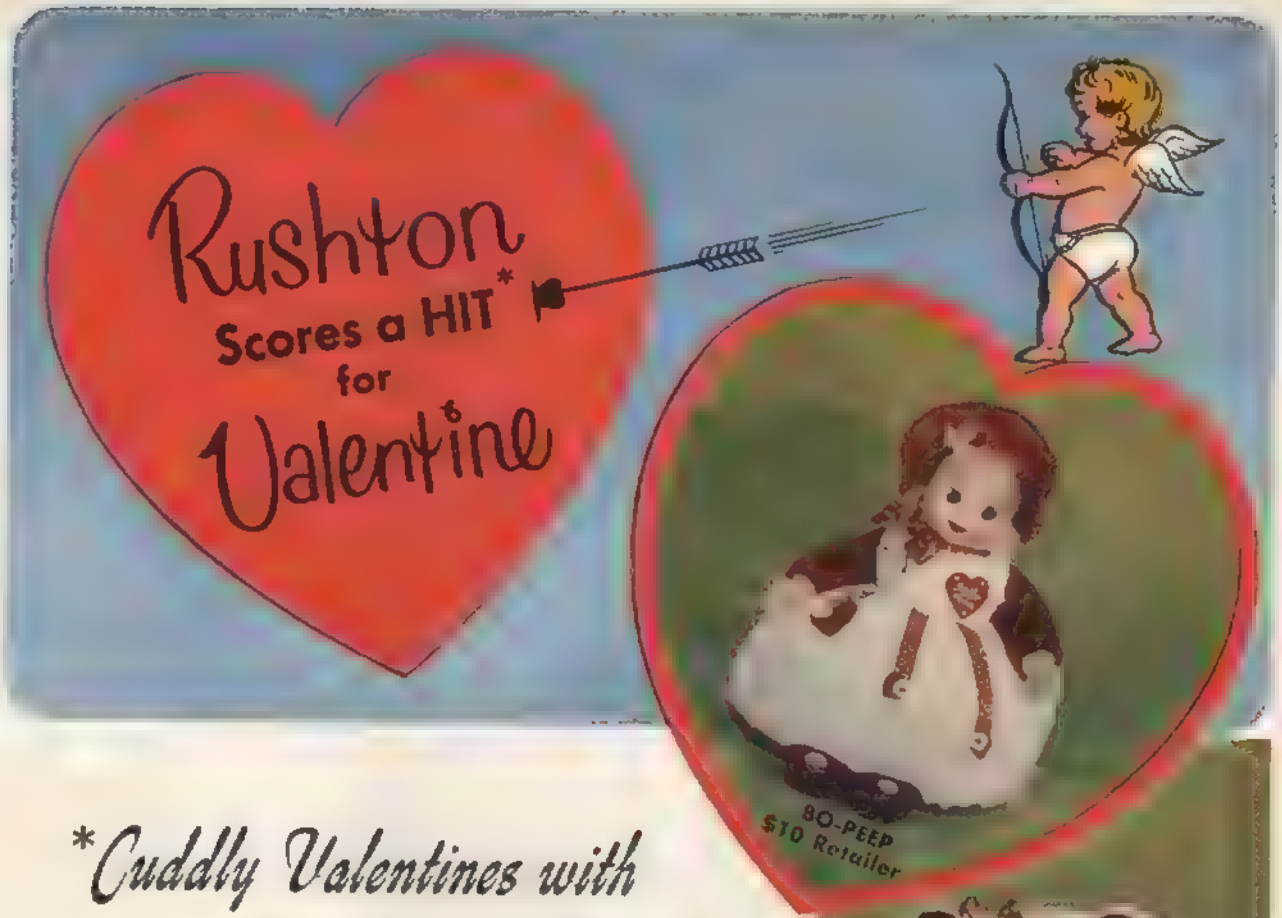
REMEMBER THIS: Silly Putty is a basic toy that has been on the market for eleven years. **Silly Putty is serious business!** Silly Putty sells the year round to kids and grownups of all ages . . . it is packaged dramatically for open display and impulse buying . . . is priced for common-sense profit . . . and has a traditional price structure that the trade respects.

NOTHING ELSE IS SILLY PUTTY...
NOTHING ELSE SELLS LIKE SILLY PUTTY

It is the miracle of television . . . the sensation of the toy industry. So, remember this and be ready: Sixty-four combined television campaigns in 1960 will continue to bring Silly Putty (AND YOU!) further astounding demonstrations of how a good product, aggressively televised and promoted, can build good, GOOD, **GOOD** business!

Now sealed and guaranteed quality and quantity the world over, for your customers and for you.

SILLY PUTTY MARKETING
Box 741 New Haven, Connecticut U.S.A



BO-PEEP
$10 Retailer

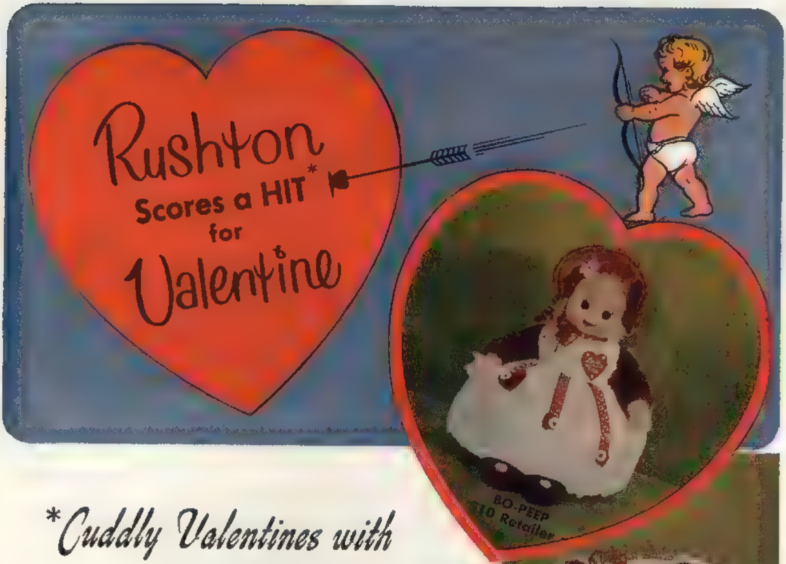
*Cuddly Valentines with a New Cupid-Appeal!

RUSHTON now presents an attractive new line of stuffed toys characterizing all the sentimental charm of Valentine. There are Dolls, Poodles, Puppies, Kitties, Bears, Ducklings, Owls, even Chipmunks, Skunks, and a Donkey. All beautifully fashioned in lustrous plush with hand painted vinyl faces, Valentine ribbons, flowers and felt hearts. In sizes to Retail from $2 to $15. Send today for full color catalogue showing complete assortment of Valentine Novelties.

TEDDY – $10 Retailer

The RUSHTON COMPANY
1275 Ellsworth Drive, N.W. Atlanta 18, Ga.
SALES OFFICES: New York, Chicago, Los Angeles

POUTY PETE – $6 Retailer



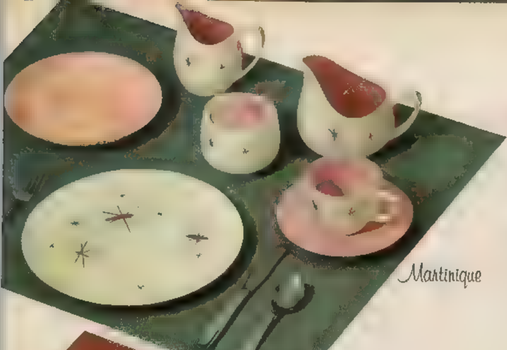
BO-PEEP
$10 Retailer

[illegible] — $10 Retailer

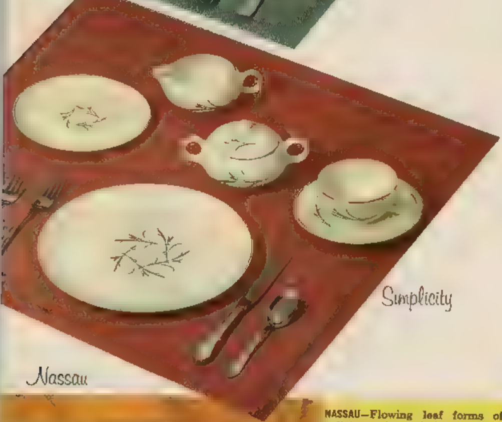
*Cuddly Valentines with a New Cupid-Appeal!

RUSHTON now presents an attractive new line of stuffed toys characterizing all the sentimental charm of Valentine. There are Dolls, Clowns, Poodles, Puppies, Piggies, Monkeys, Bears, even a Skunk and Octopus. All beautifully fashioned in lustrous plush with hand painted vinyl faces, Valentine ribbons, flowers and felt hearts. In sizes to Retail from $3 to $12. Send today for full color catalogue showing complete assortment of Valentine Novelties.

The RUSHTON COMPANY
1275 Ellsworth Drive, N.W. Atlanta 18, Ga.
SALES OFFICES: New York, Chicago, Los Angeles



Martinique



Simplicity

Salem

DINNERWARE OF DISTINCTION SINCE 1898

Since before the turn of the century, Salem dinnerware has been preferred by smart homemakers for its design, pattern, price, and utility. These exciting new Salem patterns with their up-to-the-minute styling are backed by Salem's famous quality

Salem dinnerware is triple-fired and triple-selected.

Salem dinnerware has a lifetime guarantee against crazing. Each piece is completely oven proof — bake and serve. All patterns are guaranteed open stock.

MARTINIQUE—An intriguing pattern of two-tone pink cross bars and charcoal textured lines. Accented pieces of hazy, soft pink glaze add to the pleasing harmony. A strikingly modern design for the young in heart.

94R0816H1863
35 pc. Set for 6...... $27.95
94R0817H2900
53 pc. Set for 8.... $43.50
94R0818H5330
94 pc. Set for 12 $79.95

SIMPLICITY—A delicate sky-blue bud on a slender, charcoal stem — repeated five times to make a simple geometric pattern to delight the heart of the modern up-to-date hostess. Each piece is platinum trimmed to accent this exciting pattern.

94R0807H1717
35 pc. Set for 6 $25.75
94R0808H2730
53 pc. Set for 8 $40.95
94R0809H4767
94 pc. Set for 12 $71.50

35-piece Set — Shipping weight 21 lbs.

6—Cups
6—Saucers
6—Dinner Plates
6—Bread & Butter Plates
6—Fruit Dishes
1—Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

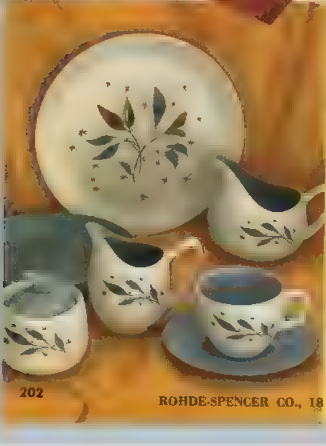
53-piece Set — Shipping weight 35 lbs.

8—Cups
8—Saucers
8—Large Dinner Plates
8—Bread & Butter Plates
8—Soups
8—Fruit Dishes
1—Large Platter
1—Vegetable Dish
1—Covered Sugar
1—Creamer

94-piece Set — Shipping weight 66 lbs.

12—Cups
12—Saucers
12—Large Dinner Plates
12—Salad Plates
12—Bread & Butter Plates
12—Fruit Dishes
12—Soups
2—Platters
1—Vegetable Dish
1—Covered Sugar
1—Creamer
1—Gravy
1—Covered Casserole
1—Pickle Dish

Nassau



NASSAU—Flowing leaf forms of soft turquoise and charcoal gray in abstract design suggest plant forms swaying in the soft tropical breezes. Sprightly turquoise accents highlight the scintillating shapes of the various pieces.

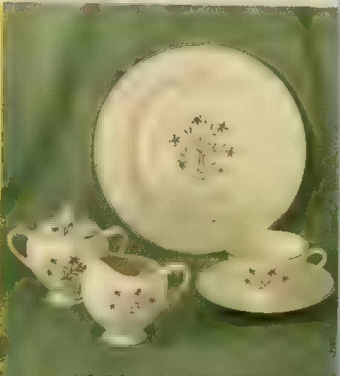
94R0801H1863
35 pc. Set for 6 ...... $27.95
94R0802H2900
53 pc. Set for 8....... $43.50
94R0803H5330
94 pc. Set for 12............. $79.95

CASTLEWOOD—The traditional charm and the appealing simplicity make Castlewood a timeless pattern you will treasure for years to come. Always in good taste—never out of style. The subtle colors of light gray and warm brown of the stylized center, enriched by two bands of platinum, blend with any decor.

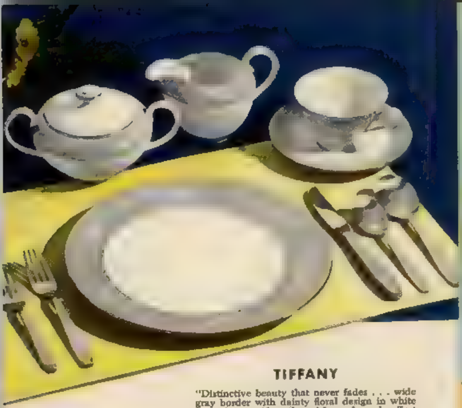
94R0810H1950
35 pc. Set for 6. .... $29.25
94R0811H3063
53 pc Set for 8........... $45.95
94R0812H5263
94 pc Set for 12........... $78.95

Allow 2 weeks delivery from Salem, Ohio Factory

Castlewood



NO C.O.D. ORDERS ACCEPTED



TIFFANY

"Distinctive beauty that never fades . . . wide gray border with dainty floral design in white enamel, provides the rich embossed effect characteristic of the finest china. So graceful . . . with traditional rimmed plates, elegant footed cups . . . each piece richly trimmed in Platinum."

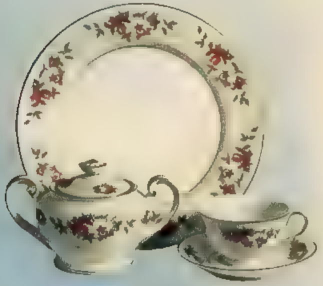
94RO909H5997	57 pc	Retail $89.95
94RO910H8900	98 pc	Retail 133.50

"Composition of Sets"

57 pc. Service for 8: 8 each—dinner plates bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar, platter and baker PLUS 4 extra cups. Shipping weight 45 lbs.

98 pc. Service for 12: 12 each—dinner plates, salad plates, bread and butter plates, soups, fruits, tea cups and saucers, 1 each creamer, covered sugar a large and small platter, sauce boat and two vegetable servers, PLUS 6 extra cups. Shipping weight 75 lbs

EACH SERVICE FOR 8 CONTAINS 4 EXTRA CUPS
EACH SERVICE FOR 12 CONTAINS 6 EXTRA CUPS



ROSE GARLAND

A study in simplicity Dainty tea roses are scattered gracefully around the rim of each plate to form a lovely garland of color This traditional rim shape is daintily trimmed with Platinum and has a snow white body. Cups have footed base.

94RO915M2834	57 pc	Retail $42.50
94RO916M4997	98 pc	Retail 74.95

Allow Ample Time for Delivery of Imported China

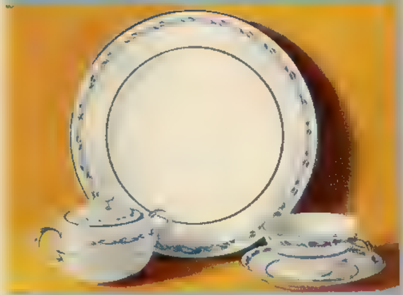
SHIPMENTS VIA FREIGHT OR EXPRESS—ALLOW 2 TO 4 WEEKS FOR DELIVERY
PAY SHIPPING CHARGES FROM NEW YORK AT TIME OF DELIVERY

ROHDE-SPENCER COMPANY
18 SOUTH MICHIGAN AVENUE, CHICAGO 3, ILLINOIS

KYOTO
FINE CHINA

Genuine
FULLY VITRIFIED
CHINA
BEAUTIFULLY TRANSLUCENT

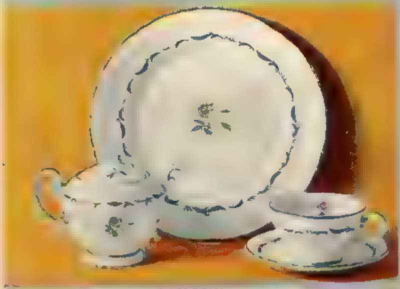
The fine Japanese Imported China on this page is manufactured from the best of clays by craftsmen with generations of skilled experience behind them. Fully vitrified, it is beautifully translucent and has the luxurious sheen only fine china can possess. Each piece is first quality. Traditional Rim shapes to please every taste. Shipped by Freight or Express from New York—pay shipping charges on delivery.



CRESCENDO

Elegant service for any occasion! Regal gray scroll border and genuine platinum trim accent the traditional white rim-shaped body — a favorite of the discriminating hostess.

94RO911H3997	57 pc.	Retail $59.95
94RO912H6663	98 pc.	Retail 99.95



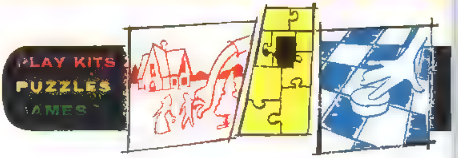
SAXONY

Traditional beauty that will be treasured for years to come. The lovely sky blue pattern has soft golden beige accents — a rich contrast against the pure white china background and genuine platinum border Charming footed cups accent the formal Baroque shape

94RO913H2834	57 pc.	Retail $42.50
94RO914H5330	98 pc	Retail 79.95

SAALFIELD PARADE OF HITS!!!!

Variety-packed Saalfield assortments make ordering easier, faster. Stock keeps moving, customers keep coming back! Protect your volume, increase your profits. Order "by assortment" from Saalfield . . . the leader in assortments.



LARGE COLORING BOOKS (Price Marked and Not Price Marked)

Varnished Board Covers

$1.00 RETAIL

HARVEY TOONS
BIG COLORING BOOK

Price Marked

7813 Harvey Toons Big Coloring Book—Auth Size 8 1/8" x 11" 452 pages. Packed 2 dozen Weight 37 lbs. (In 7800 Assortment)

Not Price Marked

7913 Same specifications as 7813 above. (In 7900 Assortment)

PLAY KITS (Price Marked and Not Price Marked)

Varnished Heavy Board Covers—
Three-Section Portfolios

$1.00 RETAIL

Price Marked

9859 Shirley Temple Play Kit—Auth. Size: 8¾" x 11⅛". Doll board with 2 standing dolls, 5 rayon laces, coloring book and 12-page section of pushout, lace-on costumes Box of non-toxic crayons. Packed 2 dozen Weight 30 lbs

Not Price Marked

6084 Sandra Dee Auth Size: 9" x 11⅛" Standing doll, 8 page section of pushout, lace-on costumes, 2 rayon laces, large pencil and crayon fun book, box of non-toxic crayons Packed 2 dozen Weight 30 lbs.

BOXED PUZZLES (Not Price Marked)

$1.00 RETAIL

7465 — 7466 — 7467 Pre-School Puzzle Boxes. Size 10¼" x 12½" Six die cut heavy board puzzles in each box 20 to 37 pieces per puzzle. Assortment 7451 Packed one dozen. Four each of 3 titles. Weight 21 lbs

ADULT INTERLOCKING PUZZLES (Not Price Marked)

$1.00 RETAIL

CHALLENGE
CHALLENGE
CHALLENGE
CHALLENGE

7463 Assortment Tall Challenge Puzzles—4 Titles. Size: 9-1/16" x 15-1/8". Each puzzle has over 600 interlocking pieces. Packed 1 dozen Weight: 18-1/2 lbs

SOMETHING-TO-DO BOX (Not Price Marked)

$1.00 RETAIL

Casper Fun Box

6089 Casper's Fun Box Auth Size 14⅜" x 11" Three 20 page activity books, box of non-toxic crayons, 1 pencil, 1 ghost game board, with spinner attached, two large push-out boards make 9 standup figures, and nineteen colorful stencils Packed 2 dozen Weight: 29 lbs. (In 7502 Assortment)

GAME BOXES Not Price Marked

59¢ RETAIL

Herman and Katnip GAME BOX
OFF TO SCHOOL
OFF TO CAMP
MERRY MARKET GAME BOX

5710 Herman and Katnip—Auth Size. 14-3/16" x 7-3/8" Two cat and mouse games. Box contains folding game board, 24 die-cut playing pieces and dice Packed 2 dozen. Weight 16-1/2 lbs

5711 Off To School—Off To Camp—Auth Size 14-3/16" x 7-3/8" Two games on folding board, spinner, and 29 die-cut playing pieces Packed 2 dozen Weight 16-1/2 lbs.

5712 Merry Market Game Box—Size: 14-3/16" x 7-3/8". Contains folding game board, spinner, 49 die-cut playing pieces. Two exciting games for the 5 to 10 age group Packed 2 dozen Weight 16 1/2 lbs

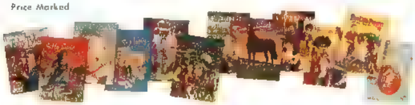
Assortment 5700 — Packed 2 dozen Three titles above assorted to carton Weight 16-1/2 lbs

FAMOUS BOOKS (Price Marked and Not Price Marked)

Laminated Covers Pocket-Size Books
All-time fiction favorites! Giant 260-page values Size 5 1/4" x 7-1/2"

39¢ RETAIL

Price Marked



Assortment 401 Assorted to dozen packages Packed 6 dozen to carton Weight: 25 lbs
Assortment 402 Assorted 6 each of 12 titles to carton Weight: 25 lbs
Not Price Marked
Assortment 451 Same specifications as 401
Assortment 452 Same specifications as 402

SAALFIELD SQUARE • AKRON 1, OHIO

Printed in U.S.A.

SAALFIELD PARADE OF HITS!!!!

NOW! TRUE VARIETY

MAKES SAALFIELD CHRISTMAS ITEMS

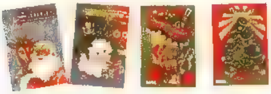
TURN OVER FASTER

Here's a Christmas line with everything! Color, appeal, variety . . . For fast turnover, high profit, stock Saalfield now!

COLORING BOOKS (Not Price Marked)

5¢ RETAIL

Size 5-7/16" x 8". 36 pages



Packed 3 gross. Weight 31-1/2 lbs. Sold in Assortment only.

158 Christmas Tree Coloring	159 Christmas Coloring Book
160 Happy Christmas	161 Santa's Coloring

Assortment 101 Packed 36 dozen Nine dozen each of 4 titles listed above to carton. Weight 31-1/2 lbs.

COLORING BOOKS (Price Marked and Not Price Marked)

10¢ RETAIL

Size: 10-7/8" x 12-3/4" 20 pages

Christmas
The Night Before CHRISTMAS

Packed 2 dozen to carton. Weight: 36 lbs Sold in Assortment Only.
983 Santa's Coloring
960 Christmas Coloring
984 Night Before Christmas

Price Marked

Assortment 908 Packed 24 dozen to carton Four each of 3 titles assorted to dozen package Weight 36 lbs

Not Price Marked

Assortment 904 Same specifications as 908 above.

THICK COLORING BOOKS

10¢ RETAIL

Varnished Board Covers
Size 8-3/8" x 11" 28 pages

CHRISTMAS
JOLLY SANTA'S

Price Marked
2080 Christmas Coloring

Not Price Marked
2149 Jolly Santa's Coloring
2180 Christmas Coloring
Packed 12 dozen to carton
Weight 21 lbs.

COLORING BOOKS (Not Price Marked)

19¢ RETAIL

Size 8-3/8" x 11" 68 pages

1612 Santa's Book to Color Packed 12 dozen Weight 40 1/2 lbs

THE Great NAME in CHILDREN'S BOOKS

SAALFIELD

SAALFIELD SQUARE - AKRON 1, OHIO

THICK COLORING BOOKS (Price Marked and Not Price Marked)

29¢ RETAIL

Varnished Board Covers
Size: 8 3/8" x 11" 100 pages

Priced Marked

4581 Santa Claus Coloring Packed 6 dozen to carton. Weight: 31 lbs

4582 Santa's Coloring Packed 6 dozen to carton. Weight 31 lbs.

Not Price Marked

4881 Santa Claus Coloring Same specifications as 4581

4882 Santa's Coloring Same specifications as 4582

SANTA CLAUS

LARGE COLORING BOOKS (Price Marked and Not Price Marked)

29¢ RETAIL

Varnished Board Covers
Size 10-3/4" x 14" 52 pages.

Price Marked

3989 Christmas Stocking Packed 6 dozen. Weight 31 lbs

3990 Christmas Tree Coloring Packed 6 dozen. Weight 31 lbs

Not Price Marked

4989 Christmas Stocking Same specifications as 3989

4990 Christmas Tree Coloring Same specifications as 3990.

LARGE COLORING BOOKS (Price Marked and Not Price Marked)

50¢ RETAIL

Varnished Board Covers
Size: 8 1/8" x 11" 228 pages.

Christmas Time Coloring Fun

Price Marked

5315 Christmas Coloring Packed 3 dozen Weight 30 lbs

5623 Christmas Time Coloring Packed 3 dozen. Weight 30 lbs

Not Price Marked

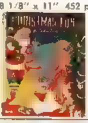
5515 Christmas Coloring Same specifications as 5315.

5523 Christmas Time Coloring Same specifications as 5623

LARGE COLORING BOOKS (Price Marked and Not Price Marked)

$1.00 RETAIL

Varnished Board Covers
Size: 8 1/8" x 11" 452 pages.



Price Marked

7812 Christmas Fun — A Coloring Book Packed 2 dozen. Weight 42 lbs

Not Price Marked

7912 Christmas Fun—A Coloring Book Same specifications as 7812.

INLAID PUZZLES (Price Marked)

29¢ RETAIL

Colorful illustrations of Santa and toys. 30 pieces per puzzle. Size: 10-1/2" x 14"

7015 Assortment Christmas Puzzles—4 subjects. Packed 6 dozen. Weight, 40 lbs

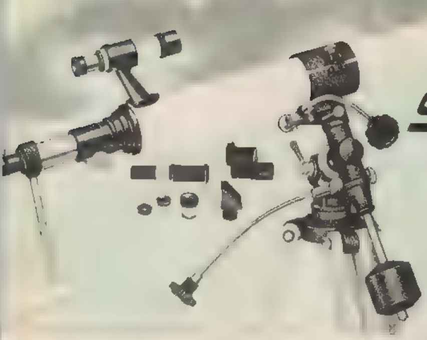
CHRISTMAS CAROL BOOK (Price Marked)

25¢ RETAIL

Laminated Covers

Beautifully illustrated Printed in two colors throughout on high quality paper Size 8 3/8" x 11". 36 pages.

4750 Christmas Carol Book. Packed 12 dozen Weight 39 lbs.



Sans & Streiffe

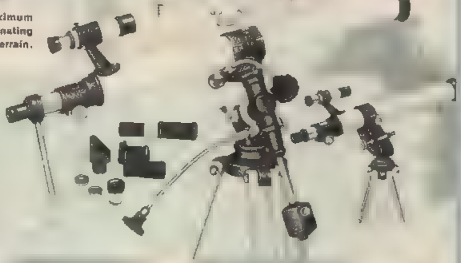
POWER-VISION TELESCOPES

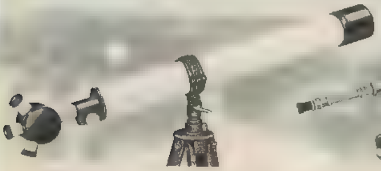
EQUATORIAL 3" REFRACTOR TELESCOPE . . . 45X, 90X, 150X, 300X; 76mm. Finest telescope of its kind in America! A high-powered beauty . . scientifically accurate, perfectly engineered! Micrometer-smooth focusing with equatorial/alt-azimuth mounting with precision-machined worm gear, balance weight, rack-and-pinion, and flexible slow-motion controls. Fully color-corrected, perfectly ground and polished optics; resolving power 1.5 seconds. Included coated eyepieces and Barlow lens; sun filter and sun projection screen for solar viewing, removable 5X30 achromatic finder scope; moon filter; diagonal and image erecting prisms for terrestrial viewing. Focal length 910mm. White hard enamel coated barrel. 5-foot smooth finish adjustable tripod. Wooden storage cabinet
43R3301H18000 Shipping weight 70 lbs Retail **$300.00**

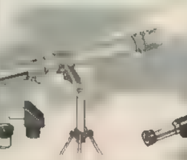
Superb, scientifically accurate, professional type telescopes. Maximum power brings out in sharp detail, planets, stars, moons, all the fascinating wonders of the heavens. Ideal for long-distance scanning of terrain. Observatory clarity. Beautifully engineered!

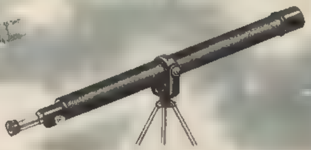
STRATOSPHERE 2.4" REFRACTOR TELESCOPE . . 35X, 70X, 117X, 234X; 60mm. Designed, priced for the amateur astronomer; for celestial and terrestrial viewing! Precision worm gear, slow motion, balance weight controls, rack-and-pinion focusing feature the equatorial/alt-azimuth mounting, assure perfect stability, automatic tracking, fine adjustments for elevation and traverse Coated lens for maximum clarity, minimum light reflection Included 2 eyepieces and Barlow lens; 5X30 achromatic view finder; sun filter; erecting and diagonal prisms Enamel coated barrel 5' adjustable tripod Wooden storage cabinet
43R3302H11700 Shipping weight 50 lbs Retail **$200.00**

SKYWAYS 2.4" REFRACTOR TELESCOPE. All features as above except with mono-axis type equatorial and alt-azimuth mounting.
43R3303H8800 Shipping weight 35 lbs Retail **$150.00**





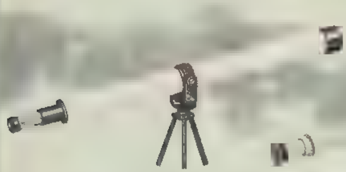


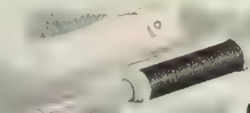


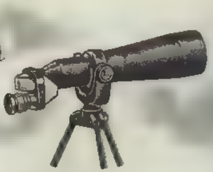
UNIVERSE . . . 20X, 40X, 80X Powers; 60mm. Versatile for astronomical and spotting uses! Turn revolving turret to set power magnifications Rack-and-pinion focusing Achromatic, coated eyepieces. 26" white enamel barrel. 5-foot adjustable tripod. Shipping weight 15 lbs.
43K3308H3995 . . . . Retail **$80.00**

COSMIC FINDER . . . 25-to-83 Powers; 50mm. Beautifully designed, variable power telescope for steady celestial or terrestrial viewing! Geared elevator tripod for smooth adjustments, rack-and-pinion drive 2 achromatic eyepieces; sun filter; diagonal prism Baked enamel finish
43K3305H3995 Shipping weight 14 lbs. Retail **$80.00**

STARGAZER . . . 15X, 30X, 45X Powers; 40mm. An intermediate variable telescope with three magnifications for solar system study and spot viewing Rack-and-pinion drive for easy focusing All-directional mount on removable 11½" tripod Enamel finish barrel 25" long
43K3304H1800 Shipping weight 7 lbs Retail **$36.00**







OBSERVATORY . . . 30 Power, 40 mm. Economy priced observatory telescope, excellent for all general viewing purposes! Draw tube focusing Coated achromatic lens Baked enamel finish; 26½" open, 23½" closed. Collapsible 11½" metal tripod Shipping weight 6 lbs.
43K3309H995 Retail **$20.00**

TELESCOPE . . . 10-to-30 Powers; 30 mm. Easily adjustable for both near and far viewing. A "must" for camping, hunting, touring Lightweight, compact, all purpose. Coated lens. Smooth black barrel with chrome tube Length open 16", closed 7". Leather carrying case Included Sh. wt. 3 lbs.
43K3307H1150 . . . . Retail **$23.00**

SPOTTING 'SCOPE . . . 20 Power, 40 mm. Prismatic telescope for all types of long range viewing, spotting. Achromatic coated optics Folding, swivel base, metal tripod for full 360° turns. Sunshade dust protector. Black crackle finish barrel, 8½" long, weight 15 oz Shipping weight 3 lbs.
43K3306H1495 . . . . Retail **$30.00**

HERE COMES THE WINNER IN THE CHRISTMAS SWEEPSTAKES

Coming into the home stretch laps ahead of anything else on the road—the biggest money winner ever! MODEL MOTORING is double dynamite . . . speedway racing, plus highway action scaled to any HO railroad layout. The full color, dramatic package with vacuum formed insets displays the set to fullest advantage . . . a lifetime hobby designed to win more sales for you. See your jobber now—don't get left at the gate when the profit stakes are run!

MODEL MOTORING

AURORA

AURORA PLASTICS CORPORATION
WEST HEMPSTEAD, L. I., N. Y.
NEW YORK SHOWROOM: 200 FIFTH AVENUE

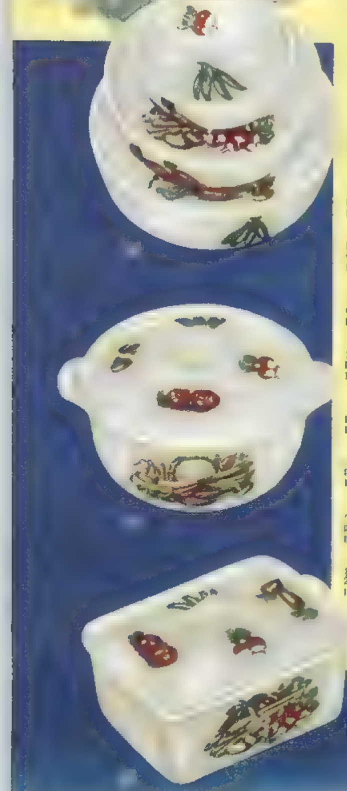
WHOOSH!
COR 14

IMPORTED FROM EUROPE

Scandinavian "Royal Fayance"

OVENWARE

OVEN-TO-TABLE



These new, exclusive, ceramic "oven-to-table" beauties, with their highly glazed white finish are completely oven and heat proof. Their "old-world" Scandinavian charm (made in Norway) is ideally adapted to gracious serving. The gay colorful vegetable decorations will highlight your important dinners and brighten every casual meal

[A] **4 PIECE SET OF INDIVIDUAL CASSEROLES** — with convenient handles. Use as egg poachers or dessert dishes
IN107X335 . . Ret. $4.98

[B] **COVERED CASSEROLE WITH HANDLE**—2½ pint capacity
IN113X400 ....Ret. $5.98

[B] **COVERED CASSEROLE WITH HANDLE**—5 pint capacity
[redacted] Ret. $8.98

[C] **OPEN SERVING DISHES**—2 piece set, 9½" diameter
IN110X335 ....Ret. $4.98

[C] **OPEN SERVING DISHES**—2 piece set, 12" diameter
IN109X535 Ret. $7.98

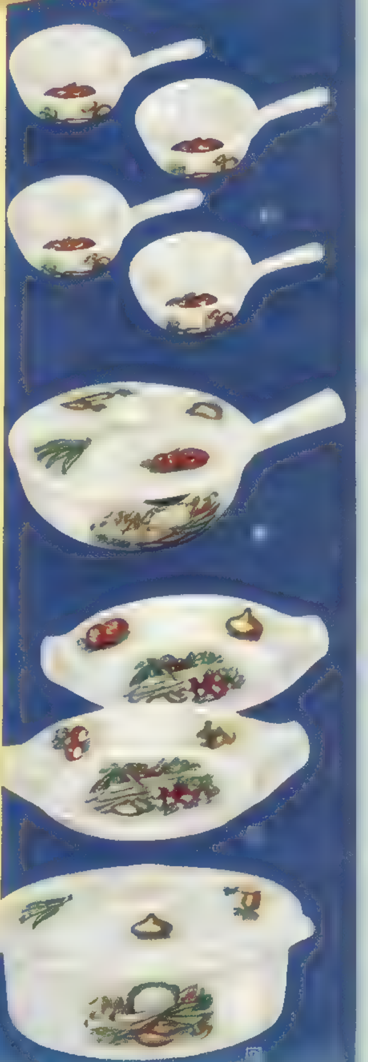
[D] **OVAL COVERED CASSEROLE**—4 pint capacity
[redacted] Ret. $8.98

[E] **SQUARE COVERED CASSEROLE**—3 pint capacity
IN114X400 . Ret. $5.98

[E] **SQUARE COVERED CASSEROLE**—6 pint capacity
IP60X600 .... Ret. $11.98

[F] **ROUND COVERED CASSEROLE**—3 pint capacity
[redacted] Ret. $4.98

[G] **THREE PIECE NESTED BOWL SET**
2 qt., 1 qt., 1 pt. capacity
IN112X400 .... Ret. $5.98



LOVELY GIFTS
You'll be proud to Give

Exquisite EUROPEAN DINNERWARE

- ENGLISH STAFFORDSHIRE and
- ROYAL SCANDINAVIAN from NORWAY

FREE!

Shipping Weights on all sets including premium — 36 lbs

FREE PREMIUM as shown above, with the purchase of any dinner set. Premium consists of 9 PIECE MATCHING DESSERT SET; 1 large cake serving plate, 4 individual cake or dessert dishes, and 4 ash trays. "Peaceful Valley" premium described below

FLORAL SPRAY—53 PIECE DINNERWARE SET
COMPLETE SERVICE FOR 8

"Royal Fayance" made in a renowned Scandinavian factory in Norway. Rich multi-colored hand-engraved quasi-porcelain. Acid and detergent resistant. Truly beautiful flower design in full rich colors found only on the most exclusive china. FREE 9-PC MATCHING "DESSERT" PREMIUM.

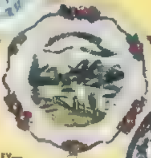
1P63X2597 Ret $39.90

DEVONSHIRE ROAD—50-PC DINNERWARE SET
COMPLETE SERVICE FOR 8

Made in world famous Staffordshire, England. Hand engraved pattern depicting a charming early American scene in acid and detergent resistant rich colors. Choice of Blue or Pink. FREE 9-PC MATCHING "DESSERT" PREMIUM

1P61X2597 Specify Color Ret. $39.90

← *"Devonshire Road"*



"Peaceful Valley" →

PEACEFUL VALLEY—53-PC DINNERWARE SET
COMPLETE SERVICE FOR 8

Richly decorated in multi colors that are acid and detergent resistant. FREE MATCHING PREMIUM for this set consists of 8 egg cups, salt & pepper

1P62X2597 .... Ret. $39.90

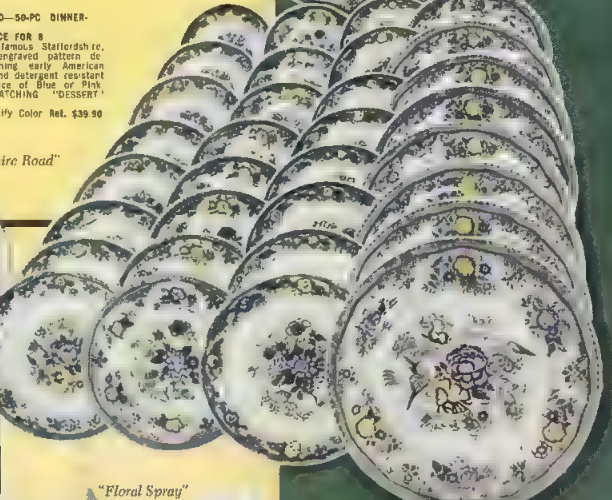
SET COMPOSITION

50-PIECE DINNERWARE SET

- 8 Dinner Plates
- 8 Bread and Butters
- 8 Soups
- 8 Desserts
- 8 Cups
- 8 Saucers
- 1 Large Vegetable Dish
- 1 Large Meat Platter

53-PIECE DINNERWARE SET

- 8 Dinner Plates
- 8 Bread and Butters
- 8 Soups
- 8 Desserts
- 8 Cups
- 8 Saucers
- 1 Large Vegetable Dish
- 1 Large Meat Platter
- 1 Sugar Bowl with Cover
- 1 Creamer



"Floral Spray"

IMPORTED FROM EUROPE

Scandinavian "Royal Fayance"

OVENWARE

OVEN-TO-TABLE

These new, exclusive, ceramic "oven-to-table" beauties, with their highly glazed white finish are completely oven and heat proof Their "old-world" Scandinavian charm (made in Norway) is ideally adapted to gracious serving. The gay colorful vegetable decorations will highlight your important dinners and brighten every casual meal.

Ⓐ 4 PIECE SET OF INDIVIDUAL CASSEROLES — with convenient handles. Use as egg poachers or dessert dishes.
200/335 ....Ret. $4.98

Ⓑ COVERED CASSEROLE WITH HANDLE—2½ pint capacity.
[illegible] .. . . .. Ret. $5.98

Ⓑ COVERED CASSEROLE WITH HANDLE — 5 pint capacity
272/665 ....Ret. $9.98

Ⓒ OPEN SERVING DISHES—2 piece set, 9½" diameter
8372/335 ....Ret. $4.98

Ⓒ OPEN SERVING DISHES—2 piece set, 12" diameter
8300/535 ....Ret. $7.98

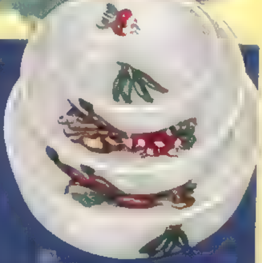
Ⓓ OVAL COVERED CASSEROLE—4 pint capacity.
305/600 ....Ret. $8.98

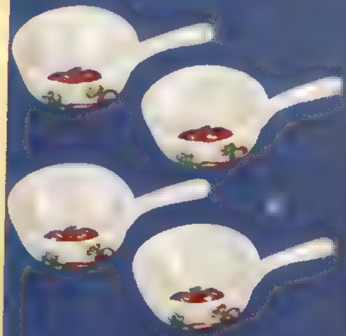
Ⓔ SQUARE COVERED CASSEROLE—3 pint capacity
8355/400 ....Ret. $5.98

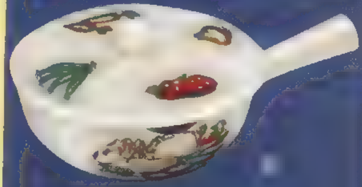
Ⓔ SQUARE COVERED CASSEROLE—6 pint capacity
313/800 ....Ret. $11.98

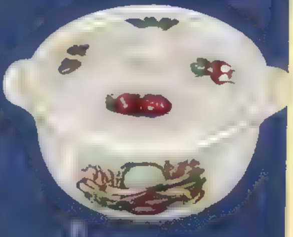
Ⓕ ROUND COVERED CASSEROLE—3 pint capacity
8362/335 ....Ret. $4.98

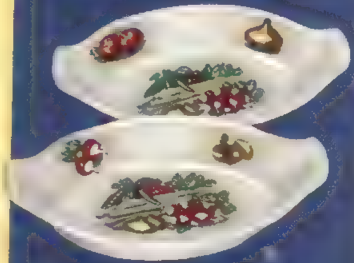
Ⓖ THREE PIECE NESTED BOWL SET
2 qt., 1 qt., 1 pt. capacity.
8373/400 ....Ret. $5.98

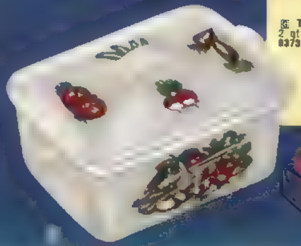












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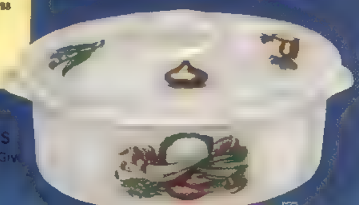
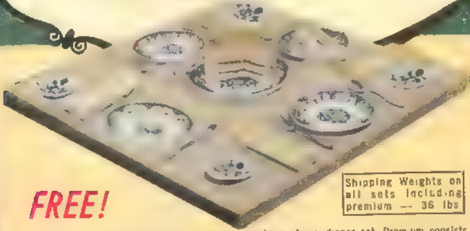
You'll be proud to Give



Exquisite EUROPEAN DINNERWARE

- ENGLISH STAFFORDSHIRE and
- ROYAL SCANDINAVIAN from NORWAY



FREE!

Shipping Weights on all sets including premium — 36 lbs

FREE PREMIUM as shown above, with the purchase of any dinner set. Premium consists of 9 PIECE MATCHING DESSERT SET; 1 large cake serving plate, 4 individual cake or dessert dishes and 4 ash trays. "Peaceful Valley" premium described below

FLORAL SPRAY—53 PIECE DINNERWARE SET
COMPLETE SERVICE FOR 8
"Royal Fayence" made in a renowned Scandinavian factory in Norway. Rich multi-colored hand-engraved quasi-porcelain. Acid and detergent resistant. Truly beautiful flower design in full rich colors found only on the most exclusive china FREE 9-PC MATCHING DESSERT PREMIUM
35/2595 Ret. $39.90

DEVONSHIRE ROAD—50-PC. DINNERWARE SET
COMPLETE SERVICE FOR 8
Made in world famous Staffordshire, England Hand engraved pattern depicting a charming early American scene—in acid and detergent resistant rich colors. Choice of Blue or Pink FREE 9-PC. MATCHING "DESSERT" PREMIUM
60/2595 Pink .... Ret. $39.90
60/2595 Blue Ret. $39.90

← *"Devonshire Road"*

"Peaceful Valley" →

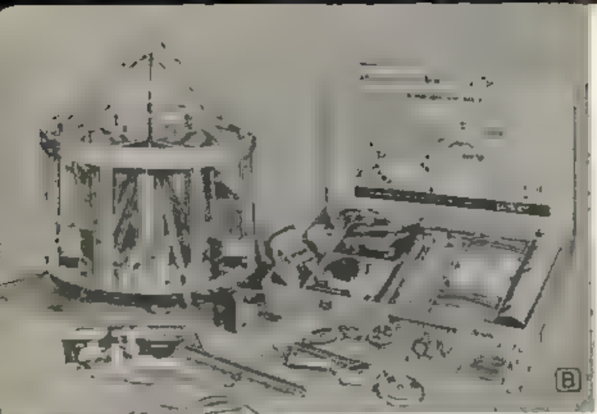
PEACEFUL VALLEY—
53-PC. DINNERWARE SET
COMPLETE SERVICE FOR 8
Richly decorated in multi colors that are acid and detergent resistant FREE MATCHING PREMIUM for this set consists of 8 egg cups salt & pepper
70/2595 .... Ret. $39.90

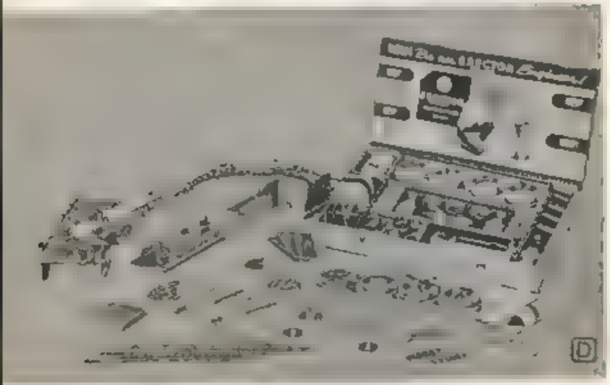
SET COMPOSITION

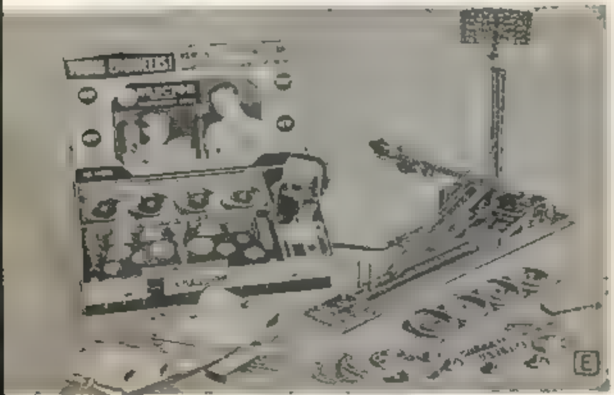
50-PIECE DINNERWARE SET
8 Dinner Plates
8 Bread and Butters
8 Soups
8 Desserts
8 Cups
8 Saucers
1 Large Vegetable Dish
1 Large Meat Platter

53-PIECE DINNERWARE SET
8 Dinner Plates
8 Bread and Butters
8 Soups
8 Desserts
8 Cups
8 Saucers
1 Large Vegetable Dish
1 Large Meat Platter
1 Sugar Bowl with Cover
1 Creamer

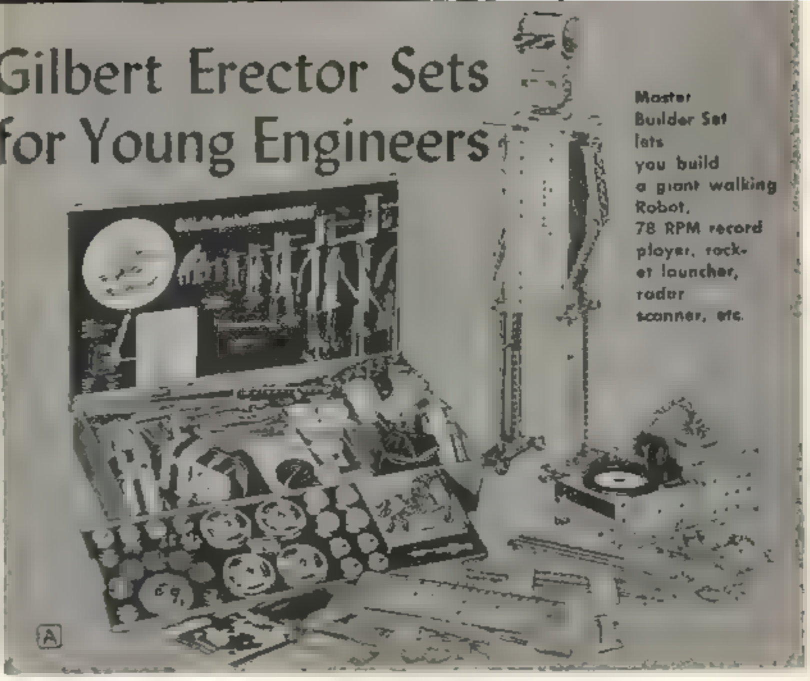
"Floral Spray"







Gilbert Erector Sets for Young Engineers



Master Builder Set lets you build a giant walking Robot, 78 RPM record player, rocket launcher, radar scanner, etc.

(A) GILBERT MASTER ERECTOR SET – Build a record player that plays 6" 78 RPM records. Build a giant robot that walks by itself! Make jets, Texas Tower, Satellite scanners, Rocket launchers, cranes, hoists etc. Set has 2 motors, one with forward-reverse, 2 power take-offs, 4-position gear shift. Huge assortment of parts in steel chest 24¼" long, 14¼" wide, 4" high.
10-1091-4999 39 lbs. ...Retail **$74.98**

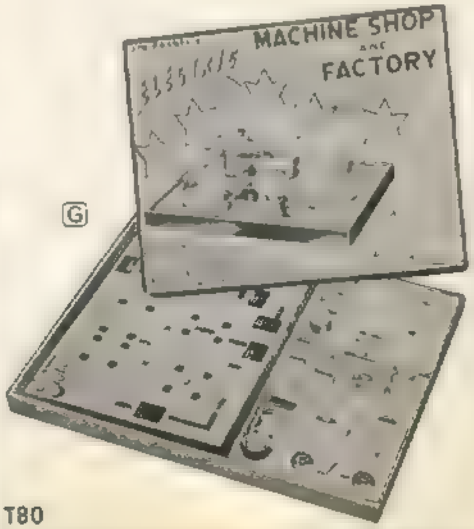
(B) GILBERT AMUSEMENT PARK ERECTOR SET – Amazing sound effects unit reproduces carnival music to add realism to Merry-go-round, parachute jump, airplane ride that you can build with this set. Also build cranes, hoists, derricks. Powerful electric motor has forward-reverse, 2 power takeoffs. Electro-magnet lifts metal parts. Steel chest 22" long, 13⅜" wide, 2⅞" high
10-1090-3332 29 lbs. ....Retail **$49.98**

(C) GILBERT MUSICAL FERRIS WHEEL ERECTOR SET – Sound effects unit adds carnival music to amusement park models or construction noises to other models. Electric motor with forward and reverse, power takeoffs. Sound unit plays 6" 78 RPM records. Build hundreds of interesting action-sound models. Steel chest is 20¾" long, 12¼" wide, 2⅞" high.
10-1089-2332 18 lbs. ....Retail **$34.98**

(D) GILBERT AUTOMATIC CONVEYOR ERECTOR SET – Hours of fun with the ingenious Materials conveyor (built with this set)–moves parts by an endless belt and unloads them into waiting cart. Electric motor has forward-reverse, 2 power take-offs. Build dockside hoists, robot, rocket towers, airplanes and many other models. Steel chest is 18⅜" long, 10" wide, 3" high.
10-1088-1665 11 lbs. ....Retail **$24.98**

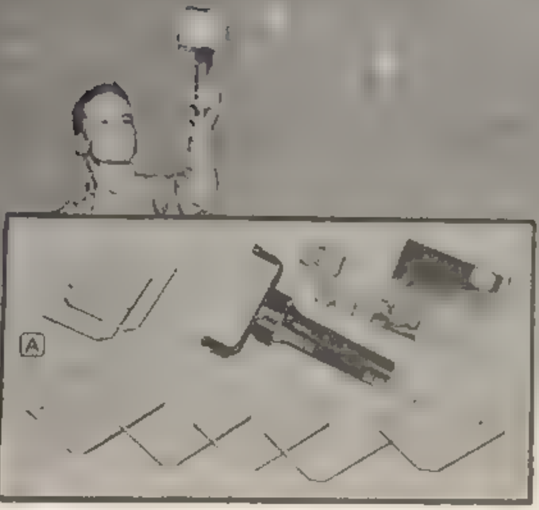
(E) GILBERT ROCKET LAUNCHER ERECTOR SET – Design and build hundreds of structural steel models. Build rocket launcher that raises, lowers and fires rocket into space. Build trucks, cranes, rocket servicing tower. Powerful electric motor has forward reverse, plus 2 power take-offs. Big steel chest holds all parts.
10-1087-1265 9 lbs. ......Retail **$18.98**

(F) GILBERT AUTOMATIC RADAR SCOPE ERECTOR SET – Be an Erector engineer with this set that has 2 tiers of parts enough to build radar scanner, airplane ride, self-propelled trucks, cranes, jet aircraft. Set has DC-battery operated motor to put action into many models. Sturdy steel chest measures 16⅜" long, 10⅜" wide, 3" high.
10-1086-665 7 lbs. ....Retail **$9 98**

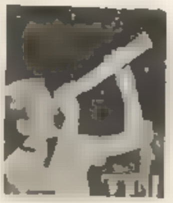


(G) JIM PRENTICE ELECTRIC MACHINE SHOP AND FACTORY – Completely motorized Machine shop will provide hours of fun in assembly and operation. "Factory Superintendent's Manual" is full of instructions on building complete factory with power saw, drill press, conveyor belt, lathe, punch press, 2 main control switches. Absolutely harmless moving parts. Assembly and repair tools included. Safe battery power.
10-2356-650 5 lbs. ....Retail **$10 00**

Set of 2 batteries for above.
10-1764-29 .... Retail **40c**



Explore the wonders of Science



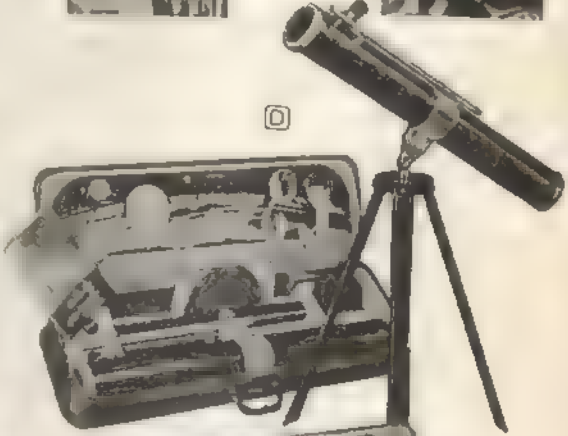
Project stars, constellations, planets, space ventures, eclipses, etc.

(A) GILBERT MAGIC STAR FINDER – Creates enthusiasm and excitement for science-minded boys and girls. Constellations "etched" on Plexiglas slides and light up when viewed at night thru illuminated Star Finder! Built-in compass illuminates also for quick reference location! Slides permit easy location of constellations! Includes batteries, science booklet.
10-1902-532 4 lbs. ....Retail **$7.98**

(B) SPITZ JR. PLANETARIUM – Brings outer space indoors! Plugs into any AC outlet, projects over 60 constellations of Northern Hemisphere. Rheostat control for greater contrast. Pointer and projection units operate from planetarium current – project solar and lunar eclipses, Saturn, Satellite, plus constellations and over stars.
10-2351-1320 4 lbs. ....Retail **$20.00**

(C) STARMASTER ASTRONOMY SET–Includes telescope, star projector with slides, constellation projector with slides, film projector with 3 "Sky Venture" film strips, power pack that runs on batteries, pointer, eclipse projector, planet projector and complete instructions. Projects over 100 stars, constellations, planets. Ages 6-16.
10-2350-660 2¼ lbs. ....Retail **$10.00**
10-1991-45 Set of 3 batteries. . **60c**

(D) GILBERT 80-POWER ASTRONOMICAL TELESCOPE – Explore the universal, see planets, satellites closeup. Precision made reflecting mirror. Sighting device makes it easy to locate constellations and planets before viewing. Sturdy 28" high steel tripod swivel locks in any position. Includes zipper case, star map, booklet.
10-2354-1199 6¾ lbs. ....Retail **$17.98**



ROCKS AND MINERALS
E

ERECTRONIC
TRANSISTOR SET
G

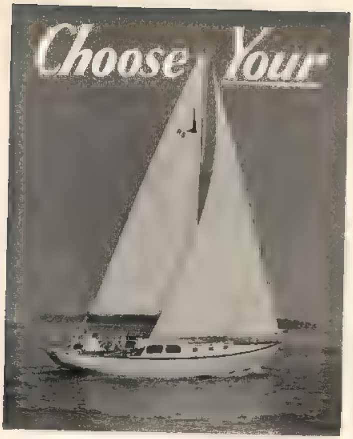
(E) BASIC KIT OF ROCKS AND MINERALS – Exciting, educational, unusual gift for young hobbyist. Includes Guidebook by D. M. Seaman of American Museum of Natural History. 25 selected specimens . . . gold, uranium ores, gems, fluorescent minerals, plus 9 hardness minerals . . . all mounted in separate compartments with identification markers.
10-2349-197 2 lbs. ....Retail **$3.00**

(F) REMCO MASTER ELECTRICAL SCIENCE KIT – Endless thrills for young Edisons. 1000 electrical experiments. 3 large operating panels with switches, telegraph keys, electric motor, rheostat, buzzer, bell, beacons, electromagnet, tool kit, wire, bulbs and hundreds of other parts. Booklet.
10-1633-665 4 lbs. ....Retail **$9.95**
10-2355-70 Set of 5 batteries **$1.00**

(G) GILBERT EREC-TRONIC TRANSISTOR SET – Builds 9 different transistor radio sets in just 10 minutes each. No soldering, jiffy clips do the job. No tools or special skill. Make code practice set, crystal set, transistor radio, crystal-transistor radio. Templates, crystal diode, capacitor, coil, earplug, code senders, batteries, antennas included.
10-2352-999 3 lbs. ....Retail **$14.98**

(H) GILBERT EREC-TRONIC ELECTRON TUBE SET – Build your own broadcasting stations in 10 minutes with this set that has all parts to make 2 crystal radios, 6 crystal-tube radios, 2 pentode radios, shortwave, 2 triode radios, code transmitter and oscillator set. Bring in London, Paris, Rome, Moscow on shortwave.
10-2353-1865 4 lbs. .. ..Retail **$27.98**

EREC-TRONIC
ELECTRON TUBE
H



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Outstanding design, top quality construction and finest materials have made Seafarer *the* standard of comparison for all fiberglass yachts.

Seafarers combine the economy and long-life strength of fiberglass with the traditional warmth of fine joiner work in teak and mahogany. And with Seafarer there is not merely one size or "design"—there is *choice*—and each is a *leader.*

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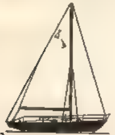
KEEL OR CENTERBOARD

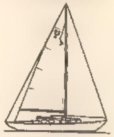


Tripp-30

30'4" x 20' x 8'6" x 4'6"

Designed for CCA racing plus spacious accommodations for comfortable cruising 6'2" headroom. 30 HP Atomic Four CCA 19.5.
Delivered Price. $12,850

DESIGN BY RHODES
CENTERBOARD

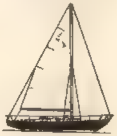


Swiftsure

33'0½" x 22'11" x 10' x 3'6"

An exciting new centerboarder of famed Phil Rhodes design. Top racing potential. Comfortable accommodations for six 30 HP Atomic Four. CCA 22.5.
Delivered Price: $16,985

DESIGN BY TRIPP
SLOOP OR YAWL

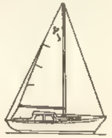


Javelin

37'10" x 25' x 10' x 5'3"

Another winner from Bill Tripp! Ocean-racing keel boat 6 berth layout Spacious accommodations and top equipment CCA 24.5.
Delivered Price: $19,750

DESIGN BY RHODES
A SAILING MOTOR SAILER



Bahama

34' x 25' x 10' x 4'3"

The outstanding new Bahama combines solid cruising luxury for six, real sailing ability and utmost seaworthiness. Wheel steering. Spacious deckhouse. 70 HP Universal.
Delivered Price $20,450

Tripp-30 and Javelin
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Available in glistening Plasticlear or brilliant colors (Blue, Red, Gray, Green, Black, Ivory and non yellowing Flat or Gloss White). Ask for BoatLIFE at your dealer, or order direct for $3.85 qt., $12.80 gal., ppd. (West of Mississippi add 25¢ qt 50¢ gal. to cover shipping costs.)

Also available Amazing BoatVINYLIFE Copper Vinyl Anti-Fouling for positive bottom protection. Completely waterproofs your hull and prevents marine growth of all kinds . . . for years!

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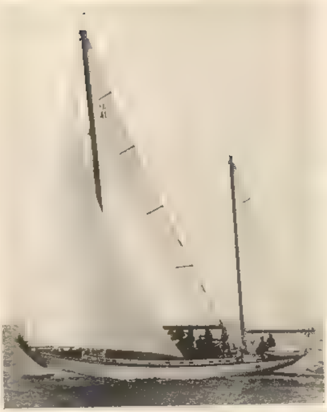

BARLOVENTO II

EARLY last summer Pierre S. duPont III, owner of the schooner Barlovento, member of the Cruising Club of America, the New York Yacht Club, the Vicmead Hunt Club Yacht Squadron and at least as many more yachting organizations, was discussing a new racing vessel whose arrival from Germany he was awaiting.

"The next time I race to Bermuda," he said, "I'm going first class"

His manner was jocular, but events have proved he was serious.

Delivered in this country too late to get into racing tune until the fag end of the 1959 racing season, his big, husky, tandem centerboard steel auxiliary ketch, Barlovento II, has shown enough to convince the cognoscenti that she is as rugged and fast as she is lovely and comfortable. She will add glamor and competitiveness to the Eastern deep-water racing fleet in 1960, when, among other things, she will race to Bermuda and then on across to Goteborg, Sweden.

She was designed by Philip L. Rhodes of New York and built by Abeking & Rasmussen of Lemwerder-on-the-Weser in Germany. Barlovento II is what the sea-going yachtsman calls "a lot of boat." She is 71′ 8″ over all, 50′ on the waterline, 18′ in beam and spreads 2052 square feet of sail in a masthead rig. With her main (forward) board down, her draft is 12½ feet. With it housed, the new cruiser-racer draws only 5½ feet

She is the smallest of the Tamaris type ('midships cockpit and deckhouse) Rhodes has turned out, but she doesn't look at all too high in profile for a sailing yacht of her length. Below, in keeping with the "first class" motif, she is as comfortably laid out, equipped and appointed as anyone could ask. In competition she has done well; she won a Cruising Club rendezvous race on the Chesapeake in a solid 25-mile breeze and a week later romped away with first-to-finish and first-on-corrected time laurels in the annual 100-mile Skipper race that was a light beat to the outer turning mark and a breezy reach home.

The new Barlovento has a welded steel hull with four watertight bulkheads and six integral fuel and water tanks. All steel work is zinc metalized inside and out for positive protection against corrosion. Decks, deckhouse and deck joiner work are all teak.

(Continued on page 360)

meet
the
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PRESIDENTS

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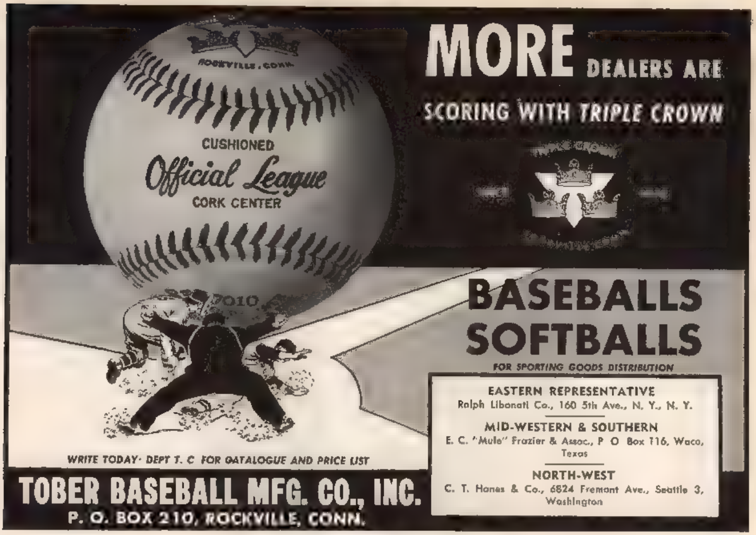

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(For More Information Circle No. 123 on Page 215)

Light Balsa Core Buoys Glass Surfer

Surface (top view) and silhouette (below) of new Apco surfboard.

Designed with a lightweight balsawood core for buoyancy and fiber glass reinforcement for strength and durability, a new Apco surfboard features a built-in skeg to allow optional installation of a keel. Available in three lengths and engineered for speed and lateral control, the board is finished in maintenance-free gleaming white, according to the manufacturer. **Atlantic-Pacific Mfg. Corp.**

(Circle No. 761 on Page 215)

60 Cartridge Types Offered by Norma

Addition of new .308 and .358 Belted Magnum Soft Points makes nearly 60 rifle cartridge types available in the Norma line. They range from the .222 Remington Soft Point up through the .375 H & H. The line includes the popular calibers and cartridges for imported military rifles. **Norma-Precision.**

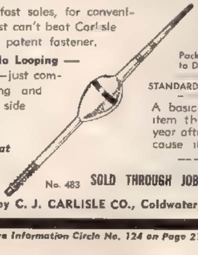
(Circle No. 762 on Page 215)

CARLISLE FISHING FLOATS

For value, for fast sales, for convenient use, you just can't beat Carlisle Floats with the patent fastener.

No Tying — No Looping — No Threading—just compress the spring and put the line in side opening slot

The Bobbers that Fishermen OK!



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A basic low price item that repeats year after year because it is right.

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Manufactured by C. J. CARLISLE CO., Coldwater, Michigan

(For More Information Circle No. 124 on Page 215)

TRAVEL RIGHT! TRAVEL LIGHT!! THE SCOTTY WAY!!!

ADD THE EXCITING '63 SERRO SCOTTYS FOR EXTRA PROFITS

SCOTTY SPORTSMAN 13
Sleeps 4 or 5
Wgt. 975 lbs.
$775
Retail F. O. B.

SCOTTY SPORTSMAN 15
Sleeps 6
Wgt. 1300 lbs.
$995
Retail F. O. B.

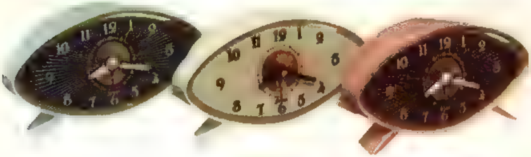
These nationally-advertised trailers with pre-finish aluminum exterior in turquoise and white, sell on sight. Kitchen dinette, built-in 2-burner stove, built-in sink, ice refrigerator. Store in garage; use as an extra bedroom. The Scotty 13 (shown) has choice of 3 floor plans—one with commode. Write for a Scotty franchise for your area today!

SERRO TRAVEL TRAILER CO.
463 AROMA RD., IRWIN, PA.
463 SCOTTY DR., BRISTOW, OKLA.

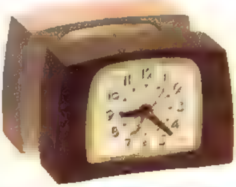
(For More Information Circle No. 125 on Page 215)

SESSIONS ALARM

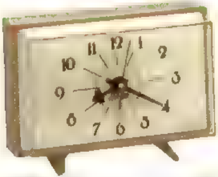
The Sessions Clock Company, Forestville, Conn., U. S. A. All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts AC only SS-10, 1959-60



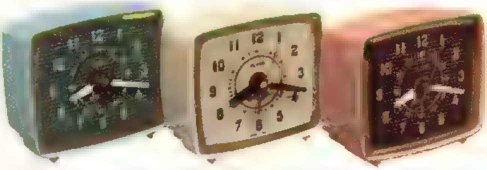
LORELEI The new long oval shape, 6⅞" wide, in modern pastels, pleasant buzz alarm. Ivory, non-luminous **(A155461) $6.95**, Blue, or Pink, luminous **(L155528) $7.95** Specify number and color when ordering.



MATE ALARM 2 rich wood finishes, 4¼x6¼". Mahogany or blonde, non luminous **(A425604) $8.95**; Mahogany or blonde, luminous **(L425663) $9.95**. Please specify number and color when ordering.

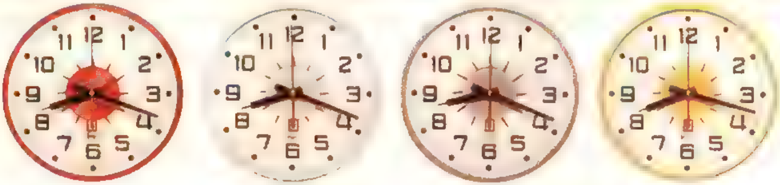


ENCHANTMENT Smooth, clean lines; etched pattern dial, in beige; 6¼x4¼"; pleasant buzz alarm. Beige, non-luminous **(A735461) $6.95**; Beige, luminous dial **(L735528) $7.95** Please specify number and color when ordering.

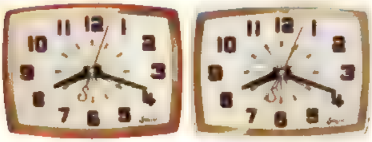


CHANTICLEER Wedgwood Blue, Creamy White, Sand Pink, all with contrasting dial pleasant buzz alarm 3½" high Petite and pretty. Ivory, non-luminous **(A145342) $4.95**, Blue, or Pink, luminous dial **(L145399) $5.95** Please specify number and color when ordering.

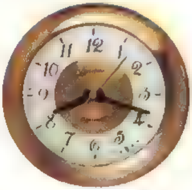
SESSIONS KITCHEN



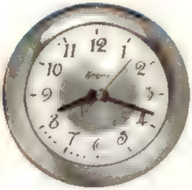
GLEAM Fresh and pretty for the most modern kitchens, 8" diameter. Red, White, Beige or Yellow, **(K835399) $5.95**. Please specify number and color when ordering



CHEER Crisp new design with bold numerals on white dial, 7³⁄₁₆" wide Red Case or White Case, **(K495342) $4.95**. Please specify number and color when ordering.



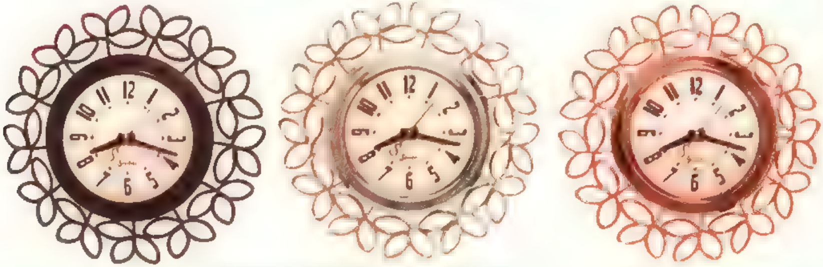
COPPERSMITH Gleaming, tarnish-proof copper finish in new slim wall hugging case, 7½" diameter **(K635528) $7.95**. Specify number, color



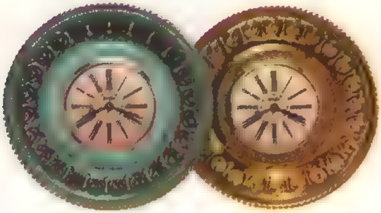
ELEGANCE Brilliant chrome finish in slim design, white dial, 7½" diameter Chrome, **(K545461) $6.95**. Please specify number and color when ordering

SESSIONS | DECORATOR

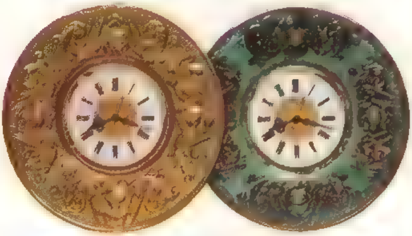
The Sessions Clock Company, Forestville, Conn., U.S.A. All prices plus applicable taxes. Sessions Electric Clocks operate on 110-120 volts, AC only SS-101 1959-60



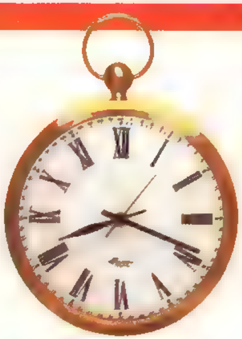
GLIMPSE Beautiful leaf design frames in 3 handsome finishes. 11½'' overall diameter. Black Frame **(M615528) $7.95**; Chrome Frame or Copper Frame, **(M615663) $9.95** Please specify number and color when ordering.



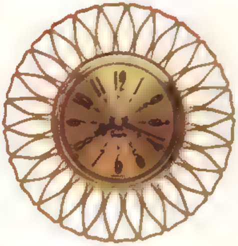
BIRMINGHAM Exquisite imported English brass plate in unique hammered pattern, 12' diameter Bright Brass or Antique Green, **(M905639) $12.95**. Please specify number and color when ordering.



CAMBRIDGE Handsome imported English brass plate, a full 17'' in diameter. Beautiful hammered pattern. Bright Brass or Antique Green, **(M9181422) $21.95** Please specify number and color when ordering.



HERITAGE A striking reproduction of grandfather's gold watch White dial with 12'' diameter brass finished case. **(M7551617) $24.95**. Please specify number and color when ordering.



ADORATION Beautiful feather frame in non-tarnishing brass finish for rich decorative effects. 12'' diameter. **(M805639) $12.95**. Please specify number and color when ordering.

(A) MR. AND MRS. POTATO HEAD WITH CARS. Children create their own funny characters by setting features on head cut from potato. Lots of fun. Stimulates inventiveness, originality. Use carrots or onions for more unusual types. Wgt. ½ lb. *Retail*
22A-810 B135 ...**$2.00**

(C) JR. DOCTOR'S KIT. Professional black bag with crack-proof clear vinyl window giving view of instruments and supplies. Everything needed to cure an ailing doll. Complete cures guaranteed with this handy zippered satchel. Ship. Wgt. ⅗ lb. *Retail*
22A-271 B198.....**$3.00**

(E) U. S. PLASTIC MAP. Geography-for-fun with this bright colored 50 state map of the U.S.A. Markers for state capitals and for principal products. Date at which each state was admitted into the Union. They'll soon floor their parents with their learning. 19¼" x 12½" x 1". Ship. Wgt. 2 lbs. *Retail*
22A-268 B198 . ..**$3.00**

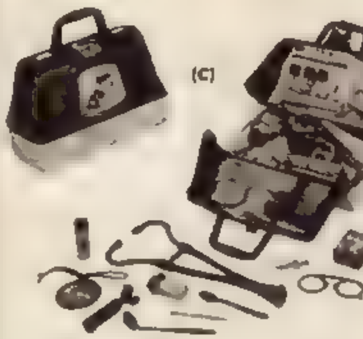
(G) SNAP-IN BEADS. No strings, and no clasps! Gorgeous assortment of jewel-tinted plastic beads that snap together to form necklaces of any length and colorful bracelets. An easy way for small girls to dress up. Wgt. 1¼ lbs. Size: 18" x 11" x 1¼". *Retail*
22A-267 B130 . **$2.00**

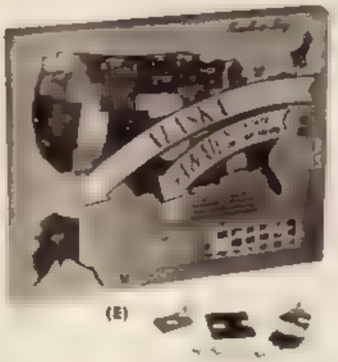
(B) ATOMIC SUBMARINE. Look through periscope, line up miniature battle cruisers, push the button and – wham! You literally blow them out of the water. A game to amuse all ages, including former naval persons. Wgt. 2¾ lbs. *Retail*
22A-939 B265.. ..**$4.00**

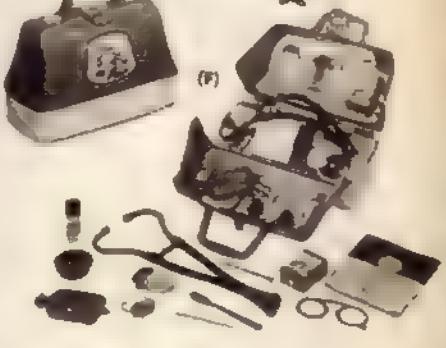
(D) CHAINS 'N CHARMS. She and her pals can put together an endless variety of charm bracelets. 48 amusing topical Metro-lite plated charms that snap together without clips. In plastic tray box for ages 6 to 16. Box 11⅜" x 8½" x 1¼". Wgt. 1¼ lbs. *Retail*
22A-269 B198.....**$3.00**

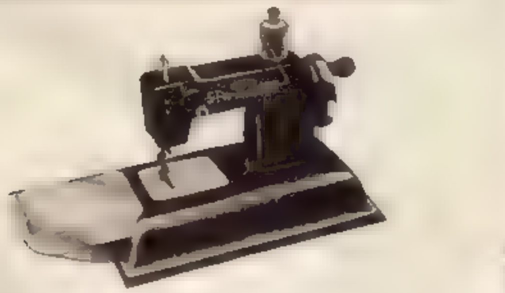
(F) NURSE'S BAG. When dolls are really sick they need a capable R. N. whose zipper bag holds safe, sturdy medical equipment for nursing care. Bag of washable vinyl with clear plastic side. Can help teach small mothers about good health. Wgt. 1⅓ lbs. *Retail*
22A-272 B198 ...**$3.00**

(H) ELECTRIC RANGE. A real electric model stove' Large cooking surface. Oven keeps food warm. Pink baked enamel finish. Enclosed heating element. 5 piece aluminum cooking set. U.L. approved. 110 volt. 11½" x ⅞" x 7". Ship. Wgt. 5 lbs. *Retail*
22A-604 B265 . **$4.00**





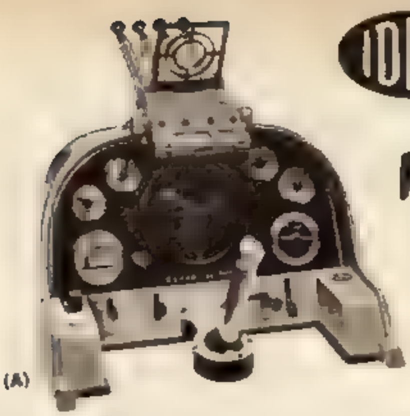




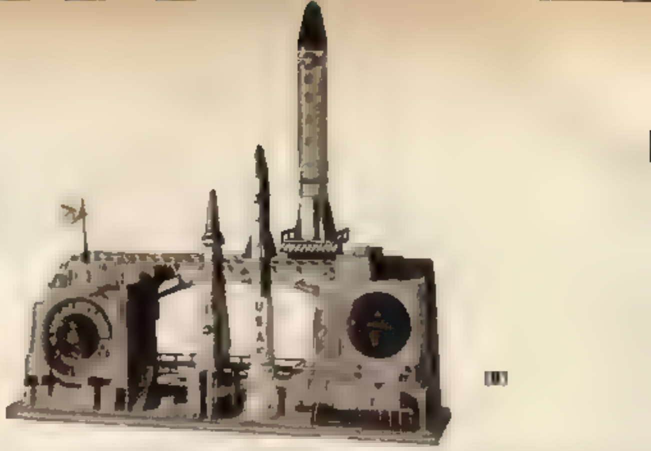
SEWMASTER. Precision built miniature sewing machine that really works. Comes ready threaded to sew a strong chain stitch. Hand operated by turning wheel. Clamps firmly to play table. Gives youngsters an early start at learning important skill. Hgt. 7⅞".
22A-585 B330 Ship. wgt. 2 lbs............ .. ...Retail **$4.98**

SNAP BLOX. Wonderful to stimulate originality and inventiveness in small child. Blocks snap together to build recognizable models of almost anything from a locomotive to a camel. Glossy non-toxic paint, durable, rust-proof fasteners. Ship. Wgt. 1 5/6 lbs.
22A-369 B198. . ... .Retail **$3.00**

IDEAL Toys



(A)



(B)

(A) IDEAL FIGHTER JET. "Flying" in this electronic FIGHTER JET is like flying a real jet plane. Has operating throttles, full instrument panel, tracking radar scope, control stick with machine gun button, moving targets and four rocket firing guns. Bank and turn indicator on instrument panel is just one of the many "real" features of this fascinating "plane" that simulates actual flight.
22A-870 B1295 Size: 16" x 12¾" x 11¾"........Retail **$20.00**

(B) IDEAL "COUNT DOWN" MISSILE BASE. Radar scanner operates continuously giving radio signals. Battery-operated flat car transports rocket to launching pad. Pointer indicates distance to nearby planets. Count down lever starts count down mechanism. At zero, "fire" lever is pressed and rocket blasts off to height of 25 feet. Radar screen lights up and "tracks" rocket. 3 rockets included.
22A-871 B860 Size: 22" x 8" x 8"...............Retail **$13.00**

(C)

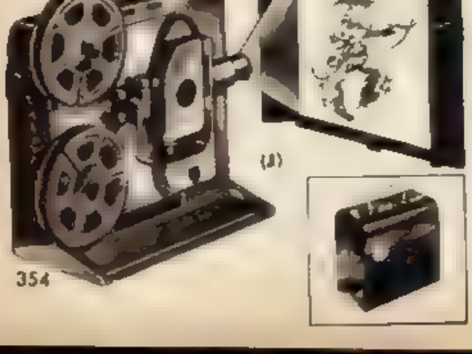
(D)

HAND
PHONE
SET

(E)

(F)

(G)



(J)

(H)

(C) IDEAL INTERCOM PHONE SET. Precision-engineered, latest style, life-size telephones – 8" wide x 7" deep. Comes with roll of wire. "On" button lights up when depressed. When dial is spun, signal bell rings. 2 standard flashlight batteries in each unit.
22A-250 B495...................Retail **$8.00**

(D) CODEMASTER SIGNAL SET. Combines three types of code communication in a single instrument . . . buzzer, flasher, clicker. Molded from high-impact styrene. Complete international code permanently molded into top housing. Include 2 transmitter-receivers, communication wire, 4 flashlight batteries, instrument sheet, manual.
22A-543 B265 Ship. wgt. ½ lb....................Retail **$4.00**

(E) HAND PHONE COMMUNICATION SET. For play . . . or for professional use in houses, offices, farms and factories. Strong, clear transmission. Attention-calling buzzer. Two wall hangers . . . plug-in communications wire. Powered by two "C" batteries (not incl.) Housings molded from high-impact styrene for toughness. Guaranteed.
22A-909 B330 Ship. wgt. ¾ lb.............Retail **$5.00**

(F) MUSICAL DIAL TELEPHONE. Play dial telephone made from polyethylene. Turn handle and concealed musical instrument gives musical tone. The dial returns by spring action and rings bell. Size: 4" x 4¾" x 7". Receiver: 8".
22A-939 B135...................Retail **$2.00**
22A-790 B135 Talking Telephone (not shown) ....Retail **2.00**

(G) "LITTLE HERCULES" TRANSISTOR RADIO. A *real* radio . . . complete, ready to use with Hi-Fi earphone, 4 batteries, ground and aerial. Lightweight, compact. Cigarette package size. Batteries are low cost. Strong, plastic case in mix-and-match color combination. Youngsters can have own personal radio'
22A-797 V385...................Retail **$5.95**

(H) "FUTURA" ALL-TRANSISTOR RADIO. No ground! No aerial! Carry in pocket, purse or palm of hand! Precision "Big Radio" performance. Unbreakable case. Volume control for comfortable listening anywhere. Extremely low power consumption. Over 500 hrs. battery life per battery. Earphone for personal listening.
22A-912 V650....................................Retail **$9.95**

(J) BATTERY OPERATED MOVIE PROJECTOR. A toy that's more than a toy! An operational 8mm movie projector with self-contained screen. A child can operate . . . thread, project, focus, rewind. Precision lens. One roll of exciting film and take up reel included
22A-910 B530 (Batteries not included)............Retail **$8.00**
22A-1002 B250 3 different cartoon films (ind boxed) Ret **3.75**

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PLEASE SEND ME YOUR FULL COLOR CATALOG OF EMBLEMS AND OTHER INFORMATION ABOUT TOP-QUALITY SWISS EMBROIDERED EMBLEMS.

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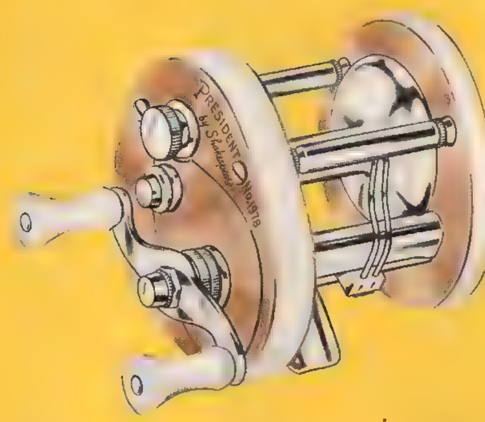
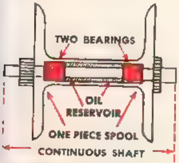


Shakespeare | **DIRECT DRIVE** President
NO. 1978 - $32.50

NEW Tru-Axis casting reels built for new monofilament* casting line



Tru-Axis is ruggedly anchored, stays centered and runs smoothly One piece construction withstands wedging pressure of monofilament

New Shakespeare Tru-Axis principle, plus newly developed Shakespeare bait casting monofilament* makes the use of monofilament a practical reality for bait casters. Here is a new concept of reel construction destined to revitalize bait casting. *No. 1978 Shakespeare Direct Drive President -beautiful bronze anodized finish, a custom-crafted masterpiece for years of dependable performance. Capacity 165 yds. 15 lb. Shakespeare B. C. Mono. $32.50*

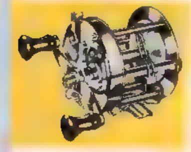
**See the reverse side for complete details on new, "B. C. MONO"—Shakespeare monofilament made specifically for bait casting.*

DIRECT FOR POWER DRIVE

QUIET
NYLON GEARS
OUTWEAR METAL

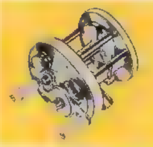
"AUTOMATIC THUMBING" NEW SPRING TENSION CASTING DRAG

Another plus from Shakespeare engineering Easily adjusted for no-backlash casts



No. 1944T SERVICE

Tru-Axis, for use with monofilament*. Chrome plated brass frame. Three-unit take-down construction ruggedly built for fresh and salt water service. Capacity 200 yds. 20 lb. B C. Mono..................$17 95



No. 1976 PRESIDENT

STAINLESS STEEL. Tru-Axis, Direct Drive and automatic thumb, plus Ty-Ba crank, For fresh or salt water Cap. 165 yds. 15 lb. B. C. Mono............$37.50

No. 1927 DIRECT DRIVE

Has exclusive Direct Drive, automatic thumb and Tru-Axis construction to handle monofilament*, Price makes it a real value. Cap. 165 yds. 15 lb. B.C. Mono...$16.00

No 1923 DIRECT DRIVE

Sporty, light salt water fishing Bait casting for musky and northerns. "Ty-Bo" crank, automatic thumb, direct drive, and Tru-Axis. Cap. 165 yds. 15 lb B. C. Mono..$17.50

SHAKESPEARE TUBULAR GLASS WONDERODS

DOUBLE-BILT with:

1. A reinforcing glass fiber cylindrical wall on the inside and........
2. Thousands of parallel glass fibers on the outside for strength. There s a Shakespeare Wonderod for every type of fishing. Above, No. P1592 Presidential Casting Wonderod. 5'8" L or M, 6' L.....$24.95

LINE-UP FOR SALES WITH NEW B C Mono for BAIT CASTING

NEW TRIUMPH
OF SHAKESPEARE
RESEARCH

Shakespeare
B C Mono
for BAIT CASTING
DESIGNED for LEVEL-WIND CASTING and TROLLING REELS

MONOFILAMENT LINE SPECIFICALLY FOR BAIT CASTING

Opens New Sales Opportunities

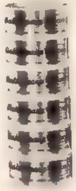
Shakespeare research and facilities to fabricate its own monofilament — now bring you an entirely new kind of monofilament — Shakespeare B.C. MONO designed specifically for bait casting and trolling. New "B.C MONO" . . . processed for bait casting limpness . . . is smaller in diameter, strength-for-strength than braided line; nearly *doubles* reel capacity! Sealed to insure factory fresh delivery to your customers. Available in 10-lb. to 35-lb. test rating.

No. 6100X B.C. MONO in Factory Fresh 6-Pak (6, 100-yd. connected spools)

10-lb.	12-lb.	15-lb.	18-lb.	20-lb.	25-lb.	30-lb.	35-lb.
$10.50	$12.00	$12.90	$13.50	$15.00	$18.00	$21 00	$24.00

B.C. MONO IN FACTORY FRESH 6-PAK

No. 6100X Now B.C. MONO comes in convenient 6-pak, 100 yds. to spool. Pak cuts apart for single spool sales. (For prices see chart at left.)



B.C. MONO IN PLASTIC BOX

No. 6100 Now available two 100-yd. spools connected in handy plastic utility box.

10-lb	$4.00
12-lb	$4 50
15-lb	$4.80
18-lb	$5.00
20-lb	$5 50
25-lb	$6 50
30-lb	$7.50
35-lb	$8.50

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Shakespeare Monofilament

SHAKESPEARE "FACTORY-FRESH" MONOFILAMENT in 3 colors for varying water and bottom conditions

The ultimate in monofilament, fabricated to tolerances of less than 12/1000th of an inch. (1) uniformly strong throughout and (2) casts smoothly because of its small diameter which resists kinking and stays limp. No. 5900Q Wexford Monofilament available in 4 to 30-lb. test in blue, green or charcoal to match every stream, lake, river or salt water condition. Competitively priced; for example 100 yds 8-lb . . . **$.65** (*also available in 12-pak*)

WONDERFLOAT FLY LINE

SHAKESPEARE WONDERFLOAT FLY LINE floats high and dry without dressing

A spectacular performer, the secret is in the tough, lighter than water, floating jacket. Wonderfloat fly line has body and weight to cast well. Never submerged, it picks up OFF the water with a flick of the rod tip, slithers through the guides, casts without sag, and lies limp, kinkless on the water. Wonderfloat finish level lines from $2.00; tapers from $6 00. All in new tangle proof "Quick-Pak" for easy reel loading

WEXFORD WONDERLINE WEARS UP TO 3 TIMES LONGER — WILL NOT WATER LOG

Famous Wexford Wonderline wears up to 3 times longer. Exceptionally tight braid gives you a flexible, easy casting line that will not water log and provides a bonus of extra strength. Available in 10 to 40-lb. test rating in black, camouflage and invisible. All sealed for factory fresh delivery. Price example: 50 yds. 15-lb. test **$1.35**

FINE FISHING LINE
Shakespeare

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SHAKESPEARE COMPANY, Kalamazoo, Michigan

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Quality Runs in the Family

Shell Lake makes Canoes, Fishing Boats, Runabouts. . . . **The Sioux Model Canoe** is one of the family of Shell Lake quality boats.

Shell Lake BOAT COMPANY
SHELL LAKE, WISCONSIN

hour to set the sails, lower the centerboard and cast off. I have two vivid recollections of the start and finish of that maiden voyage. Everything in between is hazy. I recall Wally telling me to hoist the jib and my deathly fear that if I did it would be upside down. There didn't seem to be much to choose from among its three corners. Until I hoisted the mystery would never be solved. Up she went and properly. Just this seemed like total victory.

Returning to the mooring I tried to recall Brother Calahan. *Go past and come about into the wind* I seemed to remember. It quickly became apparent as we boiled up channel that I could have skipped that chapter. The channel was narrow, the wind astern and our mooring in line with many others. I have since heard from dozens of knowing sailors to whom Wally described the maneuver, that I came straight up and simply made a sharp right turn. He did manage to hang on to the buoy. We'd made it and were exhausted and the rowboat had sunk at its mooring.

By November I sensed it would be wise to haul Sais Pas. It took me ten days to decide who among my friends was considered an unusually kindly person. I knew I wouldn't stand a chance of getting acceptance for this kind of job from anyone less noble.

The tide was going out fast when we arrived for the operation. Backing the trailer down and over the rocks, ties and rails that seem normal surfacing in such places, the old car shuddered to a gravelly halt at the water's edge. For the next half hour it was a losing race with tide. My friend Brad was doing his best to manhandle Sais Pas onto the trailer. I watched, unmanfully cringing at the thought of wading into the cold November water. I fought back the mental discomfort of seeing my helper up to his hips while I pussyfooted around the edges. Joining him was inevitable so I made the plunge and promptly became numb. By now the tide had given up. Sais Pas was ensconced on her winter throne.

Our eagerness to leave was unmatched by the efficiency of our transportation. The old car made noises but it was a stand-off between its forward motion and Sais Pas' reluctance to leave her element. Sais Pas lost in the end, however, to a car that had been down that way before and to its driver who received my deep and embarrassed thanks. Sais Pas came home. I resumed with Calahan and discovered chapter nine was "Seventeen Ways To Get Out of Trouble."

One bright winter day a friend, one obviously I had not yet commandeered, kindly offered to sponsor us at the yacht club. (I knew right then I would lose him ere long too.) Thus Sais Pas could be moored in a charming harbor among a bevy of her peers and better. But one look at that harbor did nothing to put her skipper at ease. I've twisted and turned a car through traffic mazes for years but envisaging sailing out of that labyrinth with nothing but Calahan and sails appalled me. I might richochet back and forth but anything less costly or embarrassing seemed out of the question. I was having a difficult time convincing my new associates I really was a neophyte. People seem loathe to believe in extremes; the expert and the novice are equally incredible to the middle man.

Having used up more than my quota of friends, I was a bit desperate for some help at the launching. I had not yet dipped into the talent at the club. No one there had believed in my ignorance and I was not anxious to put on a demonstration. The truth would come out soon enough and I still had one nonmember prospect left. He came quietly.

After stepping her mast and tying her to the pier, he left me. I felt the worst was over. I felt, in fact, quite salty, fiddling with cotter pins, turnbuckles, shrouds and stays. The sun was warm and while my wife stood by on the pier watching my guesswork, contentment and peace fluttered through me. I was on my own boat, at my own club. All my qualms and problems both real and imaginary had disappeared. I didn't even feel that the increasing number of gaily colored dresses, Bermuda shorts and blue blazers mingling on the veranda had come to spy on my ineptness.

One of the blue blazers sauntered

SHEPHERD

INTRODUCING A NEW "1960 25-ft. FLYING BRIDGE CRUISER"
— Sleeps 4 — Speeds to 32 M.P.H.

Distinction . . . Performance . . . Craftsmanship

Mean the same tradition, reliability and quality which have been Shepherd standards for generations. If you're thinking of buying a boat, don't fail to see your Shepherd dealer—he has inboards and outboards from 16 - 36 feet.

SHEPHERD BOATS LIMITED ● NIAGARA-ON-THE-LAKE ● ONTARIO ● CANADA

LUBRIPLATE OUTBOARD MOTOR OIL

Lubriplate 2-C Outboard Motor Oil has been formulated for high horsepower outboard engines by Fiske Brothers Refining Co., Newark 5, N.J. Available in flat top and screw cap quart cans, Lubriplate 2-C mixes instantly with all types of marine gasolines, burns completely and aids quick starting.

Other Fiske products include Lubriplate Hypoid 90, a non-foaming non-detergent gear oil for gearshift engines; Lubriplate No. 105, a waterproof grease for non-gearshift outboard engines; Lubriplate Marine-Lube A, a multi-purpose medium density grease resistant to salt and fresh water, Lubriplate H.D.S. Motor Oil, formulated for high compression gasoline and diesel engines; and Lubriplate Non-Detergent Motor Oil for use during break-in periods and as a non-detergent oil afterwards.

DU PONT NYLON

Du Pont Type 707 nylon line, offered by E. I. du Pont de Nemours & Co., Inc., Centre Road Building, Wilmington, Del., is twice as strong as the same size manila, absorbs eight times more energy and lasts from three to five times longer, according to du Pont. It resists salt water, flexing and abrasion, and can be stored wet without damage from rot or mildew. Smooth splinter-free nylon is more flexible than ordinary rope. The ½″ nylon line is twenty percent stronger than ¾″ manila.

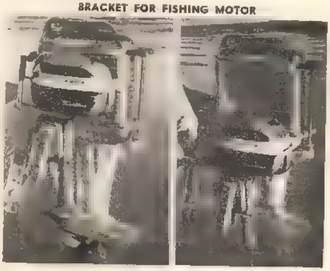
MURPHY & NYE SAILS

The Chicago loft (4721 N. Kedzie Ave.) and the new Annapolis Branch (616 Third St.) of Murphy & Nye, sailmakers, specialize in the design and making of racing sails for all one-design class boats. In 1959, M. & N. sails brought in the winning boats in the International Dragon, Snipe, Rebel, and Lightning Class Championships. Sail features include patented tape application to assure even draft top to bottom; elastic batten stops; lightweight, head boards; no mitre jibs, and an adjustable luff jib.

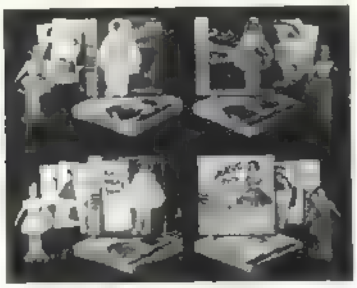
U.S. PLYWOOD QUALITY-TESTED

A new torture device which subjects Weldwood Royal Marine Plywood to a severe quality test is being used by the United States Plywood Corp. of Seattle, Wash. This Structural Integrity Tester, which looks like an old-fashioned wash boiler, gauges accurately plywood performance under severe conditions. Automatic controls put plywood samples through a 24-hour cycle of boiling and drying. The new device is part of an overall quality control program for Weldwood Royal Marine Plywood which includes electronic checking of moisture content in veneers, visual grading of veneers and shear strength test.

BRACKET FOR FISHING MOTOR



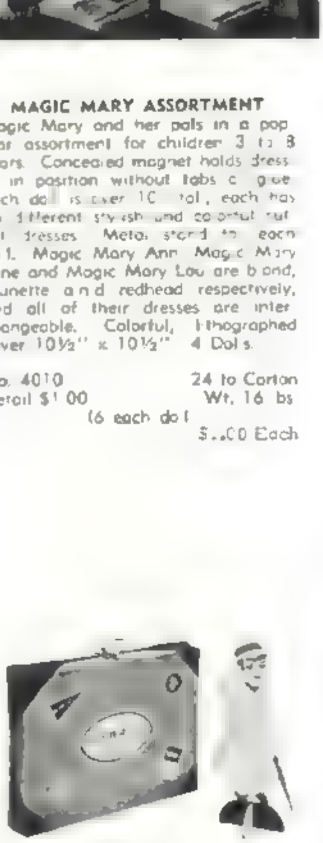
Aluminum and plywood bracket for fishing motor is made by McElroy Mfg. Co., Tulsa, Okla. Bracket raises trolling motor clear of water when power and speed of larger motor is wanted. Raised position (left) and trolling is shown.



MAGIC MARY ASSORTMENT

Magic Mary and her pals in a popular assortment for children 3 to 8 years. Concealed magnet holds dresses in position without tabs or glue. Each doll is over 10" tall, each has 15 different stylish and colorful cut out dresses. Metal stand to each doll. Magic Mary Ann, Magic Mary Jane and Magic Mary Lou are blond, brunette and redhead respectively, and all of their dresses are interchangeable. Colorful, lithographed cover 10½" x 10½". 4 Dolls.

No. 4010 24 to Carton
Retail $1.00 Wt. 16 lbs
(6 each doll
$[illegible].00 Each



2201 HOLLY DAY, cut-out doll in suitcase, size 10" x 13" x 2½" packed 1 doz, ctn wt 11 lbs. Each $1.00

R-90 PENNY, real hair in pigtails, 40 costumes. Bag size 6" x 10" packed 6 doz, ctn wt 11 lbs. • Each $1.00

OVER TWO FEET TALL
41 COLORFUL APPLIQUES

No. 304—Shirley Temple Stand-Up Doll

The most beautiful paper doll ever created. Doll is over two feet tall and has authentic Shirley Temple life like hair. Ingenious easel snaps doll into position ready to be dressed. Set includes 41 colorful appliques to design over [illegible] wardrobe changes. Dresses and accessories attach to doll by means of the exclusive fabric, plastic snap-ons. Age [illegible] to 10. Packed one dozen in a carton, wt. 20 lbs. Each $2.00

paper dolls

No. 300—Shirley Temple Snap-On Paper Dolls

Shirley Temple — the most famous personality — winning a new generation of fans. Sensationally new, patented Snap-On feature permits easy costume changes on extra heavy Shirley Temple paper doll. Set includes Snap-On dresses and accessories. One dozen in a ctn.; wt. [illegible] lbs. Ages [illegible]-12. Each $1.00

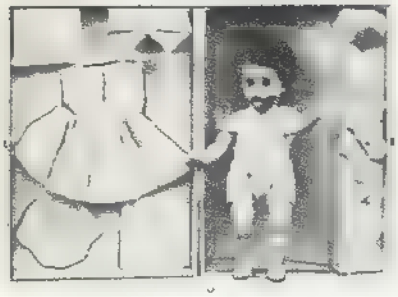
It's the BIGGEST!
"Pony Tail"
PAPER DOLL
Dress "Pony Tail" like big sister
Over 30 complete costume changes

No. 116—"Pony Tail" Paper Doll

A big "teen-age" paper doll with life-like pony-tail hair. Set includes a safety scissor that really cuts. Over 30 costume changes of the latest up-to-date fashions. Packed three dozen in a carton wt. [illegible] lbs. Each $1.00

No. 131—Vickie and Valerie Paper Dolls

Two, modern, teen-age paper dolls with wardrobe of eight full-fashioned cloth customes of miracle washable Fabrey. Clothing is held firm with Velcro, the lifetime magic fastener. Works just like a zipper. Beautiful window box. Added feature: skirt on cover allows actual demonstration of "touch-costume is on, Zip — it's off". 1 dozen in a carton; weight 14 lbs. Each $2.00



No. 452—Horsman's "Tammy Tears"
18 inches tall. Drinks, wets, cries real tears. Rooted hair, sleeping glassine eyes with lashes, all vinyl, fully jointed. Packed in 19½x12½x4½ suitcase with a complete layette. Three in a carton; weight 17½ lbs.
Each $10.00

No. 445—Horsman's "Tammy Tears"
A "Softee" doll in display carrying box — 16 inches tall — she drinks, wets, and cries real tears. Fully jointed. Hair is rooted. Dressed in a lace-trimmed, cotton sunsuit with extra jacket and dress, pair of bootlies; soap; nursing bottle; washcloth; clothespins, diaper; bib and sponge. Display boxed with carrying handle. ¼ dozen in a carton, weighing 10 lbs.
Each $8.00

Softee
horsman

No. 323—Horsman's "Softee"
12 inches tall — drinks and wets. Fully jointed. Hair is rooted. Vinyl plastic. Dressed in a printed flannel diaper and jacket. Complete with layout. Turning head. Sleeping glassine eyes with lashes and coo voice. Individually boxed. 1 dozen in a carton weighing 20 lbs.
Each $4.00

No. 537—Horsman's "Ruthie"
In traveling suitcase — 14 inches tall. Fully jointed. Vinyl plastic. Miracle tilting head. Rooted tie-back hairdo. Dressed in lounging robe and matching slack outfit. Layette includes: taffeta dress, coat and pocketbook, straw hat, two-piece slack outfit, stockings, knit panties, comb, brush and mirror, sponge and soap. Sleeping glassine eyes with lashes. ½ dozen in a carton, weighing 17 lbs.
Each $10.00

"BUBBLY" TOD-L-TOT

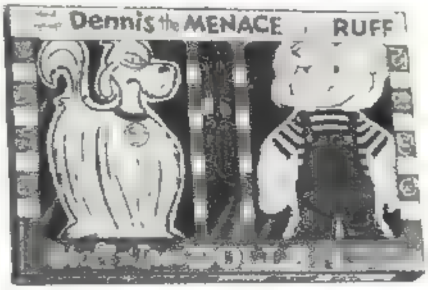
Peeking through the cover of her new, showier box, Tod-L-Tot, surrounded by her many tiny baby accessories, becomes an irresistible item before you lay a hand on her. Tod-L-Tot is a 10" vinyl doll with many adorable features to recommend her to a young mother. She drinks, wets, cries and blows bubbles with her own bubble pipe. Has stationary plastic eyes. She's as salable as she is adorable.

No. 209—Packed ½ dozen—Weight 10½ lbs..
Each $2.98

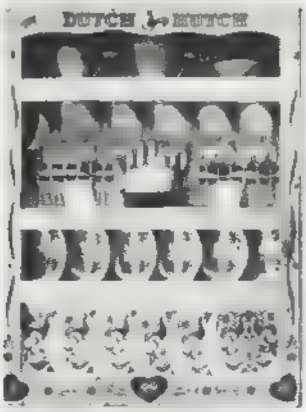
No. 753—Dolly-O and Her Friends
An applique trio to stuff and lace. With appliques, pom-poms, die cut stuffing, punched holes for lacing, wool and needles. 24 in a carton; weight 18 lbs.
Each $2.00

Dennis the MENACE
DOLL

No. 101—Dennis The Menace Stuff And Lace
Colorful die cut doll with precut stuffing and holes already punched ready for lacing. Special lacing needle. Colorful wool skein. Easy to follow instructions. 15-1/8x10x1-3/8 inch. 2 dozen in a carton; weight 16 lbs.
Each $1.00

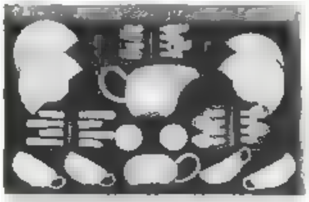


No. 102—Dennis Stuff'N Lace Dolls
Contains Dennis the Menace and Ruff pre-cut, punched ready to lace. Stuffing, lacing yarn and lacing needle included. Full color. Box 18-1/8x12½x1¼ inches. Twelve in a carton.
Each $2.00

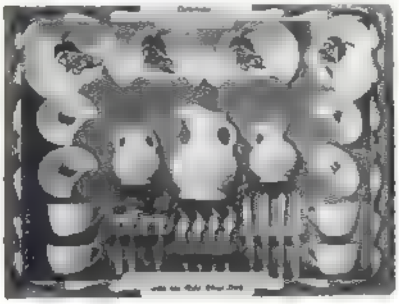


No. 7417 Dutch Hutch Tea Set Service For 6
43 plastic pieces with attractive Pennsylvania Dutch design on plates and saucers. Complete tea service for six. White and orange with green and yellow design. "Silva-Glow" cutlery and toaster. Six in a carton; wt. 16 lbs.
Each $4.00

No. 7263—22 Piece Service for 3
12 in a carton; wt. 15 lbs.
Each $2.00

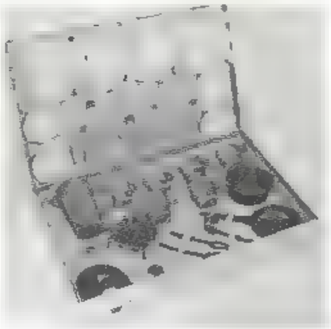


No. 4627—Russel Wright American Modern Tea Set. One of the foremost designers in the country, Russel Wright, has designed a modern tea service in toy size to delight little make-believe homemakers. Set consists of four plates, four cups, sugar and cover, teapot and cover, four metalized spoons, knives, forks. Authentic reproductions of Wright originals down to the mottled finish. Made of durable high impact plastic. Packed each in display box, 2 dozen to carton. Weighs approx. 19 lbs.
$1.98 Each

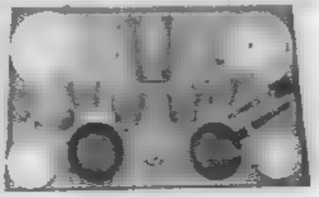


No. 7335—Hobnail Tea Set Service For 6
27 polyethylene pieces with "milk glass" look. Service for 4. Cherry and leaf design on plates and saucers. "Silva-Glow" cutlery. 6 in a carton; weight 11 lbs. Each $3.00

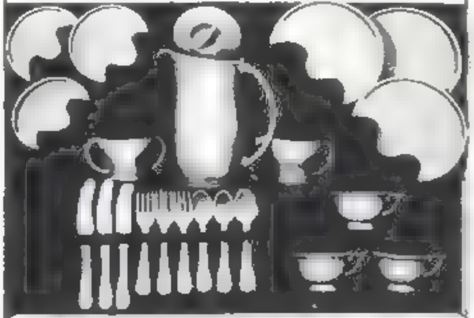
No. 7258—15 Piece Service For 2
12 in a carton; weight 13 lbs.
Each $2.00



No. 4578—Roy Rogers - Dale Evans Dinner Set
Service for two dinner set with western style wood-grained plastic cups, sugar with cover, creamer and coffee pot with cover and Roy Rogers brand. Colorful metal plates and saucers. Black plastic bean pot, skillet, spatular, fork and dipper. Aluminum knives, forks and spoons with wood-grained plastic handles. Boxed, ½ dozen per carton. Weight 13 lbs. Each $3.00



No. 4579—Roy Rogers - Dale Evans Dinner Set
Service for four western set includes woodgrained plastic cups, sugar with cover, creamer and coffee pot with cover and double-R-Bar brand. Plates and saucers are of sturdy colorful lithographed metal. The black plastic cooking utensils include a skillet, bean pot with cover, trivet, spatular, fork and dipper. Knives, forks and spoons are made of aluminum with wood-grained plastic handles. Boxed, ½ dozen per carton. Weight 23 lbs.
Each $5.00



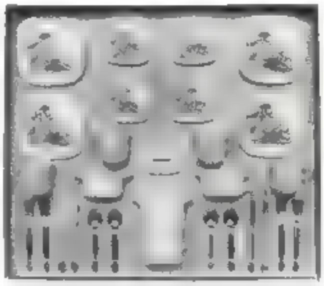
#1248 ALL POLY MODERN TEA SET—22 pieces. All pieces molded in unbreakable poly, including tableware. Complete service for 3, in beige, pink and blue color combination. Packaged in beautifully decorated box with cellophane window. Box size: 19 x 13 x 4". Each $1.98

SHIRLEY TEMPLE

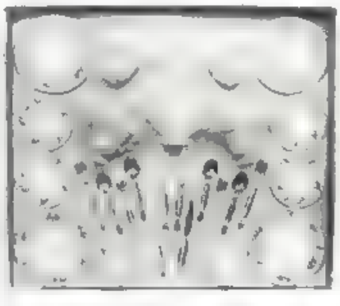
Shirley Temple Tea Sets
Attractive tea service with metal plates and saucers lithographed with Shirley Temple monogram. The sturdy plastic cups, teapot, and creamer have a cameo of Shirley Temple. With plastic knives, forks and spoons

No. 4571—Service For Two
One dozen in a carton; wt. 24 lbs.
Each $2.00

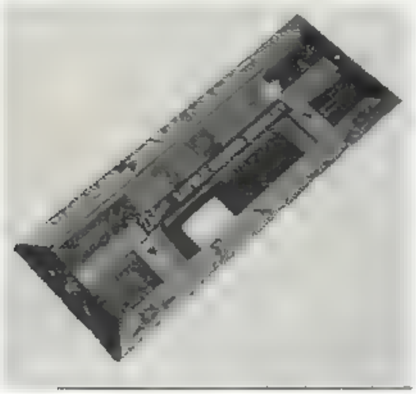
No. 4572—Service For Four
One-half dozen in a carton; wt. 6 lbs.
Each $3.00



No. 843 Japanese Garden Tea Set—
Service for four-28 pieces. Packed 1 dozen to carton. Utensils-turquoise. Shipping weight approximate 23 lbs.
Each $2.98



No. 243 Dogwood Tea Set—
Service for 4 - 28 pieces. Box size 18 in. x 15 in. x 4 in. Packed 1 doz. to carton. Shipping weight approximately 21 lbs. Each $2.98



No. 2092—Little Mr. Jewelry Set
Contains wallet with identification card, Bolo tie and slide, cuff links, matching tie clip, rhodium plated key chain, identification bracelet, jeweled ring. Attractively boxed, 12 in a carton, weight 14 lbs.
Each $2.00

JEWELRY STORE

my merry JEWELRY STORE
Heavens to Betsy! Rings on her fingers, charm bracelet and watches for her wrist, pearl ear rings and scatter pins to complete her dress up. A new honey. 8¼ x 9½ x 1¾"
No. ST-10, 12 in a carton; weight 7 lbs.
Each $1.98

Cosmetic Shop

my merry COSMETIC SHOP
High, wide and oh-so-handsome sensational new store with eighteen items. Featured are famous Coty L'Aimant play cosmetic miniatures, Pic-a-Puff, emery boards, powder puffs, Coty play liquid make-up, two lipsticks. Large 10½ x 7½ x 1¾" size.
No. ST-11, 12 in a carton; weight 10 lbs.
Each $1.98

1-A-DAY Bracelets

"DO-IT-YOURSELF" JEWELRY SET

CHRISTMAS DESIGN...
ROCK 'N' ROLL AND
SEA SHELL MOTIF...

OTHER ATTRACTIVE AND
COLORFUL DESIGNS.

CHARMS STITCHED TO
PLATFORM...CELLOPHANE
WRAPPED! FINEST SET MADE.

No. 3100—Set—One set in a box. One dozen in a carton wt. 15 lbs
Each $2.98

Charming and Alluring

No. 200—Jewelry Kit

An ideal gift item for little girls, this box contains jewelry with a Tiffany look at a Five & Ten price. All vinyl and beautifully screened in Four Colors. Jewel Case contains: 1 Charm Bracelet, 1 Necklace and Pendant, Two Rings (adjustable), 3 interchangeable Pendants. All skinned packed on a disposable platform.
Each $2.00

6¼" x 8½" x 2" — 11 lbs. per dozen.

A **SILVER PIGEON MOTOR SCOOTER.** Can be purchased for $33.00 down! Simple to operate—no clutch, no gears. Single-control automatic transmission pedal drive kick starter for quick easy starts. 110 miles per gallon of regular automobile gasoline. Automatic transmission with 4-cycle air cooled 3 7 HP motor 4 00x8 4-ply tubeless tires, foam rubber front seat, horn, headlight, speedometer, tail light, swing-arm type wheel suspension. 55" wheelbase. Set of repair tools included. Speeds up to 35 miles per hour. FOB Ill
98 F 3101 K33000 each. Wt. 355 lbs. .. . Retail $425.00

B **CONVERTIBLE TANK TRAINER BIKE.** For boys and girls and only $5.00 down Regular bicycle double bar frame. 3-piece ball bearing crank with strong riveted spoke wheels and ball bearing hubs, removable tank. 16" semi-pneumatic tires. Adjustable chrome handlebar, plastic grips Large rubber pedals; plastic covered saddle. Adjustable trainers. Red enamel, white trim FOB N Y
98 F 1509 ~~K2495~~ each. Wt. 35 lbs. ....Retail $27.95
SPECIAL SALE COST $19.95

C **IMPORTED 26" THREE-SPEED LIGHTWEIGHT BIKE.** Steel frame with 3 coats of paint, triple plated chrome. 26x1⅜" tires with schraeder valves Adjustable handlebar stem, forged steel crank arms. Ball bearing pedals. Front, rear caliper brakes. Hockey stick chainguard, kickstand. Reflector. Spring saddle; large bag. Specify boy's or girl's. FOB N Y
98 F 1508 K3550 each. Wt. 50 lbs. .. . Retail $44.95

D **BOY'S OR GIRL'S DELUXE TANK BIKE.** New streamlined tank; rear luggage carrier. Chrome-hooded headlight. Cantilever frame, aluminum finish rims. 1" tube twin bar frames. Coaster brake; forged crank. 1.75" middleweight tires and tubes. Chrome plated handlebar. Spring saddle. Approved reflector Standard pedals Air flow chainguard; kickstand. For only $5.00 down! Boy's: Metallic red with white. Girl's Metallic blue. Specify FOB N Y.
98 F 1506 K3495 26" bike. Wt. 54 lbs. Retail $44.50
98 F 1507 K3350 24" bike. Wt. 51 lbs. . Retail 42.95

E **BOY'S OR GIRL'S COASTER BIKE.** Only $5.00 down! Cantilever frame, aluminum finish rims Twin bar frames of 1" tubing. Coaster brake; forged crank 1.75" middleweight tires and tubes. Chrome plated handlebar. Standard head. Spring saddle. Approved reflector. Standard pedals. Air-flow chainguard, kickstand. Boy's Metallic red with white Girl's Metallic blue. Specify FOB N.Y.
98 F 1504 K3185 26" bike. Wt. 50 lbs. ... .Ret. $41.95
98 F 1505 K3035 24" bike. Wt. 47 lbs. . . . ..Ret. 39.50

F **FUTURA VELOCIPEDE.** Tubular steel frame. chrome handlebar. Heavy duty 1.50" semi-pneumatic tires with futura fender. White adjustable saddle. Bright blue. FOB N Y.
98 F 1510 K1095 10" size. Wt. 20 lbs. . Ret $15 95
98 F 1511 K1245 12" size. Wt. 22 lbs. .. .Ret. 17.95
98 F 1512 K1335 16" size. Wt. 26 lbs. . . Ret 19.95

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A
SEE PAGES 544 THRU 593 OF OUR ANNUAL CATALOG FOR LARGER SELECTIONS OF BICYCLES AND TOYS
B
BEST BUY!
TRAINER BIKE
STELBER
C
ONLY $5.00 DOWN!
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E

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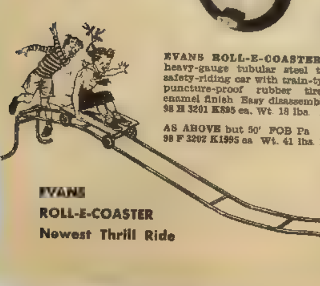
EVANS ROLL-E-COASTER. Strong, heavy-gauge tubular steel track . safety-riding car with train-type wheels, puncture-proof rubber tires. Baked enamel finish Easy disassembly. 9' long
98 H 3201 K895 ea. Wt. 18 lbs. Ret. $13.95

AS ABOVE but 50' FOB Pa
98 F 3202 K1995 ea Wt. 41 lbs. Ret. $29.95

ONLY $5.00 DOWN!



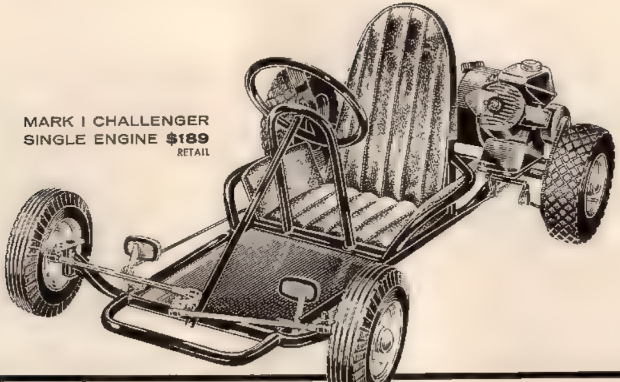
EVANS
ROLL-E-COASTER
Newest Thrill Ride

JUST 10% DOWN!

ILLUSTRATED ON FRONT COVER

SPEED-MOBILE JUNIOR CAR. Powered car for junior. 2.2 HP motor . . . automatic type steering. Welded steel angle iron frame . . . overall length 6 ft. Wheels 10x1 75". Semi-pneumatic tires with nylon bearings. Hand operated locking brake; dual foot brakes, covered seat. Only $8.66 down! FOB Mass. or Ala.
98 F 9661 K8883 each. Wt. 85 lbs. .... .Retail $99.95

MARK I CHALLENGER
SINGLE ENGINE $189
RETAIL



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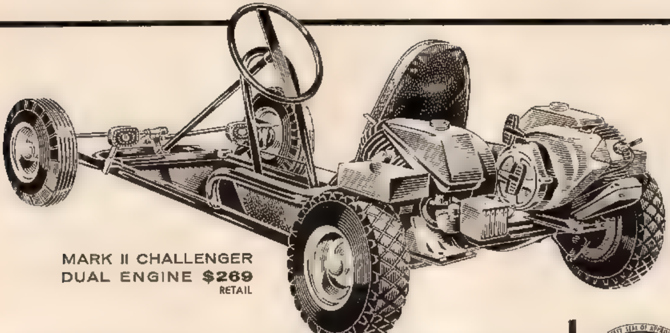
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
- We have a complete dealer help program.
- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.

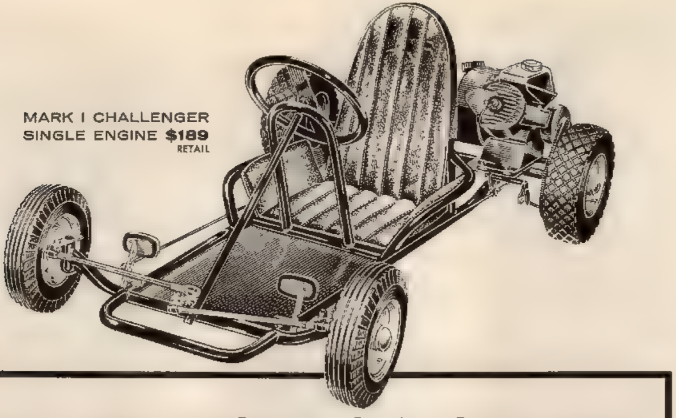


MARK II CHALLENGER
DUAL ENGINE $269
RETAIL

SIMPLEX MANUFACTURING CORPORATION
540 North Carrollton Avenue, Department SD, New Orleans 19, Louisiana

AKMA
American Kart Mfg. Association

(For More Information Circle No. 200 on Page 257)



MARK I CHALLENGER
SINGLE ENGINE $189
RETAIL

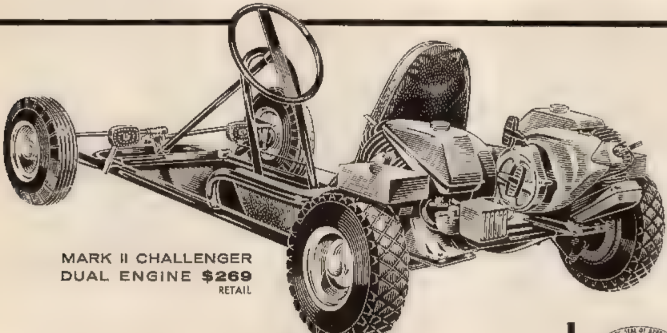
You can make a lot of money

selling SIMPLEX . . . America's Finest Racing Kart

Here's Why:

- Simplex Karts have and will consistently outsell any and all other Karts on the market because the quality is obvious and the combination of standard features are unmatched by anyone.
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
- We have a complete dealer help program.
- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.



MARK II CHALLENGER
DUAL ENGINE $269
RETAIL

SIMPLEX MANUFACTURING CORPORATION
540 North Carrollton Avenue, Department SD, New Orleans 19, Louisiana

AKMA
American Kart Mfg. Association

(For More Information Circle No. 120 on Page 229)

Famous-Name Portable Typewriters . . . .

Smith-Corona
STERLING

Ideal for the entire family—here's office performance in a rugged, economical portable!

SMITH-CORONA "STERLING" PORTABLE

It's swift, smooth, and solid—new in style, design, and ease of operation! You get prize-winning typing performance in a rugged portable with big office-machine features. Office-size keyboard lets you enjoy peak typing performance with all the convenience and economy of a portable. 42-key, 84-character keyboard with molded rimless tenite keys. 8½-in. writing line.

Standard Features. Quickset margins. Full-width key-set tabulator Single, double, and triple line spacing Quadruple touch selector. Page Gage for 2½-in. uniform bottom margin. End-of-line bell. Line spacer lever. Level line retainer. Tip-touch back spacer. Right and left shift key, space bar. 3-position paper bail. Paper release lever. Type bar speed reducer Two-color ribbon and stencil device.

Gray finish, non-glare white keys. Tweed vinyl-covered aluminum carrying case, instructions. See type sizes at left side of page. 25 lbs.

20-2713 W 7640—Pica.........Retail **$104.50**
20-2721 W 7640—Elite.........Retail **$104.50**

```
This is elite type.
This is pica type
```

Most of the typewriters listed on these two pages are available in either Elite type (12 characters per inch) or Pica type (10 characters per inch). Elite is small and neat—Pica is large and easy to read. Choose the type size you prefer. See type size specimens in column at left.

B

GALAXIE

Smith-Corona

A

SKYRITER

ROYAL

- **ONLY 8 LBS. (11 LBS. WITH CASE)!**
- **EASY ACTION—ONLY 2-OZ. PRESSURE!**
- **TWIN-PACK QUICK-CHANGE [illegible]**

ROYALITE

ROYAL "ROYALITE" PORTABLE—LIGHTWEIGHT AND RUGGED

Ideal portable for students and busy travelers! Lightweight construction—only 8 lbs. (11 lbs. with case)! Wafer-thin—it's just 3 in. high. Easy action—needs only 2-oz. pressure. Standard 84-character keyboard. 42 finger-flow keys with Pica Director type. 9⅞-in. writing line. Features exclusive Twin-Pack quick-change ribbon for fast, no-fuss changing.

Standard Features: So many conveniences at this low price! Right and left margin sets—margin release key. End-of-line bell. Back space key. Carriage shift, right carriage release, and lock. Paper support. Paper release lever. Handy card holders. Full-size speed spacer. Right and left shift keys, space bar. One-color ribbon. Automatic ribbon reverse.

Sturdy but lightweight—die-cast magnesium frame in two-tone gray finish. Handsome tan leatherette zippered carrying case

20-2002 W 4677—Pica. Shipping weight 15 lbs..........Retail **$49.95**

Ⓐ SMITH-CORONA "SKYRITER" PORTABLE—FOR THE TRAVELER

Small enough to tuck into your suitcase—weighs only 9 lbs., measures just 3 in high, 11 in. wide, 12 in. long. It's a favorite portable of authors, journalists, and students. Takes full-size stationery 42-key, 84-character keyboard with 8½-in writing line.

Standard Features: Quickset margins. Single and double spacing. Touch regulator. Page-Gage for 2½-in. bottom margin. End-of-line bell Error-control line retainer ratchet release. Fool-proof back spacer Swing shift with 2-key control. Retractable paper supports—type bar speed booster for effortless typing Single-color ribbon—automatic ribbon reverse.

Metallic gray finish, non-glare gray keys. Black zippered vinyl-covered carrying case with red lining. Instruction book. See type sizes above

20-3117 W 5979—Pica Shipping weight 10 lbs.........Retail **$78.49**
20-3125 W 5979—Elite. Shipping weight 10 lbs.........Retail **$78.49**

Ⓑ SMITH-CORONA "GALAXIE" PORTABLE—TRIM AND MODERN

Tops in style, speed, spirit! Standard 44-key, 88-character keyboard, molded finger-flow keys—piano-key action 8½-in. writing line. Includes exclamation point, one, plus, and equal signs. Exclusive erasure table provides flat erasure surface. Forward glide top cover. Eraser-brush stick

Standard Features: Quickset margins. Margin release. Key-set tab. Single, double, triple spacing Triple touch selector Page Gage for 2½-in. margin End-of-line bell. Line spacer lever Level line indicator Variable line spacer. Back spacer. Right and left shift keys, space bar. 3-position paper bail. Paper supports. Paper release Two-color ribbon, stencil device

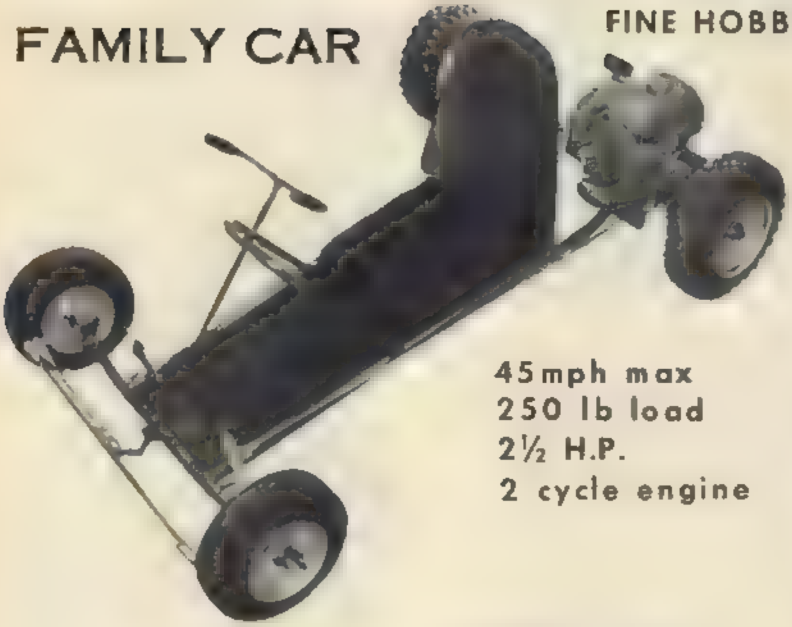
Gray aluminum; "ivory' keys, keyboard. Charcoal tweed vinyl-covered aluminum carrying case. Plastic slip-on cover, instructions. See type sizes above.

20-0022 W 10977—Pica. Shipping weight 21 lbs.........Retail **$149.27**
20-0030 W 10977—Elite. Shipping weight 21 lbs..........Retail **$149.27**

CARS THAT G

FINE HOBBY — Adults or Children

FAMILY CAR

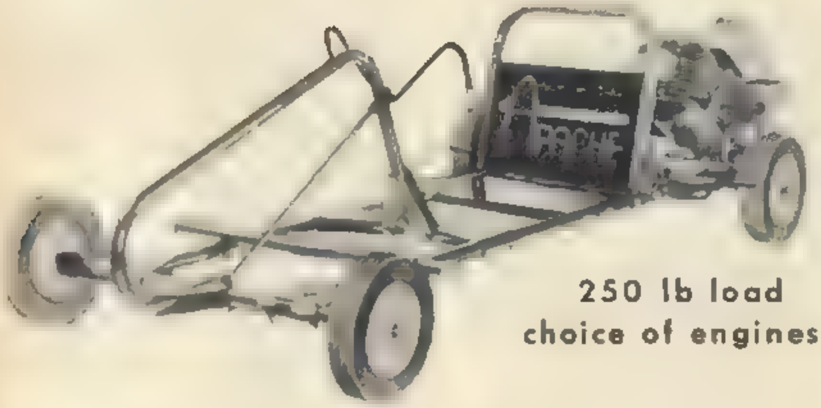


45mph max
250 lb load
2½ H.P.
2 cycle engine

Fun for adults or children! Adjustable governor for safe, low driving speed. Foot-operated brake and accelerator allows your hand on the wheel at all times. Steering handlebars furnish proper driving support. Positive drag link steering. This Clinton A-400 engined cart can go up to 45 mph with a 250-lb. load capacity. Direct chain drive; heavy duty wheels and tires; removable hubs, grease fittings and ball bearings; heavy 12" rear wheels and 10" front wheels with fully pneumatic tubed tires. Rear wheels have offset hubs for easy sprocket mounting. All cars are precision built and equipped with foot-operated throttle plus fully automatic clutch which works off the accelerator pedal. Tire scuffing and skidding are practically eliminated by using factory pre set king pin castor and camber. Brake works off the left foot; has durable bonding lining Features 50" wheel base, tread width is two-third of the wheelbase, measured from the center of the seat back, the height is 24". Fuel and lubrication parts designed to prevent leakage or spillage. Exhaust gases are carried away from the driver. Cart frame of all metal. There is a metal firewall between the driver and the engine. Safety and maneuverability as well as smart styling plus deluxe upholstery.

79A-1170 P15660 Ship. wgt. 85 lbs.....Retail **$217.50**

APACHE



250 lb load
choice of engines

Child and adult's racing and educational pushmobile. 6' long, 28" wide, 2' high. Semi-pneumatic tires: 8" x 1.75"; special clamp and bolt assembly. Will hold 250 lbs. Wheels have special hubs for heavy load and oilite bearing. Dual hand brake. Steering is of automotive type. Heavy duty front axle. Chain drive; sprocket and chain drive to wheel; motor drive has centrifugal clutch, automatic with special chain drive. Carton contains: car, motor drive controls including wheels, and clutches, sprocket, chain, motor plate, brackets complete, less engine. Royal Blue w/Buff Trim.

79A-1171 P4197 APACHE "8." Ship. wgt 51 lbs Less Engine . . . Retail **$59.95**

APACHE "10." Same as Apache "8" but 10" rear wheel

79A-1172 P4897 Ship. wgt. 60 lbs.. . Retail **$69.95**

AX "10" WHEEL KIT. Converts Apache "8" to Apache "10."

79A-1173 P1400 Ship wgt. 22 lbs ......Retail **$20.00**

CLINTON ENGINE. A-400 Clinton, 2½ H.P. 2 cycle, rope starter with hand gas control

79A-1174 P3150 Ship. wgt. 25 lbs...... Retail **$45.00**

BRIGGS AND STRATTON ENGINE. 2½ H.P., 4 cycle, special carburetor, recoil starter, hand gas controls.

79A-1175 P4200 Ship wgt. 32 lbs . . Retail **$60.00**

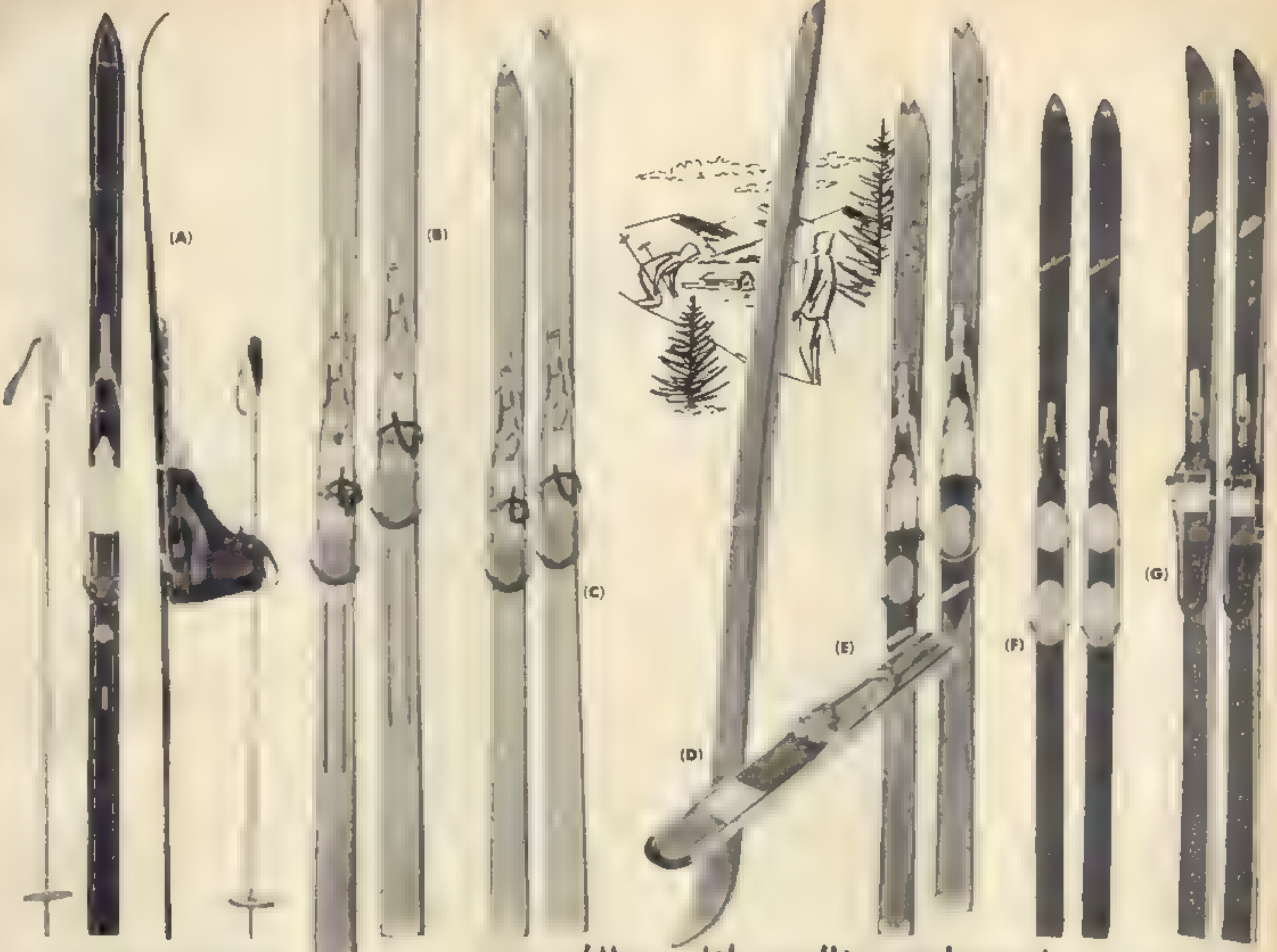
VANGUARD
SPECIAL

VANGUARD SPECIAL

complete with
2½ H.P. 2 cycle engine

For every youngster's biggest dream! Super-safe clutch operates automatically, provides for variable speeds depending on amount of power supplied through gas throttle. Will go 21 miles per hour. Whenever power is shut off, car is automatically thrown out of drive. 2½ HP 2 cycle engine. Fiberglass reinforced body can't rust or dent. Comfortable seat for two. 2 cycle hardy engine cannot run out of oil . . . lubricates itself with oil in gasoline. Brakes act on both rear wheels. Heavy duty steel frame primed and painted with black, baked-on enamel. Semi-pneumatic tires never go flat and never need to be pumped with air. All 4 wheels have fenders. Rear fenders molded to car as part of body. Other outstanding features: 64" overall length; 32" overall width, 21½" seat width and height overall; 30" wheel tread, 54½" wheelbase, 5½" road clearance; 8-ft. turning radius. Wheel dimensions: Front . . . 8" x 2½" ball bearings; Rear dimensions . . . 10" x 2¾" ball bearings. Drive: steel roller chain, sprocket gear on rear wheel. Vanguard's smart styling is complemented with a white front hood and sparkling red fantail Filled back rest is comfortable and durable, with a long-wearing plastic covering.

79A-1104 P12497 Ship. wgt. 150 lbs....Retail **$159.95**



go skiing with quality equipment . . . . . .

(A) TYROL SKIS W/BINDINGS, SHOES, AND POLES SET. Handsome skis of 4-pc. laminated construction, black plastic finish. Lettner type hardened steel edges Glassite plastic base. 3-color center strip. Sizes: 6'1", 6'3", 6'7", 6'9", 7'1". Double boot – chrome tanned, 2-pc. top grain leather, fully lined, inner boot top quality, ankle cushioning leather, welt-stitched sole, rubber non-skid outer sole, half-hinged back. Black color with red laces and stitching. Automatic quick-toe release binding w/flex front throw. Adjustable lip, swivel plate. Complete with cables and fittings. Lightweight polished aluminum ski poles, straight point, formed rubber grip. Sizes 41"-59". Imp: Specify ski, pole, and boot size. (Give exact size of dress shoe when ordering. Boots will be sent to fit.) Wgt 25 lbs.

***79A-1330 F5965**.. Ret. **$95.00**

**F.O.B. Michigan*

(B) GREGG "CONTINENTAL" SKIS. With "Ski-free" cable binding attached. Multiple laminated all hickory. Plastic bottoms. Metal heel protector. Interlocking spring edges. Sizes: 6'6", 6'9", 7'. Specify. Grey with black trim. Wgt. 21 lbs.

79A-205 P4650 .Retail **$64.95**

(C) GREGG "ARISTOCRAT" SKIS. With "Ski-free" bindings attached Multiple laminated, all hickory Lengths: 6'6", 6'9", 7'. Specify

79A-206 P4057 Ship. wgt. 21 lbs. .... Retail **$59.95**

(D) CAMPBELL'S "TYROL" SKIS. A Tyrolean Alps import! Laminated handmade Italian ash. Tempered steel edges. Swiss screws, plastic bottom. Black w/white trim. Aluminum Aspen bindings included. Lengths: 6'5", 6'7", 6'9". Specify. Wgt. 14 lbs.

79A-1031 P3450 Retail **$55.00**

(E) GREGG "VICTOR" SKIS. All hickory laminated skis with "Ski free" cable bindings attached. Walnut w/white trim. Lengths: 6'3", 6'6", 6'9", and 7'. Specify. Wgt. 21 lbs.

79A-207 P3259 Retail **$47.50**

(F) DODDS "MT. TREMBLANE" SKIS. Made from first quality selected hard maple . . . laminated. With Chalet toe clip senior bindings. Blue w/red trim. Lgths.: 6'3", 6'6", 6'9", and 7'. Specify. Wgt 20 lbs

79A-208 P2395 Retail **$37.50**

(G) GREGG JR. ASH SKIS. Solid skis with grooved bottoms. Sturdy one-piece construction. Bindings attached.

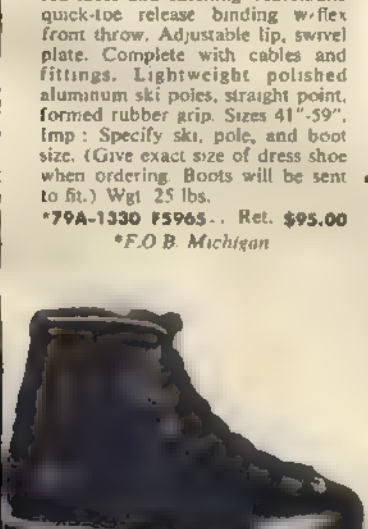
79A-209 P933 5' length. Wgt. 12 lbs... Retail **$14.00**

79A-210 P995 5'6" length Wgt. 13 lbs Retail **15.00**

DODDS "JUNIOR SUPREME" SKIS. Selected hard maple. Steel edges, plastic base. Junior cable bindings.

79A-1328 P1050 5'9" length Wgt 14 lbs. ....Retail **$16.00**

SKIS and SKI BOOTS



ITALIAN "ROLLE" SKI BOOT Imported from the world's Skiing Center. Made by professional skiers! Skillfully-made boot has extra narrow heel for that necessary tight fit. Full inner boot. Has plastic back hinge; rubber sole. Note: Italian made boots are one size wider than the comparable domestic boots. Men's: Narrow width, sizes 6, 7, 8, 9. Medium 10, 11, 12. (Specify.) Wgt 6 lbs.

79A-1028 B2100 Retail **$32.50**

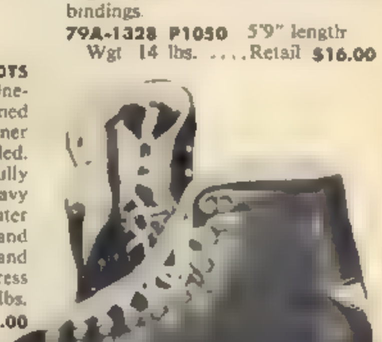
Ladies': Very Narrow, sizes 5, 6 Narrow: 7, 8. Wgt. 6 lbs.

79A-1029 B2100 .Retail **$32.50**

MEN'S OR LADIES' SKI BOOTS A handsome double boot. One-piece chrome tanned top grained outer boot. Fully lined. Inner boots, speed laced, foam padded. Form fitted, cupped heel. Fully hinged back. Welt stitched, heavy sole with non-skid rubber outer sole. Black w/white laces and trim. Men's and Ladies' full and half sizes. Note: Give size of dress shoe when ordering. Wgt. 6½ lbs.

***79A-1329 F2925** Ret **$45.00**

**F.O.B. Michigan*



SEEN ANYWHERE:

always a STAR ATTRACTION!

WORLD'S FINEST FISHING TACKLE by

South Bend

Spin Cast®

New nine models for dependable action on all fresh water fishing. Fast 4-to-1 retrieve, baked enamel finish, diamond cut gears for rugged use. Model illustrated has star drag. $ 5.95 to $24.95 suggested retail.

Sup-r-matic

New aristocrat of spinning reels with exclusive 2-speed retrieve, instant spool removal, "micrometer" precision drag, trouble-free worm drive. Two models, $28.00 and $35.00 suggested retail.

Casting

Direct drive free spooling for fresh or salt water fishing. Rugged construction features, nylon gears, permanent anti-reverse, click control. Use either with mono or braided line. Lightweight large capacity. $6.50 to $29.95 suggested retail.

And of course there's a choice of South Bend rods for every South Bend reel.
See the new "Custom" power taper rods shown in this ad at the NSGA Show.

SOUTH BEND TACKLE COMPANY, Inc.
1108 S. HIGH STREET SOUTH BEND 23, INDIANA
in Canada SOUTH BEND TACKLE DIVISION,
PERFECT CIRCLE CO., LTD., 888 DON MILLS ROAD,
DON MILLS (TORONTO), ONTARIO

THE BEST IN RODS • REELS • LINES • LURES FOR OVER 60 YEARS

SEE THE LATEST SOUTH BEND PRODUCTS LEARN ABOUT OUR MERCHANDISING AND ADVERTISING PROGRAMS VISIT BOOTH 77 AT THE NSGA SHOW MORRISON HOTEL JANUARY 20-24TH

With This
King Louie
UNION MADE
"5 Star Kit"
You're in the
Bowling Shirt Business
WITH A PROFIT!

King Louie, the only Bowling Shirt with locked-in colors, quickly puts you up front with 5 sample shirts, swatch cards, display case, complete lettering service, advertising helps—all for only $15.00. Get in with the leader and stay on top with lots of profit!

Your Cost Only $15.00 | Retail Value $30.75

King Louie
the bowling shirt of champions

Order Your Kit, Now!

HOLIDAY SPORTSWEAR, INC.
311 WEST EIGHTH ST.
KANSAS CITY 5, MO.
Seattle Stock—Terminal Sales Building
Newark, N. J.—Bowling Unlimited, 297 Plane St.

(Circle No. 171 on Page 257)

Boat-or-Beach Jug Resists Corrosion

A heavily insulated rustproof hot-or-cold gallon jug designed especially for boating and beach has been developed by Coleman. All materials resist corrosion. The upper part of the casing is solid brass with heavy chrome plating. U. S. Royalite, a tough thermo-plastic fortified with rubber for impact resistance, is used for the base. Bails are tubular aluminum.

The jug liner is rigid polyethylene, which will not chip or crack and is unaffected by boiling or freezing. Insulation is molded polystyrene approximately an inch thick and guaranteed not to sag, pack or become waterlogged

The new Coleman marine jugs are available in a choice of bail handle with push-bottom faucet for $10.98 or one-hand pitcher pour handle and shoulder spout for $9.98, retail. Base and cap are permanent rich maroon. The jug weighs less than four pounds Coleman Co.

(Circle No. 759 on Page 257)

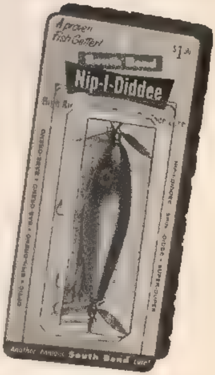
Gudebrod Launches Tarpon Tamer Line

A new casting and trolling line introduced by Gudebrod Bros., Tarpon Tamer, for salt water game fish, is an unusually small-diameter braided Dacron line in its class. The extra thinness reduces drag, helping fool the fish, and results in less "belly" on the surface than is present with larger diameters. A no-stretch feature, smooth casting, extra strength, and waterproofing are other qualities.

Tarpon Tamer comes in Gudebrod's new Greenline green-and-white color for less visibility. Packed six 100-yard spools, connected, per box, with longer-length spools also available, the line is available in 12, 20, 30 and 50-pound classes. Gudebrod Bros. Silk Co.

(Circle No. 760 on Page 257)

Award winning
Packages that sell the merchandise
...from design to finished package



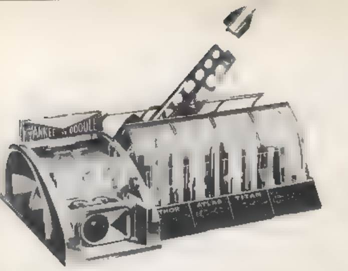
America's most versatile packaging experts . . .

- Carded blister packs
- Slide cover packs
- Acetate boxes and covers—rectangular or round
- Thermoformed box inserts

We invite your inquiries

Plastofilm INC.
316 WEST UNION AVENUE
BOX 531, WHEATON 2, ILLINOIS

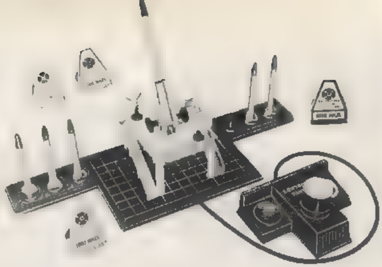
(Circle No. 172 on Page 257)



REMCO "YANKEE DOODLE" SECRET ROCKET TEST CENTER. Amazing new electronic toy blasts off rockets and satellites! Warning siren sounds when ready for launching. Pull lever . . . doors automatically open and launcher rises majestically. Rocket moves into position as automatic clock ticks off countdown. At count zero, rocket and satellite fire automatically. Made of high impact plastic. Includes 3 rockets 3 satellites to assemble in any combination

89-1804 B695 Rocket Test Center, 17½x11¾x8" high . . $9 98

Operates on 2 "D" batteries (not included). See page 302 for batteries.



ICBM MISSILE LAUNCHING STATION Get set for plenty of thrilling action! Just press the button and watch your ICBM missile zoom 30 feet straight to its target. Resets automatically. You adjust flight angle and control the distance. Remote-controlled launcher operates by compressed air, has no batteries or springs. Made of sturdy plastic. Consists of launching pad, 6 missiles with safe rubber noses, 4 target markers with stands and the remote control panel. Can be used indoors or outdoors. Size of launcher 15x10" deep

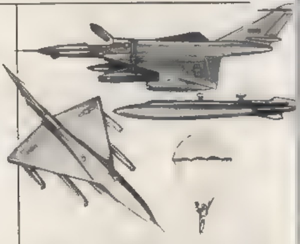
89-7918 B210 ICBM Missile Launching Station $2 98

AIRCRAFT CARRIER with Flying Helicopter. It rolls . . it floats . . it's made of unbreakable plastic! New Big Poly® ship has a real catapult on deck for launching the four fighter planes, a hatch that opens up for storage, guns that swivel on turrets. Helicopter really flies, fighter planes have folding wings. Giant size . . 23" long

89-5847 B210 Carrier, Helicopter $2.98

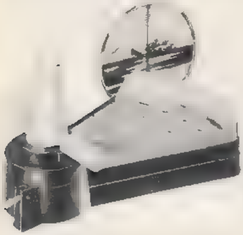
MATADOR MOBILE UNIT. Man the launcher! Turn the elevation crank for directional firing. Start the countdown firing wheel! Missile really takes off at count zero. This unbreakable polyethylene Big Poly® toy is an authentic Air Force Matador-type missile with launcher on flat-bed trailer. It's pulled to any site by a husky truck cab.

89-5854 B210 Unit, 22½" long overall $2.98



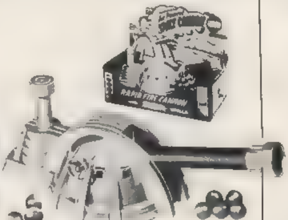
SUPERSONIC BOMBER. Stratosphere giant carries 9" long guided missile, fires it at pull of trigger! Press a button and pilot is ejected to parachute safely to earth. U.S. Air Force model has 4 massive jet engines, retractable landing gear. Practically indestructible polyethylene in silver color finish. 2 ft. long from nose to tail

89-5839 B210 Supersonic Bomber. . $2.98



ATOMIC SUBMARINE TORPEDO TARGET Enemy ships sighted . . and you're the one who mans the torpedo! Look into the large plastic periscope . . . as one would do on a real submarine. Line up the ships and pull the trigger. BOOM! You can blast a ship right out of the "water". Lots of skillful fun and excitement for 6 to 16 year olds

89-7553 B280 12x10x5" high $3 98



SPACE CANNON Get ready to fire! Big cannon shoots "atomic blasts" in quick succession. 16" gun muzzle loads and holds 8 "atomic" rounds (harmless plastic balls). Rapid striking of plunger causes rapid firing of ammunition. Made of high impact plastic. Target included. Perfectly safe to use in or outdoors . . will not break glass

89-6480 B210 Space Cannon . . . $2.98

SATELLITE EXPLORER HELMET by MIRRO Perfect for pint-size adventurers exploring outer space. Rustproof aluminum with adjustable chin strap. Has see-through Cosmic Ray protecto-shield that lets youngster look out . . . but no one can see in. With make-believe antenna and earphones to keep spaceman "in contact" with his ship

89-2299 B275 Explorer Helmet . $3.95

SPEEDLINER *the Championship Line for '60*

116-D TROPICANA
16' of beautiful, smooth riding, runabout. Seats 6. Two-tone decking. Available in 3 models

SPEEDLINER Its very name suggests the finest boat for fun afloat. And whether you favor Philippine Mahogany or fiberglass, your boating dreams come true with the 32 spectacular Speedliner models for 1960. Here are superbly designed boats that have everything . . . sports car performance . . . breath-taking speed (Speedliner has won 52 racing championships in the last 9 years) . . . safe, rugged construction . . . beautiful interiors . . . smooth, dry ride on even choppy water. See them at your Speedliner dealer. Then take a look, take a ride, take the helm—and you'll take Speedliner. Speedliner boat kits also available priced from $118 to $545. Use the convenient coupon below to write for a FREE SPEEDLINER CATALOG.

In Plywood or Fiberglass, Everything You've Ever Wanted in a Fine Boat!

TAKE YOUR PICK FROM 32 BRILLIANTLY STYLED RUNABOUTS

M-118 NAMDRAH

Speedliner's finest! 18' of exciting boat beauty. 72" beam. Seats 7 with ease and comfort. Convertible top optional

[illegible] CONTESSA

A fast 14' general purpose runabout that seats 6. Sporty, walk-through front seat.

M-714 RAJAH

Fiberglass with a flair! Sculptured snow-white hull with your choice of contrasting colored decks. Seats 5.

M-617 SULTANA

A great new 17' fiberglass runabout. COLORS: White hull with red, blue, orange or turquoise decks.

NEW! SPEEDLINER AQUADYNAMIC WATER SKIS

Enjoy the family fun of water skiing with the strongest, safest water skis made—9 ply Philippine Mahogany Aquadynamic Speedliners. Practically indestructible yet light weight and flexible for perfect control. Available in popular sizes and in low-cost kits.

GENERAL MARINE COMPANY
DEPT. 416 6TH & OAK STREETS ST. JOSEPH, MO.

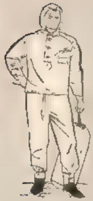
SPEEDLINER DEALERSHIPS

Still available. Get with the fastest selling, best performing line. Write for dealership details.

GENERAL MARINE COMPANY
DEPT. 416 6TH & OAK STREETS ST JOSEPH, MO.
Please send me information on the items checked: ________Protected Speedliner Dealerships ________Speedliner Boats ________Boat Kits ________Marine Plywood ________Water Skis and Kits ________Speedliner Resin and Fiberglass
NAME________________ADDRESS________________
CITY AND STATE________________

SPERRY TOP-SIDER®

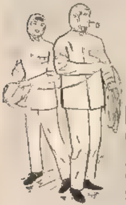
FOR SURE-FOOTED COMFORT



OFF-SHORE SUIT High-Visibility Orange $35

Maximum protection for the toughest off-shore weather in racing competition. Revolutionary nonchafing elastic loop adjustments. Complete throat protection to chin point. Noncorroding all-nylon hardware. 2 way trousers, waist high, chest-high. 100% waterproof neoprene-coated inside & out.

Orange only, x-small, small, medium, large, x-large.



FOUL-WEATHER SUIT $21.95

Safety suit for recreational boating — opens with a pull. Lightweight oil-resistant neoprene — every seam vulcanized watertight. Strong, fine woven cotton protective lining. Faded blue or high-visibility international orange in x-small, small, medium, large, x-large.

Junior, orange only. Sizes 10, 12, 14. **$19.95**

BOOTS

Foul-Weather — half length over-the-shoe — men's or women's. **$9.95**

Pilot — knee length over-the-shoe — men's only. **$12.95**

Klingtite — knee length over-the-sock — men's only **$13.95**

STYLES BELOW FOR ACTIVE WEAR

$9.95
Junior
$8.95

CANVAS OXFORD

Amazing flexibility, double deep heel cushioning. Loose-lined for breezy nonchafing comfort. White, navy. Men's, 5-14. Women's, 2½-10½. Junior, 12-4½.

$9.95

RACQUET OXFORD

Seven eyelets — laced to toe. Sponge-cushioned arch. Reinforced at toe and sides for extra long wear. White. Men's only, 4-14.

$16.95

ELK MOCCASIN

Soft water-resistant elk, hand sewn for "old shoe" comfort on ship or shore. Brown — wide or slim. White — men's wide, women's slim. Men's, 6-13. Women's, 4-9.

STYLES BELOW FOR CASUAL COMFORT

$9.95

TOP-SIDER WEDGE

NEW! Low-cut, comfortable moccasin toe, all-wood wedge heel. It floats! White, red and blue. Women's slim, 5-10; medium, 4-9.

$9.95

CANVAS CASUAL

For lazy comfort. Low-cut Lastex® gore hugs foot. Ultra flexible sole and added heel cushioning. White or blue. Men's only, 5-13.

$8.95

TOP-SIDER PUMP

Fashion favorite with real safety! Elasticized edge hugs low — permits even suntan. White, red, blue. Women's slim, 5-10; medium, 4-9.

STYLES BELOW FOR STANDING AT THE HELM

$21.95

LEATHER OXFORD

Soft hand-crafted, water-resistant elk — so light it actually floats. Steel shank. Brown Men's or Smoked Elk Men's & Women's. Men's slim or wide, 6-14. Women's slim, 5-10; medium, 4-9.

$9.95

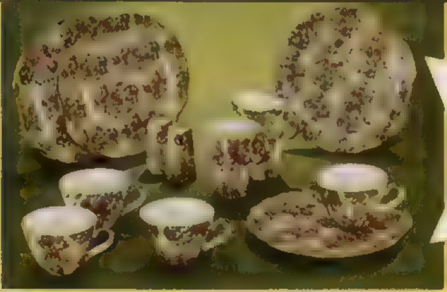
COMMODORE OXFORD

Insulating cork heel and platform. Smart but comfortable. Special shank gives firm support. White or navy duck, faded blue denim. Men's, 5-13. Women's, 3-10.

Juniors: Write for "Rules of Safety and Seamanship"

SPERRY TOP-SIDER

5 Rubber Avenue
Nougatuck, Connecticut

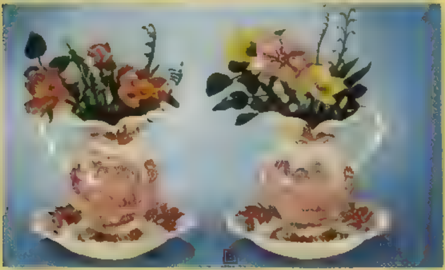


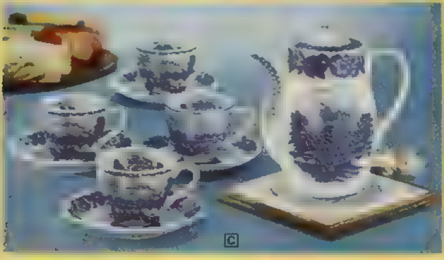
For the discriminating hostess . . .

IMPORTED GIFTS

LOVELY CHINA *and* *Imported* CERAMICS

by SPHINX





Ⓐ 12 PIECE ENGLISH TYPE CHINTZ DESIGN PORCELAIN T.V. SNACK SET—Fine porcelain set with multi-color chintz design and sparkling gold trim Large plate with recessed cup holder Service for 4 includes four 8" plates, four cups, sugar and creamer, and salt and pepper shakers.

94A0608H720 . . . . Ret. $11.98

Ⓑ 4 PIECE PITCHER AND BOWL SET — Ideal for flowers. Fine ceramic Old English scenic design. Can be used for milk, syrup or as a decorative "spot." Flowers not included.

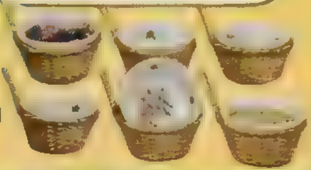
94A0609H420 Ret. $5.98 pr

Ⓒ 11 PIECE ELECTRIC BREWMASTER COFFEE OR TEA SERVICE—This elegant ceramic set is decorated with an Old English scenic design Service for 4 consists of covered electric pot with electric cord, 4 cups and 4 saucers.

94A0610H540 . . . . Ret. $8.98

Ⓓ 12 PIECE CERAMIC OVENWARE CASSEROLE SET IN WILLOW BASKETS—Decorative and practical "bake 'n serve" set. Casserole beautifully decorated. Set consists of 6 casseroles and 6 willow baskets with handles. Excellent for candies and nuts.

94A0611H480 . . . . Ret. $7.98



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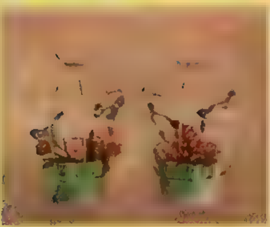
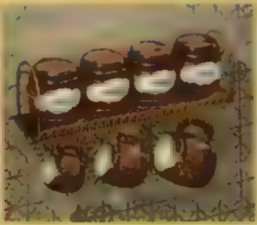


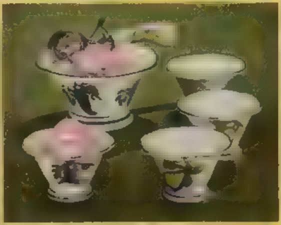
SET OF 2 BIRD CAGE PLANTERS · A decorative set consisting of 2 high gloss polished brass bird cages. Two lifelike colored ceramic birds and ceramic planter in each cage

94A0612H300 . Ret. $4.98 pr.



8 PIECE CERAMIC SPICE SET WITH MEASURING JUGS—Consists of 4 large barrel-shaped spices and 3 measuring jugs on 12 inch wooden rack trimmed with brass wire.

94A0613H360 . . . . Ret. $5.98



6 PIECE DESSERT SET—Large 7½" diameter serving bowl, 4 coupette dishes. And, offered for the first time, an aluminum ice cream scoop with CERAMIC HANDLE. Excellent for serving family desserts, pudding, etc.

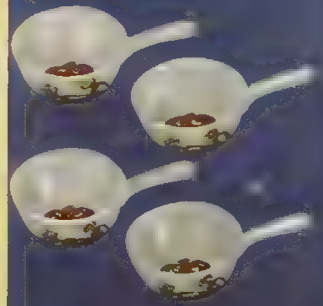
94A0614H420 . . . . Ret. $5.98

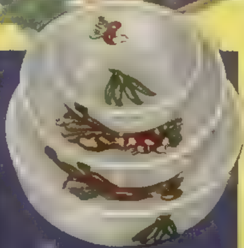
IMPORTED FROM EUROPE

Scandinavian "[illegible]"

OVENWARE

OVEN-TO-TABLE



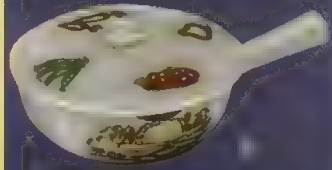


These new, exclusive, ceramic "oven-to-table" beauties, with their highly glazed white finish are completely oven and heat proof Their "old-world" Scandinavian charm (made in Norway) is ideally adapted to gracious serving. The gay colorful vegetable decorations will highlight your important dinners and brighten every casual meal

Ⓐ 4 PIECE SET OF INDIVIDUAL CASSEROLES — with convenient handles. Use as egg poachers or dessert dishes.
94A0615H335 .... Ret. $4.98

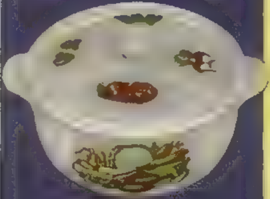
Ⓑ COVERED CASSEROLE WITH HANDLE—2½ pint capacity.
94A0621H400 .... Ret. $5.98

Ⓑ COVERED CASSEROLE WITH HANDLE — 5 pint capacity.
94A0622H665 .... Ret. $9.98

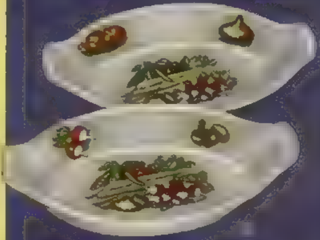


Ⓒ OPEN SERVING DISHES—2 piece set, 9½" diameter.
94A0618H335 . . . . . . Ret. $4.98

Ⓒ OPEN SERVING DISHES—2 piece set, 12" diameter.
94A0617H535 .. . . Ret. $7.98



Ⓓ OVAL COVERED CASSEROLE—4 pint capacity
94A0616H600 . .. .Ret. $8.98

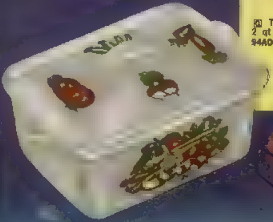


Ⓔ SQUARE COVERED CASSEROLE—3 pint capacity
94A0623H400 . ... .Ret. $5.98

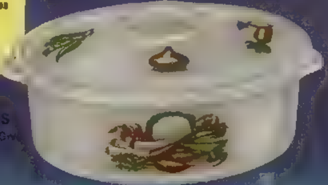
Ⓔ SQUARE COVERED CASSEROLE—6 pint capacity.
94A0624H800 .. ... .Ret. $11.98

Ⓕ ROUND COVERED CASSEROLE—3 pint capacity
94A0619H335 . ... Ret. $4.98

Ⓖ THREE PIECE NESTED BOWL SET
2 qt., 1 qt., 1 pt. capacity
94A0620H400 . ... Ret. $5.98



LOVELY GIFTS
You'll be proud to Give



For the discriminating hostess . . .

IMPORTED GIFTS

LOVELY CHINA *and*

Imported CERAMICS

by SPHINX

7 PIECE PORCELAIN TABLE CIGARETTE SET—Multi color English type chintz decoration on beautiful gold trimmed cigarette box with cover, polished brass lighter tightly set in porcelain base, and 4 round handy ash trays.
6983/380 . . . . Ret. $5.98

16 PIECE CHINA TEA SERVICE—Gracious serving set with charming "Moss Rose" pattern, and sparkling gold trim, is hostess-right for every occasion. 4 cups, 4 saucers, large tea or coffee pot with cover, covered sugar bowl and creamer, plus 3 leaf shaped bon-bons with gold vein.
212/800 . . . . Ret. $9.98

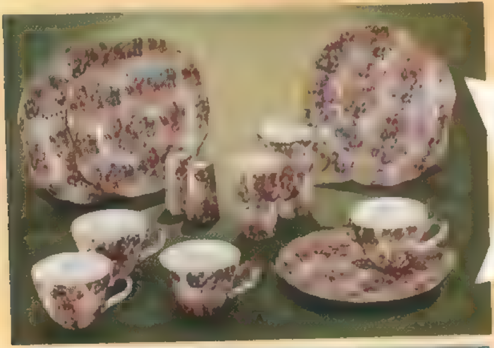
8½" HIGH DECORATIVE BIRD FAMILY ON TREE — A charming conversation piece — lifelike birds on a forest branch in colorful Bisque China finish.
8542/380 . . . . Ret. $5.98

DECORATIVE HORSE BOOKENDS—AND BASKET PLANTER WITH 3 KITTENS—Lifelike horses on felt lined base will hold your books securely adding charm to your book collection.
PLANTER WITH 3 LOVELY KITTENS will enhance any room. Flowers not included
7000/300 (Bookends & Planter) Ret. $4.98 Complete

7 PIECE CERAMIC JUICE SET — Large pitcher, 6 large size tumblers with colorful raised fruit design, idea for juices water and other beverages
4006/240. . . . . Ret. $3.98

PORCELAIN LORD'S PRAYER CHILDREN'S PLANTERS—Full text of the Lord's Prayer with kneeling angels, is a gift to inspire any child. Flowers not included. Porcelain candles and planters decorated with floral spray and gold trimmings.
820/270 . . . . Ret. $4.58 pr.

8 PIECE PORCELAIN CONSOLE SET WITH ARTIFICIAL FRUIT Traditional "Moss Rose" design on large center piece with 5 lifelike fruits, and exquisitely curved candle holders will make excellent mantel piece
2385/360 . . . . Ret. $5.98



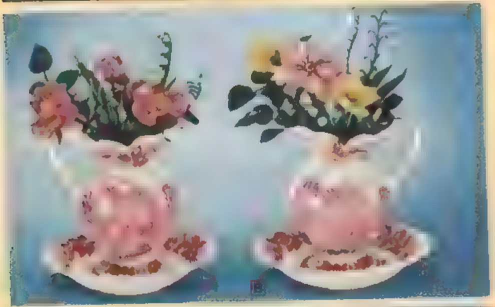
For the discriminating hostess . . .

IMPORTED GIFTS

LOVELY CHINA *and*

Imported CERAMICS

by SPHINX



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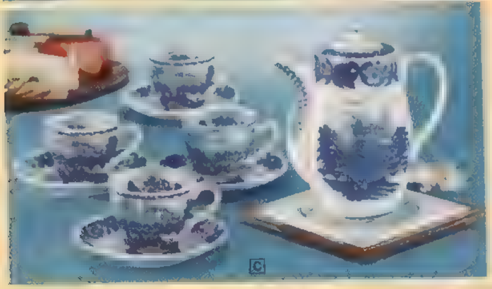


C

A 12 PIECE ENGLISH TYPE CHINTZ DESIGN PORCELAIN T.V. SNACK SET -Fine porcelain set with multicolor chintz design and sparkling gold trim. Large plate with recessed cup holder Service for 4 includes four 8" plates, four cups, sugar and creamer, and salt and pepper shakers.

6950/720 . ... Ret. $11.98

B 4 PIECE PITCHER AND BOWL SET — Ideal for flowers. Fine ceramic Old English scenic design. Can be used for milk, syrup or as a decorative "spot." Flowers not Included

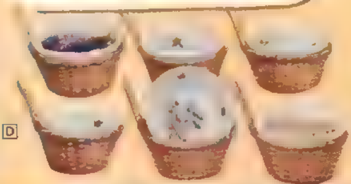
800/420 ....Ret. $8.98 pr.

C 11 PIECE ELECTRIC BREWMASTER COFFEE OR TEA SERVICE—This elegant ceramic set is decorated with an Old English scenic design. Service for 4 consists of covered electric pot with electric cord, 4 cups and 4 saucers.

262/540 . .. . Ret. $8.98

D 12 PIECE CERAMIC OVENWARE CASSEROLE SET IN WILLOW BASKETS—Decorative and practical "bake 'n serve" set. Casserole beautifully decorated Set consists of 6 casseroles and 6 willow baskets with handles. Excellent for candies and nuts.

8231/460 . . . . .. .Ret. $7 98



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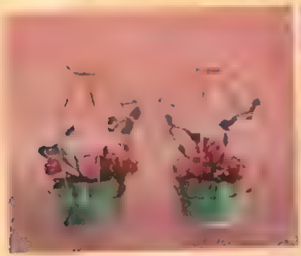
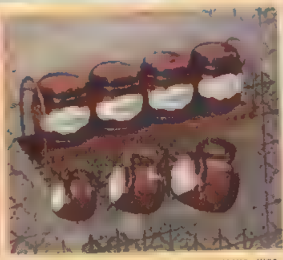


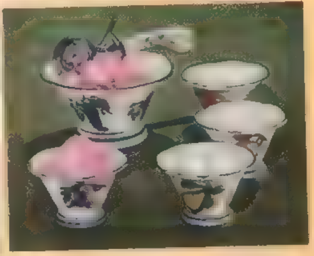
SET OF 2 BIRD CAGE PLANTERS— A decorative set consisting of 2 high gloss polished brass bird cages Two lifelike colored ceramic birds and ceramic planter in each cage.

2260/300 ....Ret. $4.98 pr.



8 PIECE CERAMIC SPICE SET WITH MEASURING JUGS—Consists of 4 large barrel-shaped spices and 3 measuring jugs on 12 inch wooden rack trimmed with brass wire.

1320/360 . .. . Ret. $5.98

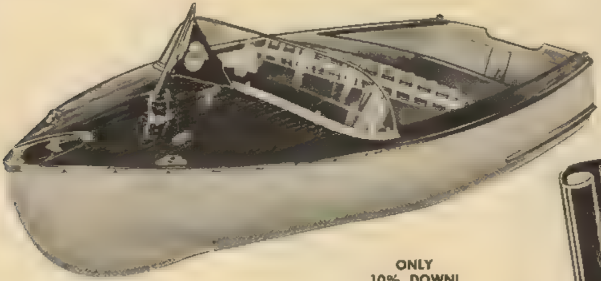


8 PIECE DESSERT SET—Large 7½" diameter serving bowl, 4 coupette dishes. And, offered for the first time, an aluminum ice cream scoop with CERAMIC HANDLE. Excellent for serving family desserts, pudding etc.

706/420 . . .. Ret. $8.98

BUILD YOUR OWN BOAT...NEWEST '60 SPORTKITS

BEST BOAT BUYS IN AMERICA



ONLY 10% DOWN!

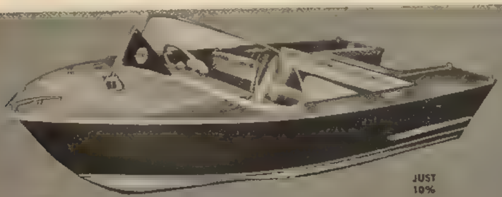
SPORTKIT READY-CUT RUNABOUT BOAT KITS. Build a deluxe boat yourself for only 10% down! Frame (⅞" oak), transom (¾" mahogany plywood oak reinforced) furnished completely assembled. Longitudinal frame members ready cut, drilled for assembly. Forward deck, side decks rigidly reinforced. Sturdy 16-ply laminated stem, full length ¼" plywood planking. ¾x1" oak keel, ready bent false stem. Galvanized screws, glue, illustrated instructions incl. Windshield, accessories shown not incl. F.O.B. Minn.

SPORTKIT 14' DELUXE RUNABOUT. A fast, high performing boat with conical bottom for motors up to 40 h.p. Dependable and versatile, it's a popular favorite with water ski performers as well as fishermen. Equipped with a 56" forward deck, 5" side decks, 30" rear deck, and 16" center deck. Shpg. wt. 215 lbs.
69 F 2901 K12950 Kit ..... .Retail $165.00

SPORTKIT 14' STANDARD RUNABOUT. As above except no center deck. Includes three 12" seats. Wt. 185 lbs.
69 F 2906 K12450 Kit ... .Ret. $158.00

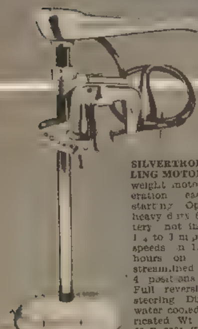
SPORTKIT 12' DELUXE RUNABOUT. The improved sport model. Still a popular favorite for either the young raceabout or the old fisherman, as it adapts itself to a large range of power from 2 to 25 h.p. Phillipine mahogany 44" forward deck, 5" side deck. Complete with 16" center deck. Shpg. wt. 180 lbs.
69 F 2902 K9950 kit .... .Retail $121.50

SPORTKIT 12' STANDARD RUNABOUT. Same as above except no center deck. Two ¾x12" fir seats. Wt. 160 lbs.
69 F 2907 K9275 kit ....Retail $109.60



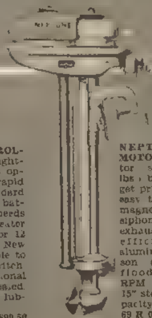
JUST 10% DOWN!

SPORTKIT 13'2" FULLY EQUIPPED BOAT KIT. Designed for the new high-powered engines with enclosed 32" rear deck to conceal batteries etc. Wide 7½" beam 30" depth 24" freeboard for boating safety. Reinforced transom (66" wide at sheer, 52" wide at chine, 25" deep) for superb water ski performance. Sturdy "girder" construction modern swept-back design. Transom (7 ply ¾" mahogany marine plywood) and frames (mahogany and plywood) furnished completely assembled. Has 3/8" 5-ply plywood sides and bottom laminated mahogany stem pre-cut ¼" mahogany plywood decks mahogany spray rails chine strips. Select oak keels and sister keels plus cadmium plated steel fastenings. Complete as shown with windshield, deck hardware kit (lights etc.) F.O.B. Minn. Wt. 385 lbs.
69 F 2908 K27750 kit Retail $324.50



ONLY 10% DOWN!

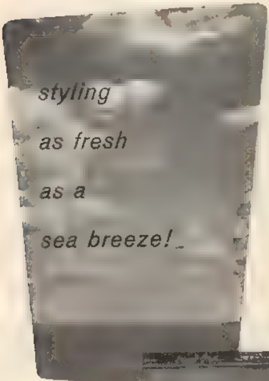
SILVERTROL ELECTRIC TROLLING MOTOR. Economical, lightweight motor with effortless operation, easy steering, rapid starting. Operates on standard heavy duty 6 or 12 volt auto battery (not included) with speeds 1¼ to 3 m.p.h. on 6 volt, greater speeds on 12 volt. Runs 8 or 12 hours on one charging. New streamlined handle adjustable to 4 positions. Two-speed switch. Full reversible 360° directional steering. Direct current sealed, water cooled motor, lifetime lubricated. Wt. 28 lbs.
69 R 0301 K1462 Retail $99.50



ONLY 10% DOWN!

NEPTUNE MIGHTY MITE MOTOR. Powerful 1.7 h.p. motor (small, weighs only 17 lbs.) but mighty, and budget priced. Simple to operate, easy to start. Moisture proof magneto, centrifugal pump, siphon cooling, underwater exhaust for smooth running efficiency. Semi-weedless aluminum propeller. Tillotson automotive type non flooding carburetor. 4000 RPM. 33½" long, 6½" width, 15" stern height. Gas tank capacity 1 qt. Wt. 18 lbs.
69 R 0501 K7250 Retail $94.95

TAFT FIBERGLASS COVERING KIT. Includes all cloth, resin, solvent, thickener, ground glass needed to permanently cover hull and transom.
69 F 2904 K2750 12' boat covering. Wt. 31 lbs. F.O.B. Minn. Ret. $35.00
69 F 2905 K3150 14' boat covering. Wt. 32 lbs. F.O.B. Minn. Ret. $39.50
69 F 2909 K3450 16' boat covering. Wt. 34 lbs. F.O.B. Minn. Ret. $49.50



1960 STEEL* ROAMERS

NEW TREND-SETTING MODELS — NEW CHRIS-CRAFT V-8 POWER NEW COLOR-CUED INTERIORS Here's boating's freshest, newest expression of style in STEEL. Six of ten eye-pleasing models with beauty achieved through dramatic lines, low profile and smooth curves. Cabins are beautifully appointed with decor in fresh, vibrant colors, expertly coordinated. And matching all this glamour is the sterling performance of the Roamer STEEL hull . . . the smoothest riding, safest, most sea-able in all boatdom. Your Roamer dealer has the details

* ROAMER CAPAC — Automatic Corrosion Eliminator now provides positive protection and is standard equipment on all models.

31' RIVIERA, thrift-priced 6-sleeper. Speeds to 34 mph with twin engines to 450 hp. (Express style also.) From $16,995

35' EXPRESS (also Riviera hardtop) 6-sleeper with [illegible] aft deck. Speeds to 33 mph, twin engines to 550 hp. From $20,960

35' SPORT FISHERMAN, all new, with big 16½' cockpit and luxurious 4-sleeper cabin. Twin engines to 550 hp. From $25,800

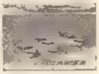
35' REGAL, sedan-style 6-sleeper. (31' Regal 4 or 6-sleeper available.) Twin engines to 550 hp, speeds to 32 mph. From $23,300

43' MOTOR YACHT. Flush deck double-cabin cruiser. Twin engines to 550 hp, including diesel. Speeds to 26 mph. From $43,800

52' MOTOR YACHT with elegant salon, 3 staterooms. Twin engines to 672 hp including diesel, speeds to 24 mph. From $61,425

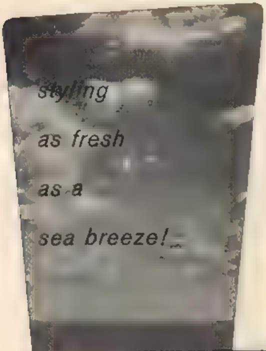
ROAMER
STYLED IN STEEL

WRITE FOR YOUR NEW FULL-COLOR ROAMER 1960 CATALOG.



ROAMER STEEL BOATS
215 LAKEWOOD BLVD., HOLLAND, MICH.

DIVISION OF CHRIS-CRAFT CORPORATION



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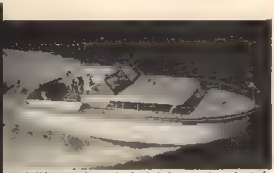
* ROAMER CAPAC — Automatic Corrosion Eliminator now provides positive protection and is standard equipment on all models.

31' RIVIERA, hardtop cabin 6-sleeper. Speeds to 34 mph with twin engines to 450 hp. Express style also. From $16,995.



35' EXPRESS (also Riviera hardtop), 6-sleeper with one-level aft deck. Speeds to 33 mph, twin engines to 550 hp. From $20,960

35' SPORT FISHERMAN, all new, with big 16½' cockpit and luxurious 4-sleeper cabin. Twin engines to 550 hp. From $25,800.

35' REGAL sedan style 6-sleeper. (31' Regal 4 or 6-sleeper available.) Twin engines to 550 hp, speeds to 32 mph. From $23,300

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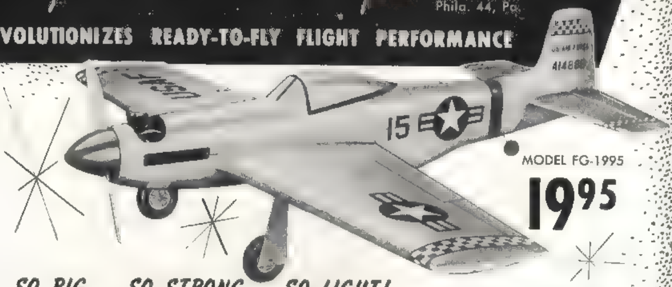
Phila. 44, Pa.

THE PLANE THAT REVOLUTIONIZES READY-TO-FLY FLIGHT PERFORMANCE



MODEL FG-1995

19^{95}

COMPLETELY ASSEMBLED WITH MOTOR! READY-TO-FLY!

The king-size MUSTANG is a yard wide . . and all sales appeal! So maneuverable, seasoned model builders will want it themselves . . and that means year-round sales never before dreamed possible!

Specialized manufacturing processes limit production so place your orders well in advance . . .

KEEP XMAS IN MIND— SUPPLY WILL DEFINITELY BE LIMITED!

SO BIG . . . SO STRONG . . . SO LIGHT!

It's twice as strong as balsa wood, yet half the weight. Made of the newest, most exciting product of the miracle age of plastics . . injection-moulded foam-plastic.

The MUSTANG is a complete, powered, ready-to-fly unit . . nothing to assemble! Take it out of the box, fasten lines, fill the tank . . and your customer is off to hours of fun!

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POWERED WITH THE NEW L. M. COX .15 ENGINE WITH SELF-STARTER

This solves the "engine won't start" return problem.

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with NEW educational scrolls

These new educational scrolls are the result of careful coordination of ideas by leading educators and skilled artists. Every child will love one of the new Litho Plate easel boards.

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cat dog coat cow
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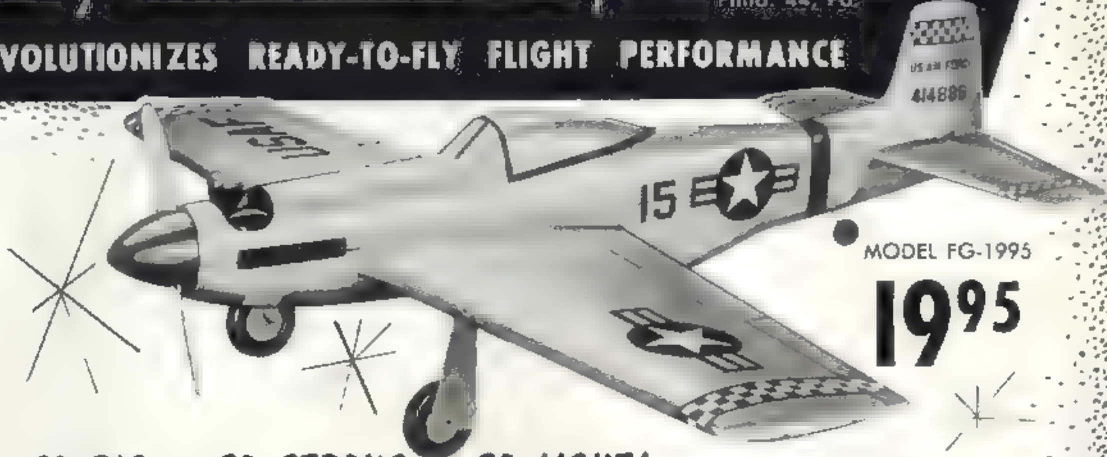

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SPECTACULAR STUNT PERFORMANCE

POWERED WITH THE NEW L. M. COX .15 ENGINE WITH SELF-STARTER

This solves the "engine won't start" return problem.

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the leader in model railroading
from
Super "O" to "O27"
to HO

- Super "O" Track • Magne-Traction • Headlights
- Horns • Whistles • Puffing Smoke
- Knuckle Couplers • Solid Steel Wheels

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Latest twin engine synchronizer matches RPM with visual light. Simplest, fastest, surest way to smooth cruising and power conservation. Get a demonstration!

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SEE YOUR MARINE DEALER

DOW PLASTIC FOAM

A new flexible foam of polyethylene plastic is finding important applications in marine flotation.

Developed by The Dow Chemical Company, polyethylene foam is 30 times lighter than water. A cubic foot of the material will support 55 pounds. It has been used in such items as water ski belts, lifebelts, boat and dock fenders, kickboards and marine toys.

Dow says the foam has high solvent resistance and shock-absorbing ability, no odor, and is easily fabricated with conventional power tools. It is tough as well as flexible. The foam is available through Dow sales offices in six standard sizes of white as well as four colors available on special order.

Dow also manufactures Styrofoam, widely used in buoyancy and flotation applications, and Pelaspan, expandable polystyrene beads.

C & F MACHINE WORKS

A wide variety of boat trailers and trailer jacks is produced by the C & F Machine Works, 440 W. Minnehaha Ave., St. Paul, Minn. New features in a line of six A-frame models, accommodating boats from 12' to 21' weighing up to 2000 pounds, include adjustable tongue, adjustable winch stand, malleable cast roller brackets, and cam-action cradles. Two out of three T-frame models this year have coil spring suspension. A front wheel jack designed for boat trailers has a dolly wheel and is gear-operated with nylon bearings. New this year is a line of Spartan boat trailers including four tilting bed A frame types and two T-frame models, accommodating craft up to 21' and 2000 pounds. The T-frame trailers offer roller tongue support.

LONE STAR'S TRAILER AID

Power-Tilt Tongue, devised by Lone Star Boat Co., Box 1050, Grand Prairie, Texas, tilts trailer frame to desired angle with same ease of handling as power steering.

HONEST JOHN, IN KIT FORM

The Honest John, a compact marine toilet made of high impact styrene plastic, is produced by the American Hard Rubber Co., 200 East 42d St., New York 17, N.Y. It comes in kit form, complete with all the nuts, bolts and screws necessary for installation. It is designed to be fitted into a corner or under a bunk.

STEVENS' PORTABLE MOTOR SCOOTER

An aluminum portable motor scooter for quick transportation is distributed by I. R. Stevens, 510 Madison Ave., New York City. Scooter can be folded

CABLES FOR DOCKSIDE POWER

Heavy duty electric ship-to-shore cables are made by Rae Electric Co., 8164 W Fort Street, Detroit 9, Mich. A #10-2 wire carries twenty-five amperes—color, bright yellow. These items are available through Chris-Craft dealers.

LINE SQUALL!

A fast-brewing line squall is only one of the many hazards that endanger your craft. To find out about protecting this major investment, see us at the National Motor Boat Show, Booth C56, New York Coliseum, January 13—24. Test your boating skill on our unique "Sailorometer" If you don't visit the show, use coupon below to learn about

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and at the **MIAMI INTERNATIONAL BOAT SHOW**

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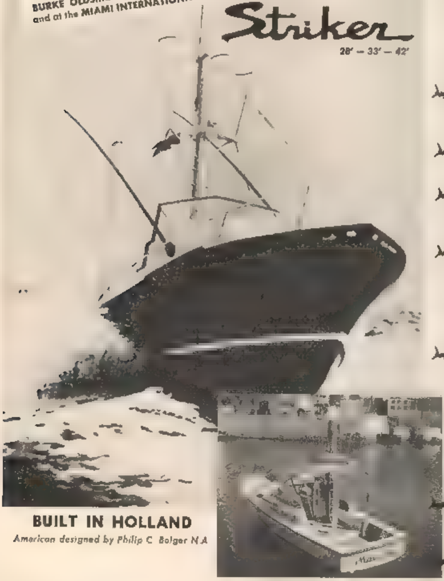
28' – 33' – 42'



BUILT IN HOLLAND
American designed by Philip C. Bolger N.A.

- **ALL-STEEL construction — practically indestructible!**
- **Ford DIESEL POWER — FUEL COSTS LESS THAN $1 PER HOUR FOR TWIN ENGINE STRIKER—one-half this for single engine models. DIESEL offers dependability and safety — plus lower insurance rates.**
- **RANGE OF 500 MILES or more standard on all STRIKERS (optional to 1200 miles)!**
- **EXCLUSIVE BOX KEEL gives amazing stability and maneuverability!**
- **FAST, SEA-WORTHY, DRY-RUNNING because of the STRIKER advanced design and construction techniques!**
- **COSTLY OPTIONAL EQUIPMENT ON OTHER BOATS — IS STANDARD ON THE STRIKER — AT NO EXTRA COST — including teak decks, tuna tower, gin pole, compass, electric bilge pump and loads of others!**
- **MAINTENANCE COSTS CUT MORE THAN HALF — every STRIKER is sand-blasted, zinc-metalized, epoxy-coated — plus — to give maximum protection, the STRIKER uses the CAPAC system of cathodic protection as developed for the U. S. Navy — most modern method of underwater protection providing complete security against corrosion!**
- **LOWEST PRICED — as much as 50% lower—than any other DIESEL powered cruiser on the market!**
- **PRICED FROM $8,900!**

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X MARKS THE SPOT

for fresh air and light, even with hatches closed!

KEEPS OUT RAIN AND SPRAY

Sudbury TRANSPARENT SKY-VENT

"THERE'S NO VENTILATION LIKE SKY-VENTILATION"

The biggest ever-present problem aboard any boat is lack of adequate ventilation. This dangerous condition can destroy a boat with a sudden explosion. The more common and insidious result is dry rot, mildew, musty odor, and dank moisture. Nothing deteriorates a boat more below deck than poor ventilation; of this yachtsmen are always uncomfortably aware.

Thousands of boat owners the world over have found the answer to this problem is the Sudbury Sky-Vent. It gives positive continuous air circulation and light below deck, yet keeps out rain and spray, prevents dry rot and mildew

In rough weather, even hurricanes, the cabin is fresh, airy, light. Many boats boast more than one — for Sky-Ventilation on forward hatch, over head and galley. Ventilation is the life-line of every boat; no boat ever had too much!

The molded mirror-finish design adds to the appearance of any boat. A Sky-Vent owner is always proud of, and ready to tell you why he would not be without one. Sky-Vents are made of durable Lucite, are non fouling, non-corrosive. Require no maintenance. Transparent 9-in. $34.95, 12-in. $59.95; 18-in $89.95. (In your choice of colors, slightly more.)

New Double-Action Sky-Vent!

More ventilation with the same size SKY-VENT where intake of fresh air and outflow of stale air is desired. Both intake and outlet can be regulated. Regular Sky-Vent advantages plus complete two-way circulation. 12 in. $69.95

DOUBLE-ACTION SKY-VENT

Everyone Wants to Ride in the SEE-THRU Boat!

Sudbury TRANSPARENT Pram

It's the famous Sudbury Transparent Pram that has been the sensation of the Boat Shows. One look and you want to own one. Know the strange feeling of literally sitting on water, gliding smoothly along, seeing the view below. Handsomely designed, its featherweight makes it an ideal dinghy. Stowed on a boat over an open sky-light, it keeps out rain and spray.

Attracts attention from everyone as a car top boat and its less than 50 pound lightweight lifts with ease. A natural for skin divers!

Beats any glass bottom boat. Everything under water is clearly visible. Like looking through a picture window at the wonders of the sea. Rugged one piece hull resists scratching. Unaffected by tropical sun and salt water, when rowed or with an outboard. Plenty of freeboard on this light foot pram when carrying three.

This transparent boat has stirred more interest than any boat since the Mayflower II made her voyage to Plymouth. She's a thing of beauty, and the pride and joy of every owner

Sudbury Quality Marine Products are sold by leading Marine Supply Stores, Marinas, Boatyards. If items you want are not at your dealers use coupon

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Model A 20 to 74 hp. $39.95
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Automatic BILGE CLEANER
Quart $1.98 Gallon $7.50
TRANSPARENT BOAT $249.95
Plus crating and shipping
SAV-A-TANK CARTRIDGE $9.00
BOAT FENDER
Small $1.98 Large $4.95
SAFETY CABIN HEATER $24.95
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28′ CRUISER WITH THE ORIGINAL *Compoglas* HULL— THE SAFEST, BEST PERFORMING BOAT AFLOAT—WITH

MONEY BACK GUARANTEE IF NOT SATISFIED!

The 1960 SUMNERCRAFT 28′ Cruiser with its sensational ballast keel, which permits the engine to be placed deep inside the keel. This gives your boat a lower center of gravity, and virtually eliminates the danger of capsizing. It also achieves a low, flush cockpit deck. This guarantees the performance, safety and comfort of your boat, "the best on waters anywhere." All SUMNERCRAFTS are guaranteed in writing to be leakproof, crash proof below the water line, non-sinking, rot and worm resistant. All SUMNERCRAFT boats are designed for ocean going service. For further information: Write or Call

SUMNER BOAT COMPANY, S. BAYVIEW AVE., AMITYVILLE, L. I., N. Y. AM 4-1830—PY 8-3066

POST 37'
CUSTOM FISHERMAN

This 37 footer is now in limited production. It offers the men a true off-shore fisherman and the ladies all they desire for cruising. It has a toilet-shower room with 45 gallon of hot and cold pressure water, a 6' galley with 110V refrigeration, three hanging lockers, dinette, convertible lounge, and sleeps four to six. Thanks to Fiberglas, Teak, Stainless and Monel for low maintenance. Safety glass and deck rails are standard. Radio and fishing equipment are optional. This boat is complete and does not require a long list of extras. It is priced at $21,975, factory, with twin 200 H.P. V-8's, 2-1 which give her speeds better than 30 M.P.H.

POST MARINE COMPANY
RIVER ROAD
MAYS LANDING, N. J.
NO TRADES • NO DISCOUNTS • NO DEALERS

EPOXY REJUVENATES A LIGHTNING

(Continued from page 85)

Repair of the Lightning hull bottom and topsides up to the water line began with removal of all corroded screws and the reanchoring of planking with countersunk brass screws. Getting through the coats of paint was simplified with a belt sander. If a blow torch is used to remove old paint, it must be done with care to prevent oils from being drawn to the surface. Should this happen, good adhesion of the epoxy resins will be impossible. Countersinkings, seams and cracks were filled with a non-oily surfacing filler. The hull was then given a final sanding with coarse grit paper to provide the "tooth" required for permanent resin bonding.

The boat was laminated with Glass Armor epoxy materials made by Bridgeport Chemical Corporation, Mineola, N. Y. and based on Shell Chemical Corporation's Epon(R) resins. Resin and hardner were supplied already accurately pre-weighed to the right proportions. Prior to application, the small can containing one part of black hardener was poured into the larger can holding five parts of white resin. This resulting mixture was gray, but a variety of other colors is available. Ten quarts of resin and a single layer of glass cloth were sufficient to cover the bottom.

The centerboard trunk was laminated first. Two 6" wide pieces of Volan A glass cloth were cut to the length of the trunk and saturated with epoxy resin/hardener mixture. The wet cloth was then pressed firmly against both sides of the trunk and folded tightly over the keel. It was necessary to fit the cloth snug against the walls of the trunk so that raising and lowering of the steel centerboard would not be impeded. After the cloth had been set in place, an additional coat of resin was brushed on.

For the bottom, two pieces of cloth were cut to run the full length with 6" overlaps for transom, bow and topsides plus a 2" overlap for the keel. The two lengths of cloth were rolled up and marked so they could be laid easily. By properly cutting and contouring the cloth when dry, actual layup with the resin was simplified

Each half of the bottom had to be laminated individually. First of all, it would have been almost impossible to coat the wood and properly lay one over-all piece of cloth in the hour's time the resin took to gel. Second, resin must be worked well into the wood and cloth to prevent what is known as "resin starvation." This shows up as white sections in the cloth where resin has not made contact. Cloth allowed to remain this way can be a source of trouble later.

Beginning from the transom and working forward, one man brushed on the resin mixture and another followed with the cloth. Laminating was done in 3' stages, the resin being prepared only as needed. Cloth was unrolled on top of the resin and embedded firmly into it. Starved areas were immediately loaded with additional resin. The 6" cloth overlaps at transom, topside and bow were drawn taut to eliminate wrinkling and air bubbles. A snug fit was made with the 2" overlap along the keel, the wet cloth bedded firmly for a watertight fillet at the joint.

After the port half of the bottom was treated in the same manner, excess cloth was trimmed off with a razor blade. Another coat of resin was then rolled onto the cloth before the first coat had gelled

Cloth for the keel was likewise pre-cut to length but had a rectangular strip sliced out to expose the centerboard trunk. The first coat of resin was brushed on, the cloth laid up and a second coat of the resin applied. The keel strip served to seal down the 2" overlaps

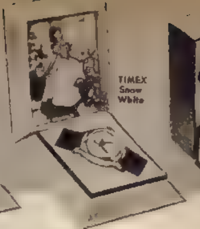
Two full days were allowed for resin curing, after which a single coat of anti-fouling bottom paint was applied as the final step.

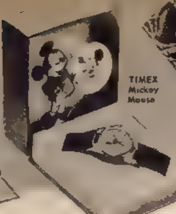
REPAIRS

While an epoxy resin laminate is incredibly strong, it is not indestructible. Excessive shock or impact may tear

U.S.Time Famous Character Wrist Watches

TIMEX
Cinderella





CINDERELLA. Charming wrist watch for little girls. Pretty pink dial has a picture of Cinderella all dressed up in her blue ball gown. Big, easy to read black numerals and matching blue washable strap. Sturdy, dependable movement is shockproof to take lots of playtime wear. Unbreakable crystal. Chrome bezel with stainless back. Watch comes set in plastic replica of the famous glass slipper that Prince Charming tried on Cinderella after the ball. Gift boxed.
E06700-487 .. Retail **$6.95**

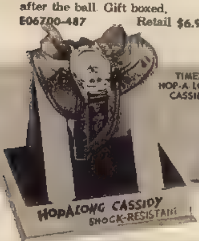
SNOW WHITE. Watch dial illustrates Snow White wearing the same pert gown she wore in the movie Chrome top case takes lots of long, hard wear with stainless back. Matching red strap is washable. Shockproof movement is designed to give accurate service. Packaged with full color wall plaque of Snow White.
E06701-487 . .Retail **$6.95**

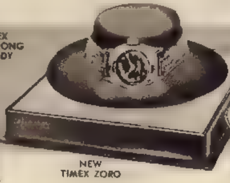
ALICE IN WONDERLAND. Similar to above except with picture of Alice on dial. Comes in plastic tea cup and gift box.
E06702-487 .... Retail **$6.95**

MICKEY MOUSE WATCH. Children everywhere are delighted to wear this watch featuring their favorite movie and TV hero, Mickey is pictured on the dial in full color. His arms point to the red dial numerals to tell the time. Red strap. Accurate, shockproof movement will take lots of abuse. Unbreakable crystal Watch comes held in Mickey Mouse plaque and clever gift box. This is truly a gift designed to thrill every single Mickey Mouse fan!
E06703-487 . . Retail **$6.95**

LADIES' DELUXE INGERSOLL WATCHES. Dainty, fragile, utterly feminine in appearance. Satin finished silver dial with small black numerals and hands, red sweep second hand. Leather tapered strap.
E06708-487 .. ...Retail **$6.95**

INGERSOLL MEN'S SWEEP RADIOLITE. Decidedly masculine with distinctive round case and rugged Ingersoll construction. Radiolite dial Red sweep second hand. Genuine leather strap.
E06709-487 Retail **$6.95**





HOP-A-LONG CASSIDY WATCH Every red blooded American half-pint cow-poke and small-fry western gal reckon as how they'd get a heap of real deep down pleasure from this accurate, shockproof watch with "Hoppy's" picture on the dial. Unbreakable crystal. Saddle shaped gift box. Expansion band. Built to take all the abuse that the Jr. "fast guns" give it.
E06707-557 . . . Retail **$7.95**

ZORRO WATCH. A watch as exciting as the famous TV character created by Walt Disney. With black dial and contrasting white numerals PLUS small authentic Zorro hat Leather strap has design styled from old California Unbreakable crystal Shockproof Keeps accurate time and stands up under plenty of abuse. Zorro fans will really dazzle their friends with this watch
E06738-487 .... Retail **$6.95**

ROY ROGERS WATCH Deluxe round dial in smart, slim case with chrome bezel and stainless steel back. Matching expansion band. In 3-D full color gift box.
E07350-533 .... ..Retail **$7.99**

ROY ROGERS WATCH. Smart round dial in slim case finished in lustrous yellow Non-corrosive stainless steel back. Leather strap.
E07373-470 .. .. Retail **$6.95**

DALE EVANS WATCH. It's Roy Rogers' "cowgal," Dale Evans and her horse smartly gracing the charming round dial. This sturdy, dependable timepiece has an attractive case with stainless steel back. Chrome expansion band to match. Black numerals. 3-D clear-vue gift box. Retail
E07353-470 Chrome **$6.95**

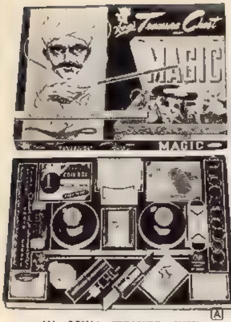
As above with leather strap.
E07354-466 . . Retail **$6.95**

SUPERMAN WRIST WATCH. A real favorite with boys and girls.. it's that "old favorite," Superman standing boldly right on the face of dial on this handsome watch. Features a gleaming chrome plated bezel that adds richness and beauty. The leather strap matches the blue of Superman's outfit. Stainless steel, non-corrosive back. 3-D gift box.
E07360-435 .. Retail **$6.50**

BRADLEY BOY'S WATER RESISTANT WATCH. Has the construction and appearance of much more expensive watches. It's fine, accurate 1-jewel movement keeps up-to-the minute time. Enclosed in a smart appearing, long lasting water resistant case. The handsome contour expansion band is a combination of leather and metal . . . can't break or snap!
E07356-930 ... ..Retail **$13 95**

BOYS' WATER RESISTANT WATCH. Actually looks over twice the money. Luminous dial glows brightly at night. Case is richly chrome plated. Handsomely styled leather strap. The elegant simplicity of contemporary design enhances the beauty of this 1 jewel water resistant watch. Top quality features in spite of popular price. Accurate time keeping
E07364-750 Retail **$10.95**

BRADLEY JUNIOR NURSE WATCH A professional looking watch every aspiring young nurse will love Rich chrome plated case with gleaming stainless steel back. Picture of nurse on dial Combination white nylon and leather expansion wrist band. Attractively gift boxed. Keeps accurate time Takes hard wear Easy to read numerals with sweephand
E07414-533 . Retail **$7.99**



COLOR 'N ROLL
COLORING ROLL
COLORING ROLL
C

FUNNY FACES
D

(A) ROYAL TREASURE CHEST OF MAGIC—Includes over 17 props and wand for a multitude of sleight of hand and magic tricks. Instructions by Tarbell, famous teacher of magic.
1T350X335 Retail $5.00
Wonder Magic Set as above, 14 props.
1T351X197 ....Retail $3.00
(1T351X177 in lots of 3)

(B) SWAMI FORTUNE TELLING BALL—Excitingly new, different gamel Ingenious mechanical devic[illegible]matically reads the futu[illegible] player acts as Swami—others ask him questions, and [illegible] by magic, answers appear in the plastic ball.
1R201X135 .... Retail $2.00
(1R201X121 in lots of 3)

NOT AVAILABLE

(C) COLOR 'N ROLL SET—Full 30-ft. long picture story unrolls off of scroll for new coloring fun. Scroll box can be used as portable desk and acts as "TV color screen" when coloring is completed. With two extra 30-ft. picture scrolls and crayons.
1T353X135 ....Retail $2.00
(1T353X121 in lots o' 3)

(D) MAGNETIC FUNNY FACES—Loaded with fun and entertainment. Kiddies can make hundreds of faces by simply changing the eyes, ears and mouths. And the pieces are on permanent magnets to stay in position and be used over and over again!
1T352X197 ....Retail $3.00
(1T352X177 in lots of 3)

CARD MAGIC
MIXIES
COWBOY INDIAN
8 DECKS OF
GO FISH
E

disk doll kit
G

(E) ED-U-CARDS "8 PACK" Busy-Bee pack of 8 fascinating, specially designed, learn and play card games. Animal, Bird, Fish game; Tree Spotter game, Old Maid, Card Magic, etc.
1R202X125 ....Retail $2.00
(1R202X121 in lots of 3)

(F) MIMI—French Model paper doll has 23 beautiful high-fashion paper costumes, 9 different coiffures, plus her own French Provincial dressing table.
1R203X135 .... Retail $2.00

(G) AVALON 10½" DISK DOLL—Just fold the disks, tie a bow and create devastating gown for doll! Doll has real hair, moving eyes. 100 color laminated disks; 2 hanks of wool; pearls; dog; flowers; sequins; needle.
1T354X335 ....Retail $5.00
8½" Doll—75 disks. Less dog, pearls, sequins.
1T355X197 .... Retail $3.00

(H) KUSAN BUBBLE PUP—Young and old puppeteers will love this playful pup. Blows real bubbles! In professional-type costume. Striped fabric skirt with ruffle at neck. 8" tall. Harmless bubble solution included
1R204X135 ....Retail $2.00

(J) KUSAN SIPPIN' SAM—Mischievous puppet is easy to manipulate. Raises his arm, pours, drinks again and again without refilling. In costume fabric loud sport shirt skirt. 8" tall.
1R205X135 .... Retail $2.00

(K) ARITHMEQUIZ—The easy way to help beginners learn arithmetic. Game contains problems in addition, subtraction, multiplication and division. Light glows when correct answer is chosen. Battery included
1R206X197 ....Retail $2.98
(1R206X177 in lots of 3)

(L) ELECTRONIC MAP OF THE U. S.—6 beautifully colored and illustrated maps of the U. S. with a total of 228 interesting questions about the states. Lights up when correctly answered.
1R207X197 With battery ....Retail $2.98
(1R207X177 in lots of 3)

(M) COMPLETE STUDENT DESK-SET—Includes desk-type ball pen; letter opener with magnifying lens; 12" double-edge ruler; revolving globe atlas, perpetual calendarpen stand; pencil sharpener-paper weight; sponge moistener; memo pad; desk blotter
1T356X135 ....Retail $2.00
(1T356X121 in lots of 3)

(N) DIAL-A-MATIC ADDING MACHINE—Precision-engineered, mechanically guaranteed 3-digit, pocket size machine adds and subtracts. Ivory color.
1R208X135 ....Retail $2.00
(1R208X121 in lots of 3)

K
ARITHMEQUIZ

ELECTRIC MAP UNITED STATES
L

M
N
Dial-A-Matic ADDING MACHINE

Crestliner's 17' Del Rio is for motors to 80 hp

EIGHTEEN NEW CRESTLINER BOATS have been announced for the coming season. A feature of the line is "living room" interior styling of the Crestliner Imperial models. Other highlights include custom upholstery, cushionized seats, upholstered side panels, Crestliner designed Tabl-ette and other refinements and appointments.

The new Arrow incorporates "invisible rivet construction," designed to give this aluminum hull a sleek look. This is a speed model, intended to provide smooth riding comfort.

Included among this builder's products are hulls ranging from the 12', 85-lb car-top Sportsman to the 19' Imperial Mandalay Cruiser—models in aluminum, fiberglass and Royalite Safety Float.

CRESTLINER, Little Falls, Minn

Mohawk, a 14' Crestliner

SCUTTLE-BUTT ASH TRAPS, designed for marine use, convert empty cans of any size from small juice can to a big one for coffee into useful ashtrays. The Scuttle-Butt snaps securely onto the top of the can, and a spring-type retainer holds pipes, cigars and cigarettes protected from the wind. It can easily be lifted out for cleaning.

DETROIT STAMPING CO., 340 Midland Ave., Detroit 3, Mich

Scuttle-Butt converts used cans into ash trays. A little wet sand in the bottom of the can can help stability and also helps in quenching. It comes in two color choices and costs $1.95 or $3.75 for two

A BELT SANDER KIT of many uses is the Porter-Cable Model 165 Belt Sander, a 10-piece kit that is light and easy to handle. Its 2½" by 21" endless belt with continuous straight-line action gives fast finishing. There are three special belts for sanding, rubbing and polishing, a heavy duty bench stand, four rubbing and polishing compounds and a booklet of advice and instruction in the complete kit.

PORTER-CABLE MACHINE CO., 116 Seneca St., Syracuse, N.Y.

Sweinhart's Seapower outdrive for engines to 150 hp.

A NEW SEAPOWER OUTDRIVE, model 230, offers an increase in operating speed from 3400 to 4500 r.p.m. The unit has been streamlined to cope with higher boat speeds. Many stainless steel parts have been incorporated. An improved bearing suspension system permitted the speed rise, and reduced noise and friction. The shifting mechanism in the power gear case has been redesigned for increased strength, plus ease of installation and servicing. The steering mechanism has been simplified.

Designed to combine the economy and other advantages of inboard power with the portability of an outboard, the Seapower outdrive will handle any engine (without transmission) from 36 to 150 hp.

SEAPOWER DIV., SWEINHART EQUIPMENT SALES, INC. 2900 E. Olympic Blvd., Los Angeles 23, Cal

Crosby Rover, a 15' family utility model

CROSBY OUTBOARD HULLS present new color styling and design refinements. Two 1960 Crosbys are cabin models, the others have open cockpits adaptable to convertible tops. The custom price line includes standard accessories; the deluxe offers fittings to suit the owner's taste.

The 15' hulls are built in runabout, sports and family utility versions. Runabout, sports utility, family utility and cabin styles are available in 17 footers. At the 19' length there are Crosbys in sports and family utility as well as cabin models.

Accessories with the custom line include windshield, cable steering, bow and stern light-and-staff combinations. Convertible top, side curtains, stern cover and tailored boat cover with motor hood are available.

CROSBY AEROMARINE CO., Grabill, Ind.

The Ranger, 19' sports and family utility by Crosby

Now—replace those outlawed carbon tet units...

with NEW KIDDE DRY CHEMICAL EXTINGUISHERS!

Old-style carbon tet pump units are illegal for use on any boat, as of January 1, 1962. Current Coast Guard regulations state that they must even be replaced now if inoperable. Best replacement on the market today is the new Kidde pressurized dry chemical line—available in 2½, 5, 10, 20 and 30-pound capacities. Featured in this Kidde line is the small but powerful 2½ pound pressurized unit, which packs the fire-killing punch of *eight* one-quart carbon tet units.

Easy to use, to store, to recharge, this Kidde unit is ready to operate in seconds, snuffs stubborn blazes in an instant. Has easy-to-read pressure gauge, simple lever operation, and comes complete with safety-locking bulkhead bracket. See it—and the complete Coast Guard-approved Kidde line—at your local marina, boatyard or boat supply dealer. For more information on Kidde dry chemical and carbon dioxide extinguishers, plus complete details on Kidde fully-automatic yacht fire extinguishing systems, write for the booklet, "Your Uninvited Guest."

Be sure to see the new Kidde Extinguishers at booth C-126, 127, National Motor Boat Show, Coliseum, N. Y. C. January 15 to 24

Kidde
PRESS LEVER

RECHARGE IT YOURSELF!

The Kidde 2½ pound unit can be put back into action after a fire for as little as $1.00 a charge! Other Kidde units recharge at similar low costs. Pressurize them from an air line or ask your dealer for a demonstration of the new Kidde Cartridge Recharge Kit.

Kidde

Industrial and Marine Division

Walter Kidde & Company, Inc., 152 Main St., Belleville 9, N. J.

Walter Kidde & Company of Canada Ltd., Montreal—Toronto—Vancouver

WHO MAKES THE BEST-SELLING WESTERN HATS?

ARLINGTON, *of Course!*

★T.V. WESTERN HATS

★TRULY WESTERN HATS

ARLINGTON HATS are made in three great, exclusive materials.
TEX-FELT*, TEX-STRAW*, ARLIN-TEX*

*Trade Mark

ARLINGTON HATS

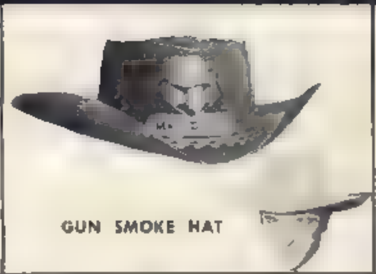
COMMENDED PARENTS MAGAZINE

NATIONALLY ADVERTISED IN PARENTS' MAGAZINE

ARLINGTON HAT CO., INC. • 900 Broadway (at 20th St.) New York 3, N. Y.

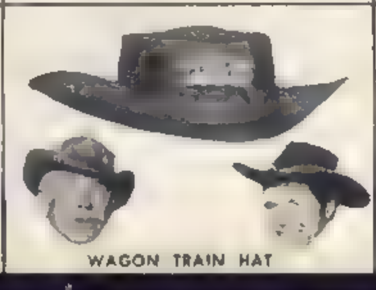
HAVE GUN, WILL TRAVEL HAT

"THE RIFLEMAN" HAT

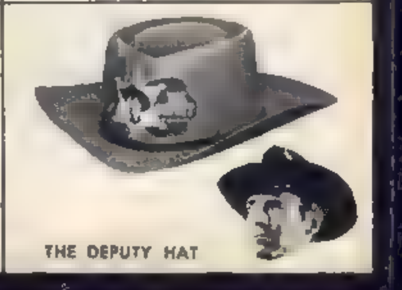

GUN SMOKE HAT

BONANZA HAT

MAVERICK HAT


WAGON TRAIN HAT

WELLS FARGO HAT


THE DEPUTY HAT

TRAV-LER

PHILCO

TRAV-LER 17" PORTABLE TV

Deluxe chassis combines new extra-powerful circuits and multi-function tubes. Clearest, sharpest pictures; rich, pure tone. Fine performance even in fringe or weak signal areas. New short neck, wide angle aluminized 17" picture tube . . . hide-away telescoping antenna . . . anti-glare optic glass . . . comfortable carrying handle. Bermuda Brown finish. Rugged steel cabinet. 15¾ x 15½ x 13¼" high. 110-125V, 60 cycles, AC only. Ship. wgt. 40 lbs.

34A-138 P11543 ....Retail **$159.95**

PHILCO 17" PORTABLE TV

America's finest performing big screen portable TV – the Slender Seventeener. 17" overall diagonal measurement screen . . . 155 sq. in. viewable picture area. In smart White, Tan, or Grey with white Scan-Tenna handle. Superb performance plus the added convenience of New-Matic Remote Control for finest leisure time televiewing. Ship. wgt. 39 lbs.

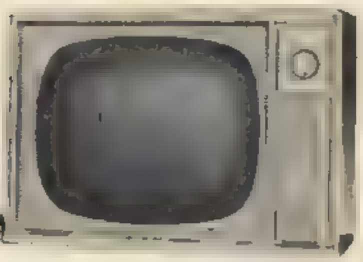
34A-890 P15361 White ..Retail **$179.95**
34A-891 P15361 Tan .. ..Retail **179.95**
34A-892 P15361 Grey .. .Retail **179.95**

RCA 17" PORTABLE TV

The new RCA Stylist Sportable . . . styled for years of lasting beauty and dependable performance. Sleek "Veri-Thin" chassis with big-set picture and sound, "V" antenna, front tuning and speaker. Fashion-Finished back, automatic channel equalizer, tube guard, RCA Security Sealed circuits. In your choice of White or Ebony to harmonize with any decor. 11¾" x 21" x 16½" high. 39 lbs.

34A-888 P15997 Ebony . Retail **$189.95**
34A-889 P16844 White Retail **199.95**

TV NEWSMAKERS............



G.E. ULTRA-VISION 21" TV TABLE MODEL

Trim styling . . . only 15" deep! Performance leader features high powered chassis with full power transformer. Bright-as-life big picture on new wide angle 110° aluminized picture tube. Front sound projection . . . big 8" speaker. Up-front control convenience. "Set-and-Forget" volume control. 125V, AC. Ship. wgt. 104 lbs.

34A-573 W17700............Retail **$229.95**

G.E. 21" PORTABLE TV

New G.E. "Designer" TV . . . slimmer-than-ever styling. Lightweight rugged metal cabinet . . console chassis with full power transformer. Width control – tunes in all the picture; compensates for picture shrinkage. Full 262 sq. in. viewable picture area. Front sound projection. Mahogany finish. AC only. *Retail*

34A-878 W21446 Ship. wgt 63 lbs. **$269.95**

G.E. 21" CONSOLE TV

Graceful slim styling plus top performance. Hy-Power chassis; full power transformer . . . clear, wide angle picture . . . 262 sq. in. viewable picture area. Front-mounted 8" speaker for rich, full sound . . . "Set-and-Forget" volume control. Handsome wood cabinet in mahogany finish. 117/125V, AC.

34A-879 W21250 . . Retail **$319.95**

RCA 21" CONSOLE TV – THE HARPER

Modern console styling . . . outstanding value. 25% brighter picture. Balanced Fidelity sound . . . Signal Guide tuner; automatic channel equalizer; stereo jack. Choice of Mahogany, Walnut, Oak veneer-over-metal

34A-885 W21175 Mahogany ..Ret **$269.95**
34A-886 W21175 Walnut ....Retail **269.50**
34A-887 W21850 Oak ....Retail **279.95**

ZENITH LO-BOY CONSOLE 21" TV

The Thorndale – in contemporary lo-boy styling. Handcrafted horizontal 20,000-volt picture power chassis . . . new extended video band amplifier circuits. "Sunshine" picture tube for sharper picture detail. In Mahogany or Blond Oak finish. 110/125V, AC.

34A-883 W23832 Mahogany Ret. **$319.95**
34A-884 W24540 Blond Oak ..Ret. **329.95**

ZENITH LO-BOY CONSOLE 21" TV – THE ADDISON

Features original, exclusive, patented Zenith Space Command remote control TV. Touch a button . . . control unit adjusts volume to 2 levels of sound and mute, as well as turning set on and off. In 3 smart colors.

34A-880 W28788 Walnut .....Ret. **$369.95**
34A-881 W28788 Mahogany ..Ret. **369.95**
34A-882 W29555 Blond Oak . Ret. **379.95**

RCA

ZENITH

ZENITH

(A)

(A) ZENITH STEREO-HI-FI CONSOLE PHONOGRAPH. Has stereo dual channel amplifier – 20 watts peak output .20 to 20,000 CPS. One 10" woofer, one 3½" high fidelity cone-type tweeter with Alnico 5 magnet. Loudness, stereo balance, bass, treble, and Stereo/Monaural controls. 4-tube set w/power rectifier.

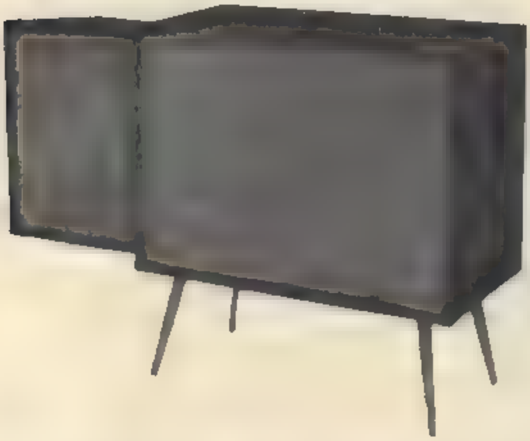
34A-862 W14412	Walnut	Retail	**$179.95**
34A-864 W14412	Mahogany	Retail	**179.95**
34A-866 W14989	Blond Oak	Retail	**189.95**

(B) ZENITH STEREO MATCHING SPEAKER. Has one 10" woofer, and one 3½" tweeter with Alnico 5 magnet .25-ft. speaker extension cord. 30" x 21" x 16½".

34A-863 W4997	Walnut	Retail	**$59.95**
34A-865 W4997	Mahogany	Retail	**59.95**
34A-867 W5358	Blond Oak	Retail	**64.95**

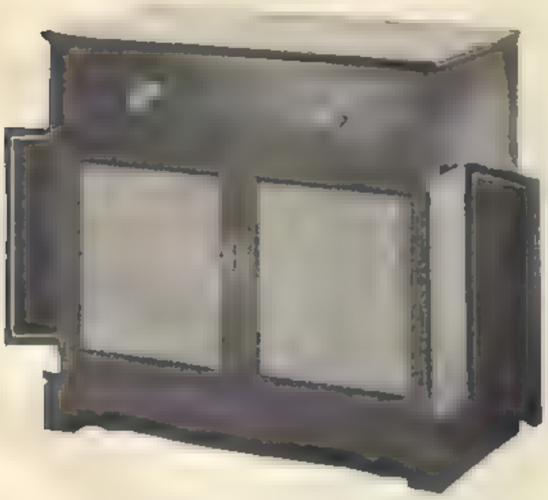
(B)

HIGH FIDELITY - IN STEREO



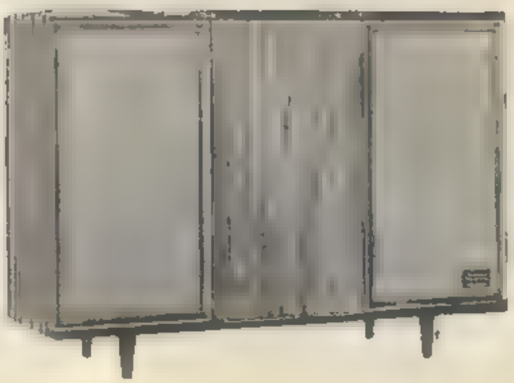
(C) RCA VICTOR MARK XXI STEREO PHONOGRAPH. Removable swing-out unit can be placed where you want it for optimum stereo. 4 speakers. 24-watt dual amplifier. 4-speed record changer. Diamond stylus. Balance control. Height 22" (without legs), width 31½", depth 17". Legs 10".

34A-871 W20612	Mahogany Console	Retail	**$269.95**
34A-872 W21752	Walnut Console	Retail	**285.00**
34A-873 W21752	Oak Console	Retail	**285.00**



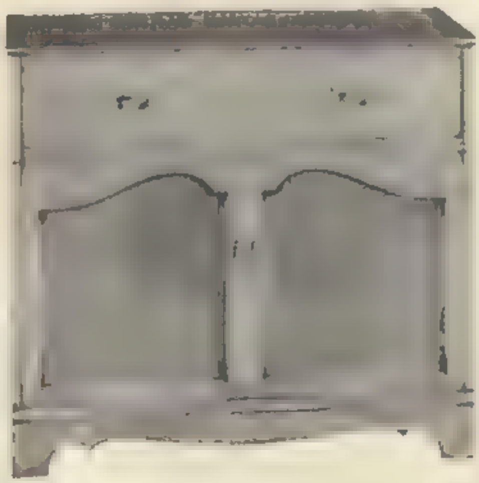
(E) PHILCO STEREO HI-FI CONSOLE PHONOGRAPH. Custom 4-speed automatic changer with dual Diamond and Sapphire pick-up. Separate pre-amplifier. "Stereo-Dors" open on each side of set. Provision for Philco Custom Modular drop-in radio tuners, external tape recorder and extra stereo extension speakers. Two 5¼" mid-range Electrostatic high frequency speakers. One 12" woofer. Foam padded record storage space.

34A-874 W26000	Traditional Mahogany	Retail	**$350.00**



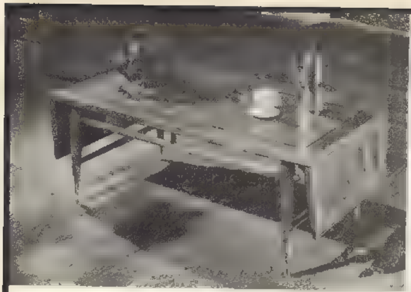
(D) ZENITH FULL STEREO HI-FI CONSOLE PHONOGRAPH. Has 4 hi-fi speakers, cross-over network. Two 12" woofers, two 5" hi-fi cone-type tweeters with Alnico 5 magnets. 40 to 15,000 CPS. Provision for new Zenith Radial Sound System. 4-tube set w/power rectifier. Full monaural and stereo controls

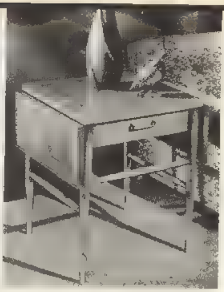
34A-868 W23216	Walnut	Retail	**$299.95**
34A-869 W23216	Mahogany	Retail	**299.95**
34A-870 W23990	Blond Oak	Retail	**309.95**



(F) PHILCO PROVINCIAL-STYLED STEREO HI-FI PHONOGRAPH. Beautiful, provincial-styled design in rich, maple wood. Custom 4-speed autoamtic changer with dual Diamond and Sapphire pick-up. Separate pre-amplifier. Provision for drop-in radio tuners, external tape recorder and extra stereo extension speakers. Two 5¼" Electrostatic high frequency speakers. "Stereo-Dors" in cabinet. Foam padded record storage.

34A-875 W27000	Provincial Maple Console	Retail	**$375.00**





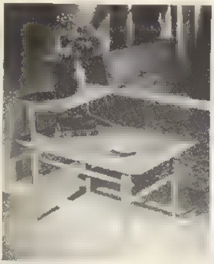
LANE Tables

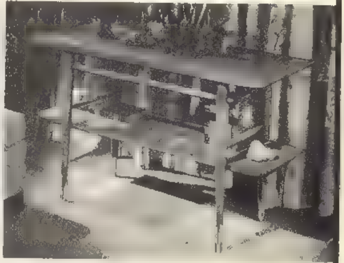
Drop Leaf Cocktail Table—16" high. Closed, 23" x 42". Open to 60". Wt. 55 lbs.
4F639X4978 RETAIL **$102.00**

Drop Leaf Lamp Table—22" x 24¼" x 25¼". Opens to 40". Ship. wt. 45 lbs.
4F640X4978 RETAIL **$102.00**

BREATHTAKING

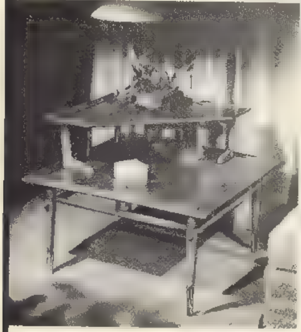
"Soft-Toned" Walnut Occasional Tables to enhance your living room . . . exquisitely crafted, smartly designed and rigidly constructed. Tapered stretchers piece the smart turned legs; Handcrafted tulip ferrules of satin brass; deep gleam finish. Here is an outstanding group which harmonizes with both modern and traditional decor.



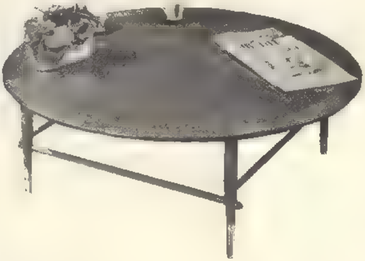


Step Table—20" x 29" x 23½" h. Ship. wt. 40 lbs.
4F641X3135 RETAIL **$65.00**

Picture Window Table—Top 17" x 44". 27½" high. 50 lbs.
4F642X4978 RETAIL **$102.00**



Corner Table—32" x 32". Overall 24½" high. Wonderful convenience in this spacious table. Ship. wt. 40 lbs.
4F643X5495 RETAIL **$112.00**



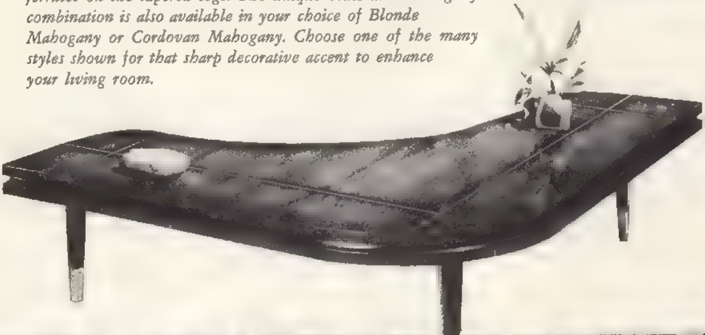
Round Cocktail Table—Four piece matched top, turned legs pierced by tapered stretchers. Hand crafted "Tulip" ferrules in satin brass. 38" in diameter x 16" high. Ship. wt. 45 lbs.
4F644X4685 RETAIL **$96.00**

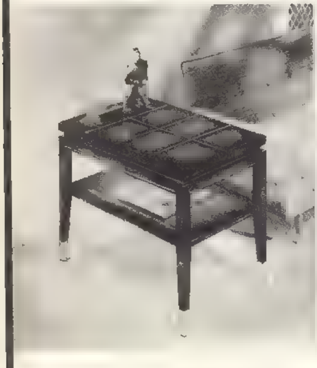
TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

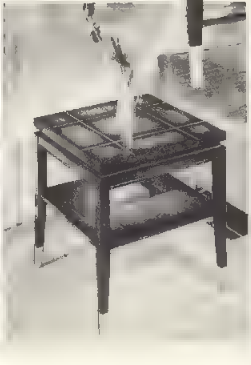
continued Accent Pieces

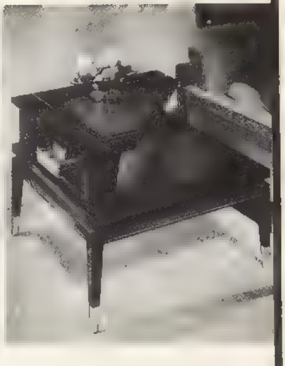
FAR EAST inspired Gleaming Brass on Charcoal Mahogany —the rich beauty of mahogany takes on new and startling beauty in this deep-toned charcoal finish. Note the hand inlaid brass which gives a delightful sparkle and adds interest to the generously proportioned top, plus the gleaming brass ferrules on the tapered legs. The unique brass and mahogany combination is also available in your choice of Blonde Mahogany or Cordovan Mahogany. Choose one of the many styles shown for that sharp decorative accent to enhance your living room.

Boomerang Cocktail Table—Sides 48" long, overall length 68", height 15½". This unique boomerang design is especially styled to fit the modern curved sectionals. Ship. wt 65 lbs
4F645X5975 RETAIL **$123.00**









End Table—Beautiful chairside table with hand inlaid brass which enriches the contrasting finishes. 19" x 29" x 23" high. Suitable with modern or traditional decor. Wt. 40 lbs.
4F646X3135 RETAIL **$65.00**

Lamp Table—With hand inlaid brass which gives a delightful sparkle and adds interest to the sectional top Note the offset apron detail with beaded edge. 22" x 22" x 24" high. Wt. 40 lbs.
4F647X3135 RETAIL **$65.00**

Corner Table—Stunning, useful corner table highlighted by hand inlaid brass on the sectional top step. 31" x 31" x 23½" high. Ship. wt. 40 lbs.
4F648X5225 RETAIL **$107.00**

TO PREVENT DELAY—Please be sure, when ordering this merchandise, to note choices of finish, color and fabric on your order.

6 NEW TOP SELLERS

to make money for you!

TESTORS

TO RETAIL AT

$1.00

Golden Palette

ALPHABETICALLY KEYED

OIL PAINTING KITS

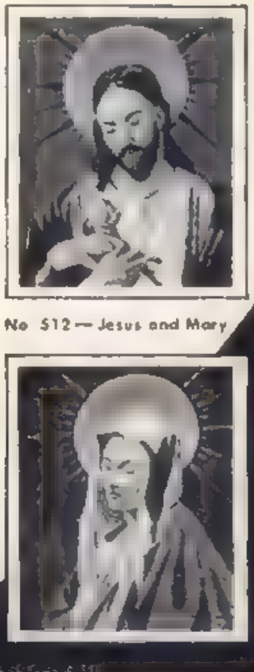
New . . . *all new* . . . and every one an eye-catching painting of unusual charm and instant sales appeal. They're popularly priced for big volume at $1.00 retail, bring to a total of 12 the outstanding kits in our best-seller No. 500 series. Each kit includes 2 clear line printed paint boards (size 8" x 10", alphabetically keyed), 8 plastic jars (with *side* — not *cap* — color identification) of Testor's specially formulated Artist Colors in Oil, 1 brush, complete instructions for use. For added counter attraction, each box top has full-color illustrations of the paintings inside the kit. Order now for an early start to new profits!

THE TESTOR CORPORATION, ROCKFORD, ILL

Golden Palette
OIL PAINTING

No. 507 — Vienna Woods

No. 508 — Paris Scenes



No 512 — Jesus and Mary

No. 509 — Venice

No 510 — Clowns

No. 511 — Ballet

PROFIT NEWS
From Sovereign Instruments

3 BIG MONEY-MAKERS FOR '63

Unique, new and red hot . . .

Texan®
FLIGHT-WEIGHT 3/9 VARIABLE SCOPE

1 Enthusiasm for variable scopes is running so high dealers can't keep them in stock. And of all variable scopes, Texan 3/9 is the ultimate [illegible] features that set it apart from any other make on the market at this price.

EASY TO READ POWER DIAL placed in middle of [illegible] with numbers facing the shooter for instant power adjustment from firing position.

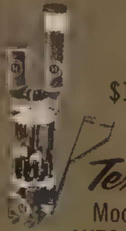
- Internal windage and elevation adjustments eliminate special mounts!
- Reticle remains a constant size at all powers.
- Center-Sel reticle design holds crosshairs perfectly centered in field of view despite windage and elevation adjustments.
- All Aluminum Flight-Weight construction, 18 [illegible] lighter than any other variable power scope.
- 13 lenses for better optical and spherical correction.
- Adjusted at factory for no parallax at [illegible] yards.
- A high profit [illegible] features found only on TEXAN and more expensive scopes.

$79.00*

[illegible]

UP TO 3 TIMES MORE ADJUSTMENT FOR EYE POSITION!

For speed, accuracy and reliability unmatched by machines at twice the price



$149.50*

Texan®
Model "M" AUTOLOADER

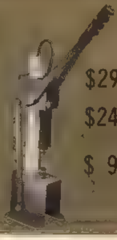
2 Loads 200 shells without refilling [illegible] a loaded shell with every pull of the handle. No more shifting cases by hand. Secret: Texan's exclusive [illegible] station automatic turret.

The reloader for every gun club and heavy shooter. Made for a lifetime of trouble-free service and, unlike many progressive reloaders, available in either 12, 16 or 20 gauge.

[illegible]

If you've ever sold a reloader, you've a ready-made sale for the NEW

Texan® Model "R"
SHOTSHELL RECONDITIONER



3 Salvages otherwise un-reloadable shells! Resizes brass to original factory specifications, reconditions both paper and plastic, flattens head, decaps primers, reseats inner wad.

Optional electric heating element makes it possible literally to iron wax impregnated walls of shells made with paper. (Not recommended for plastic shells, however.)

$29.95*

$24.95*

[illegible]

$ 9.95*

[illegible]

*manufacturer's suggested retail price

SOVEREIGN INSTRUMENTS COMPANY
P. O. BOX 5355 8305 SOVEREIGN ROW DALLAS, TEXAS

(For More Information Circle No. 52 on Page 215.)

The smart new "52" Fly Bridge cruiser sleeps 8 in 3 staterooms. Finest small yacht in Matthews history. Dimensions 51' 7" x 14' 3" x 3' 8".

THE MATTHEWS *70th Anniversary* FLEET

YOUR 1960 Matthews is the finest cruiser we have ever built. Backed by 70 years of master craftsmanship, the 1960 fleet incorporates many new features for your comfort afloat.

Be sure to inspect these sparkling new beauties at the various boat shows or contact your nearest dealer and go aboard.

Write for free catalog on the model you prefer.

THE MATTHEWS CO.
PORT CLINTON 2; OHIO
DEALERS COAST TO-COAST
In Miami: Matthews Cruisers, Inc., 1825 Biscayne Blvd.

"Wherever you cruise—you'll find a Matthews"

LEFT—"42" Fly Bridge Double Cabin has become one of the most popular cruisers in America. Sleeps 6

RIGHT— "42" Sport Fisherman is the favorite for deep sea fishing. Sleeps 5 or 6. Complete fishing equipment available.

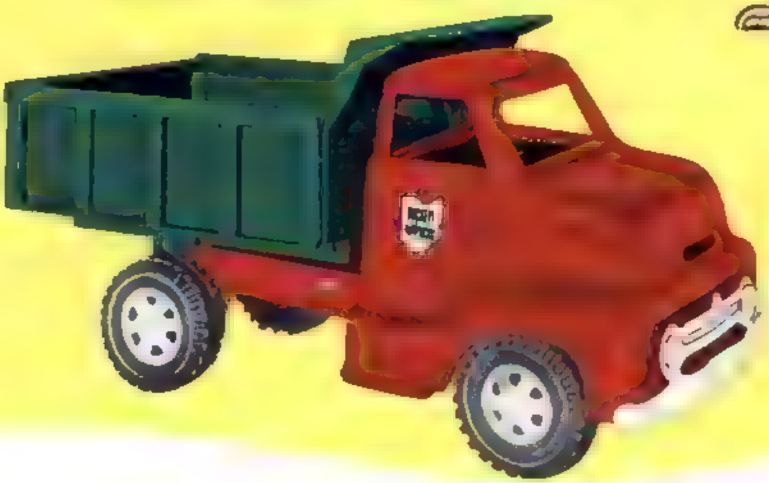
BELOW—"42" De Luxe Sedan has a choice of 6 different interior plans to sleep 6. The favorite of hundreds of owners.

"42" Martinique Express is a smartly styled sport type for fishing or entertaining. Sleeps 5 or 6.

BELOW—"42" Convertible Sedan is really 2 boats in one. Folding partition converts boat from open to closed type. Sleeps 6.

BUCKEYE TRUCKS

BOY-SIZED FOR FUN . . .



NO. 755 DUMP TRUCK

DUMP TRUCK scaled to a big rig for little truckers. It's BUCKEYE constructed . . . features 20 gauge steel, shiny bumper, control lever and swinging tail-gate. 6" high, 6" wide, 14" long. Individually packed, 6 to a shipper

Weight, 23¾ lbs

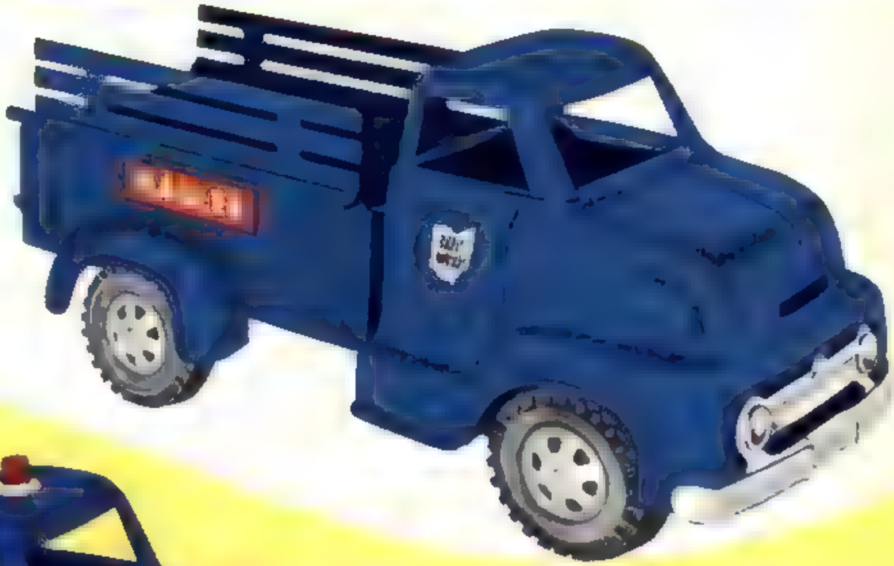
Also available in No 775 Junior Contractor Set, which includes No. 756 Hauler.

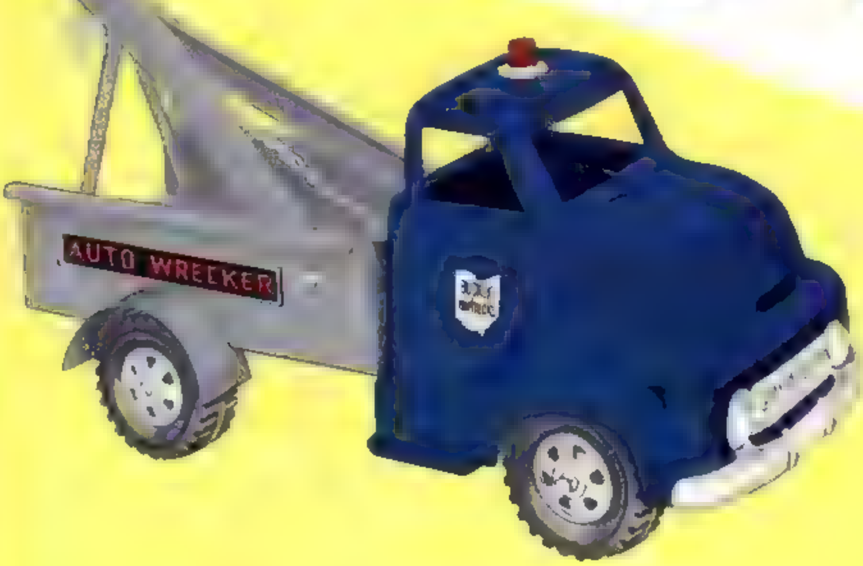
NO. 756 HAULER

HAULER . . . Perfect size for playtime hauling Boasts shiny metal front bumpers and safety edges Removable racks on body. 6½" high, 5½" wide, 14" long Individually packed 6 to a shipper.

Weight, 20 lbs

Also available in No 775 Junior Contractor Set, which includes No. 755 Dump Truck.





NO. 765 AUTO WRECKER

AUTO WRECKER . . . Blue and grey . . . sturdy enough and large enough to handle any toy truck. Equipped with simulated emergency operating lights, and heavy windup chain and hook Size 7¼" high, 5⅝" wide, 13½" long. Individually packed, 6 to a shipper.

Weight, 20¾ lbs.

THE OHIO ART CO.

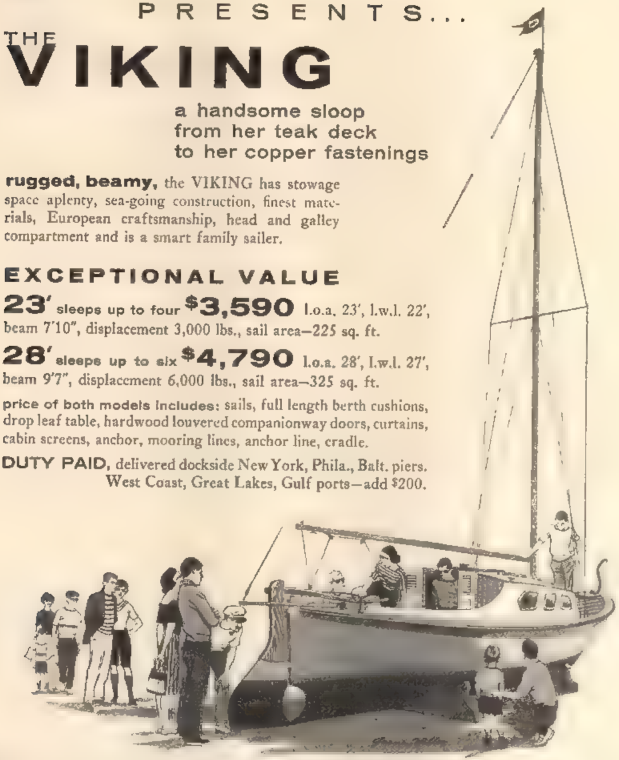
BRYAN, OHIO

New York Office: 200 Fifth Avenue Building · Suite 852 · Telephone: CHelsea 2-1432

Sailing U.S.A.

PRESENTS...

THE VIKING



a handsome sloop from her teak deck to her copper fastenings

rugged, beamy, the VIKING has stowage space aplenty, sea-going construction, finest materials, European craftsmanship, head and galley compartment and is a smart family sailer.

EXCEPTIONAL VALUE

23′ sleeps up to four **$3,590** l.o.a. 23′, l.w.l. 22′, beam 7′10″, displacement 3,000 lbs., sail area—225 sq. ft.

28′ sleeps up to six **$4,790** l.o.a. 28′, l.w.l. 27′, beam 9′7″, displacement 6,000 lbs., sail area—325 sq. ft.

price of both models includes: sails, full length berth cushions, drop leaf table, hardwood louvered companionway doors, curtains, cabin screens, anchor, mooring lines, anchor line, cradle.

DUTY PAID, delivered dockside New York, Phila., Balt. piers. West Coast, Great Lakes, Gulf ports—add $200.

Sailing U.S.A. INC., 11 W. 42nd St., New York 36, N.Y. • LA 4-1981

ENCLOSED FIND 25c (NO STAMPS) FOR DESCRIPTIVE LITERATURE. PLEASE SEND TO: M

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VISIT OUR EXHIBIT
D 218-219
4th Floor
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NEW YORK COLISEUM
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Chicago National Boat Show, Feb. 5-14, Booth 232 (Arena)

Sailing U.S.A.

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from her teak deck
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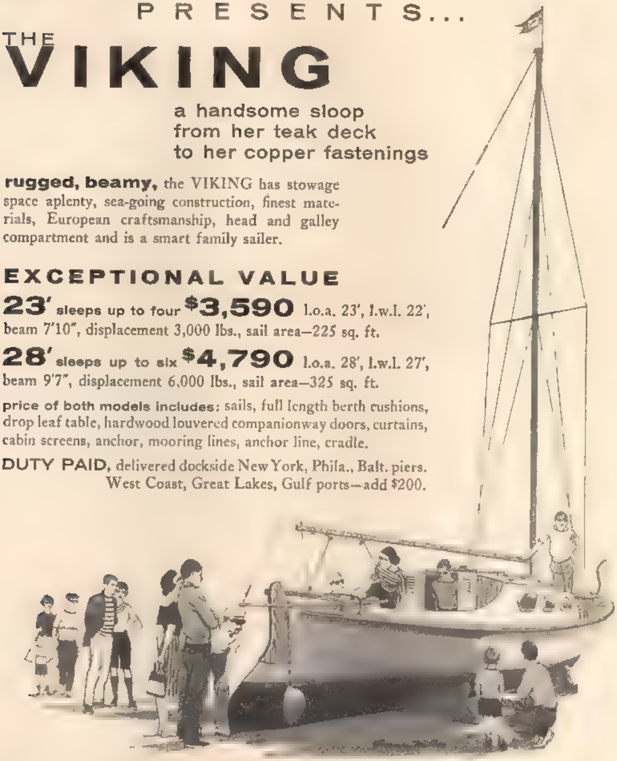

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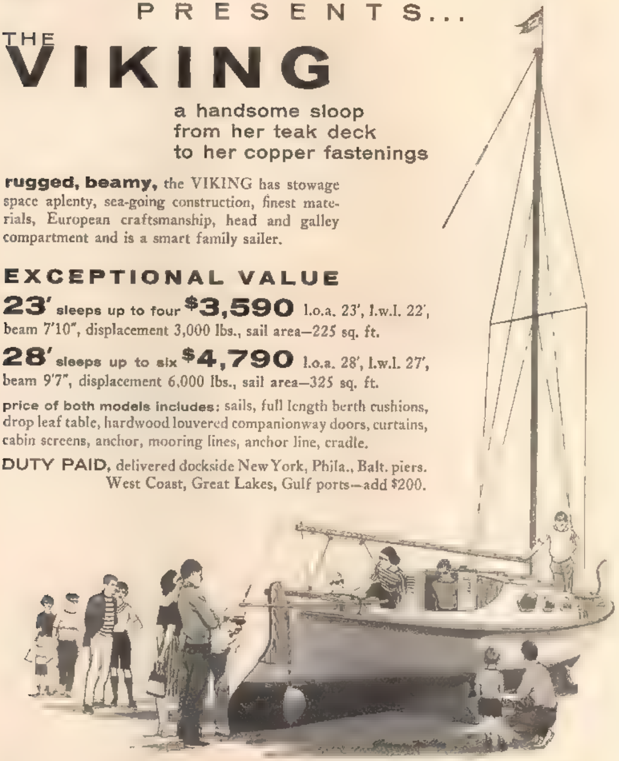

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MORE PEOPLE BUY TIMEX THAN ANY OTHER WATCH

(D)

(A) DARWIN CHROME WATCH. Unusual new face style makes this a distinctive accessory. Leather strap. Chrome bezel. Ship wgt. 5 oz

10A-875 V863 .....Retail **$12.95**

(B) MARLIN WATCH WITH GOLD TONED TRIM. Dressy band has gold toned insert in alligator half band . . . gold toned expansion back. Wgt. 5 oz.

10A-554 V863 Retail **$12.95**

(C) MERCURY WATCH. Leather strap gives a smart look to this handsome regular size watch. V-conic movement, sweep second hand Wgt. 5 oz

10A-873 V530 ......Retail **$7.95**

(D) PETITE U. S. TIME WATCH. Distinctive new styling combines petite face with tapered alligator leather strap. Easy to see numbers. Wgt 5 oz.

10A-872 V463 Retail **$6.95**

(E) INGERSOLL WATCH. Small, RADIO-LITE DIAL. Regular size Easy to read radio-lite dial. Sturdy leather strap. Ship. wgt. 5 oz

10A-403 V487 ..... Retail **$6.95**

(F) INGERSOLL WATCH. Samll, compact watch that is economically priced, yet shock resistant. Includes a red sweep second hand, leather strap. 5 oz.

10A-402 V487 . Retail **$6.95**

(B)

(A)

(C)

(E)

(F)

TIMEX SELF WINDING

(H) VISCOUNT WATCH WITH PADDED LEATHER STRAP. Automatic, waterproof, dustproof watch is self-winding. Chrome bezel, saddle stitched trim. 5 oz.

10A-399 V997......Retail **$14.95**

(G) VISCOUNT "AUTOMATIC." Waterproof, dustproof, with sweep second hand. Automatic winding. Gold toned bezel, leather strap. Wgt. 5 oz.

10A-401 V1130....Retail **$16.95**

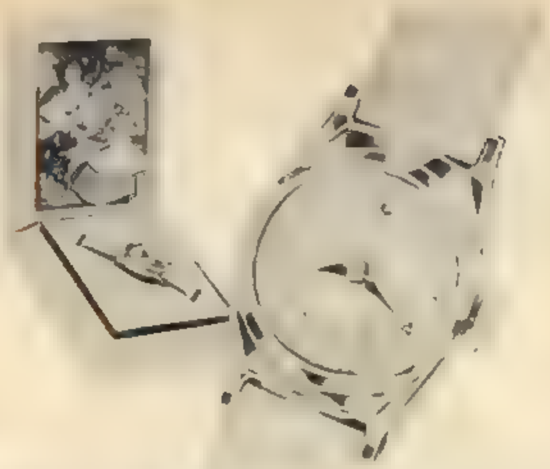
(G)

(H)

TIMEX

(A) CINDERELLA. Dainty little girl's fairy tale watch. Lovely Cinderella on face. Case has scene of Fairy Godmother and Cinderella. Easy-to-read numerals, big hands. A true treasure to delight any little girl. Dust-proof and waterproof. Story-book designed box. Wgt. 6 oz.
10A-405 V487 . . . .Retail **$6.95**

(B) ZORRO. Exciting swashbuckling Zorro-black band and face. Low priced but well-made and durable. Big easy-to-read numerals that make learning to tell time fun. Standard beat movement just like the big watches. Packaged in handsome gift box. Enclosed in chrome case. Wgt. 6½ oz.
10A-760 V487 . . . . Retail **$6.95**



(C) ALICE IN WONDERLAND. Famous Walt Disney design — sweet Alice, right on the dial. A watch to entrance every young miss! Chromed case stays bright and shiny. Scenes from the wonderful fairy tale on the delightful gift box. Wgt. 6 oz.
10A-404 V487. . . . . .Retail **$6.95**

TIMEX

(E) MICKEY MOUSE. A "must" for every Mouseketeer! The perennial favorite, Mickey, tells time with his hands. Bright chromed case with stainless steel back. Washable red vinylite wrist strap. Shock-resistant to withstand plenty of action. Waterproof — perfect gift for girl or boy. Wgt. 6 oz.
10A-407 V487. . . . . .Retail **$6.95**

HOPALONG CASSIDY
HOPALONG CA

(H) HOPALONG CASSIDY. For all cowhands! Young westerners will love this watch with the picture of Hopalong on white dial — red numerals and hands. Unbreakable crystal, stainless steel back. Black "tooled" leather cowboy strap with chromed buckle to match. Wgt. 6 oz.
10A-406 V487. . . . . .Retail **$6.95**

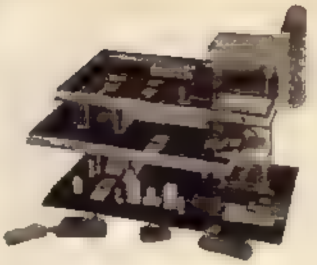
(J) CHRONOGRAPH STOP WATCH. When seconds count, the Timex Chronograph Stop Watch is your most reliable help . . . and at a practical price, too. Chrome bezel, sweep second hand, radiolite dial. Padded leather strap for comfort and durability. Fully dependable.
10A-557 V1062. . . . . .Retail **$15.95**

Ingraham

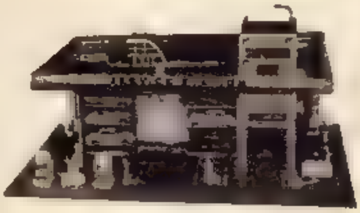
(G) CLICK RADIUM POCKET WATCH. Newly styled, moderately priced pocket watch in chromium plated case. Has full radium dial and hands, non-breakable crystal, rotary second indicator. Shock-resistant — can outlast plenty of play action. Wgt. 4 oz.
10A-761 V286. . . . . .Retail **$4.25**

(D) ROY ROGERS. Smartly tooled leather strap with western fitttings. A gleaming chrome plated case, stainless steel back. Autographed pictures of Roy Rogers and Trigger on dial. Wgt. 1 lb.
10A-219 V466. . . . . .Retail **$6.99**
10A-220 V533. . . . . .Retail **7.99**
With chrome expansion band.

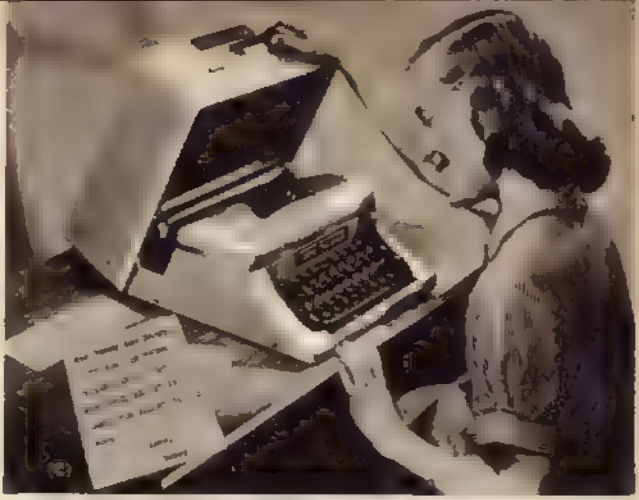
(F) DALE EVANS. Beautifully designed western watch with lustrous chrome plated case. Stainless steel back. Matching expansion bracelet. Autographed picture of Dale Evans and Buttermilk on dial. Wgt. 6 oz.
10A-222 V533. . . . . .Retail **$7.99**
10A-221 V466. . . . . .Retail **6.99**
With leather strap.



(A) TRI-LEVEL SKY PARK SERVICE STATION. Metal and plastic construction with battery-operated elevator (battery not included). Comes with 10 polyethylene cars, jeep, 2 trucks, gas pumps, grease rack, signs, attendants. Ship. wgt. 9¼ lbs.
22A-1109 B595.....Retail **$9.00**



(B) SERVICE STATION. Two-level metal and plastic service station with battery-operated elevator. With 10 plastic cars, gas pumps, grease rack, signs, attendants. Cars are loaded on lower level, ejected on upper level. Battery not included. Wgt. 6½ lbs.
22A-117 B397.....Retail **$6.00**



(C) TOM THUMB PORTABLE TYPEWRITER WITH CARRYING CASE. Operates like full size typewriter. Standard keyboard with 84 letters and numbers. Uses standard ½" ribbon, takes full 8½" x 11" stationery sheet. Fingertip spacer. 10¾" x 10¾" x 4¼" h.
22A-262 B1350 Ship. wgt 10½ lbs.....Retail **$19.95**

(D) PORTABLE TYPEWRITER WITH CARRYING CASE. Looks like the real thing! Prints capitals and small letters. Children can have fun learning spelling, correct word usage. Durable metal construction. Uses 8½" x 11" paper. Extra ribbon included.
22A-249 B265 Ship. wgt. 3 lbs..........Retail **$4.00**

(E) AMSCO JEWELY SET. Delightful gift for the Junior Miss! Includes 12 lovely pieces of sparkling jewelry, mirror and comb set and a beautiful rose-colored jewelry box. Ship. wgt. 1¼ lbs.
22A-493 B330 .. .. Retail **$5.00**

(F) RANCH HOUSE. Little Miss Homemaker will love this colorful plastic ranch house. Complete with plastic furniture for all rooms. 34" x 14" x 11½".
22A-597 B535 Ship. wgt. 8 lbs..........Retail **$8.00**

(G) DELUXE DOLL HOUSE. This 6-room, 2-story doll house consists of living room, dining room, bedroom, kitchen, nursery, bathroom, terrace. Lithographed in four colors, inside and out. Includes plastic furniture. 23½" x 9½" x 16⅜".
22A-180 B395 Ship. wgt. 7 lbs.... .. .Retail **$6.00**

(H) SPLIT-LEVEL DOLL HOUSE WITH SWIMMING POOL BY LOUIS MARX. Any little girl will adore this 4-room metal ranch house with kitchen, bedroom, living room and bathroom, furnished with large size plastic furniture. Comes with outdoor furniture and pool.
22A-1042 B665 Ship. wgt. 12 lbs. .... Retail **$10.00**

(J) FORT CHEYENNE. All the excitement of the Old West! Metal and plastic decorated fort consists of complete stockade and gateway, 2 movable block houses, headquarters building and stable. Soft plastic cowboys, Indians, riders, horses, soldiers. Army wagon with moving horse . . . cannon shoots bullets. 24" x 24" x 6¾".
22A-203 B397 Ship. wgt. 3⅓ lbs........Retail **$6.00**

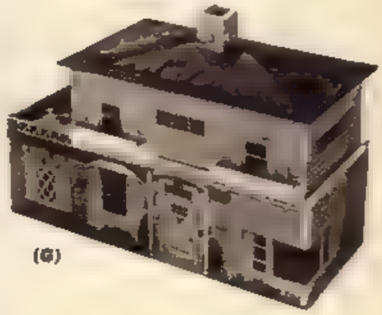
(K) DELUXE CASH REGISTER. Shows sales from 1¢ to $1.00 through plastic window. Push lever opens cash drawer, rings bell. Combination knob and lock, plus stylus and spring holder. Paper money and coins.
22A-554 B330 8¾" high. Ship. wgt. 4 lbs. Retail **$5.00**

(L) TOM THUMB CASH REGISTER. No better way to teach your child thrift than with a Tom Thumb cash register. Works like a real one. Push the key . . . amount shows in window. Push the bar . . . drawer opens, bell rings.
22A-583 B195 Ship. wgt. 3¼ lbs........Retail **$3.00**

(D)

(E)

(F)



(G)

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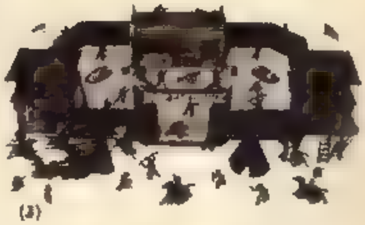
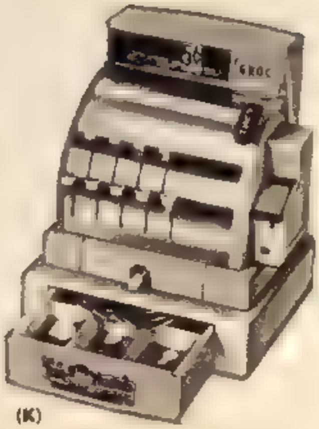


(J)



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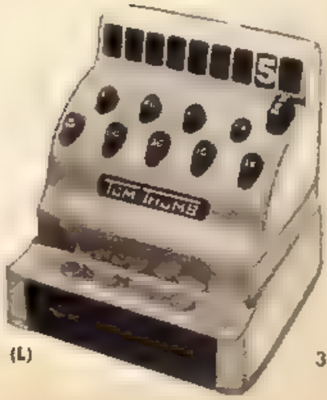

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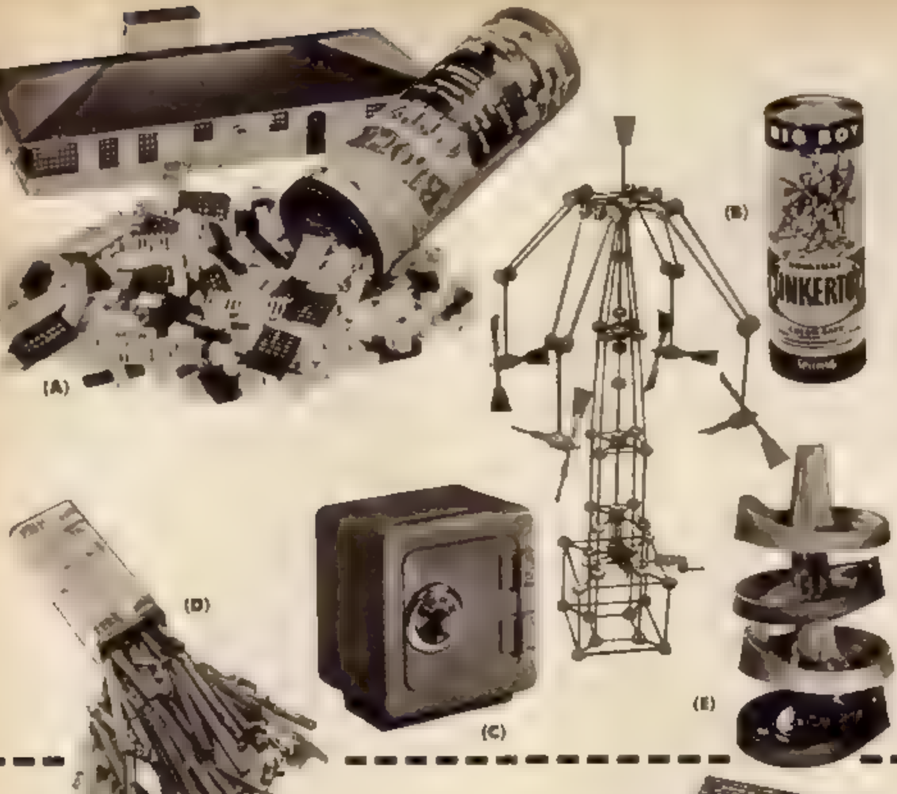


(A) BLOCK CITY CONSTRUCTION SET. Plastic blocks to build entire miniature cities. Includes roofing, doors, windows, corner blocks, 627 pieces in all. Endless variety. 20-page instruction book. Ship. wgt. 4 lbs.
22A-123 B659.......... ..Retail **$9.95**

(B) BIG BOY TINKER TOY. Largest windlass drive set. Longer rods, more pulleys and wheels to build more and bigger action models. Fascinating and instructive. 16-page full color booklet. Wgt. 4 lbs
22A-371 B333....................Retail **$5.00**

(C) TOY SAFE. Sturdy all-steel safe with real combination lock. Each safe has its own 2-number combination, all different. Slot for coins to 50¢. Ship. wgt. 1½ lbs.
22A-655 B165... ... ... Retail **$2.49**

(D) LINCOLN LOGS. Young America's favorite for more than a quarter of a century. Ideal construction material to encourage imagination, historic interest. 129 pieces! Made of selected wood.
22A-370 B198 Wgt. 3¾ lbs.... .Retail **$3.00**

(E) MARBLE RACE. New action game for children and adults. Marbles race down spiral plastic speedway, jockey each other out of position, scramble to win. Raceway 14" high. Five marbles.
22A-482 B135 Wgt. ¾ lb....... ..Retail **$1.98**

TOOTSIETOY TRUCK TERMINAL SET

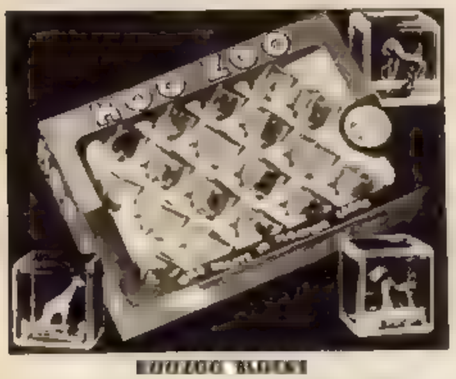
Seven exact model toy metal trucks in baked enamel finish. Van trailer, auto transport, tanker, logger, tow truck and others. Rubber-like freight dock. Corrugated terminal. Good for hours of group play. Children enjoy accurate detail of each vehicle. Wgt. 4 lbs.
22A-795 B319..............Retail **$5.00**

BARN AND ANIMALS

Beautifully detailed farm animals — cows, horses, pigs and chickens, all in life-like vinyl plastic. Plastic tractor and wagon. Realistic metal barn has sliding door for animals to go in and out, detachable silo. Barn 19" long, 11" high. Ship. wgt. 5¼ lbs.
22A-603 B265..............Retail **$4.00**

COMPLETE 44-PIECE BARN SET

Toy farmer and wife have cow, sheep, horse, cats, lambs, colts, turkeys, geese, chickens, all of rubber-like vinyl. Plastic barn has attached silo, 2" in diameter. Tractor. Team and wagon. Nine fence sections for animals. Everything for realistic play-farming. Ship. wgt. 2⅓ lbs.
22A-750 B250...............Retail **$3.75**



ZOOZOO BLOCKS

Each transparent plastic block contains a strange or familiar animal. Eighteen blocks to float in the bath, build a block-zoo or just play with. Small children learn about the animals which stay safe inside their transparent cages. Can't get lost — or swallowed. Ship. wgt. 1¼ lbs.
22A-574 B130...... ... . Retail **$1.98**

Tootsietoy

FARM SET

Real scale models of farm machinery in die-cast metal. Miniature Ford tractor will pull disc harrow, two bottom plow and a manure spreader. Jeep with dozer blade. Green farm truck. Barnyard animals in action, unbreakable polyethylene. Mare and colt, cow with calf, goat, pig and pair of geese. Ship. wgt. 2⅓ lbs.
22A-063 B200 .... Retail **$3.00**

CONSTRUCTION SET

All the equipment for road-building or laying out a new housing development. Scale models of bulldozer, with adjustable shovel, motor grader with adjustable blade, Mack Dump truck, machinery hauler and cab, 6 metal road signs. Finished in glossy baked enamel. Ship. wgt. 2¼ lbs
22A-062 B200...............Retail **$3.00**

(A) "MINK 'N DIAMONDS." Dress-up grandeur in high-heeled, jeweled shoes, like-mink silver-blue stole, pearl necklace.
22A-717 B265 Wgt. 1 lb.........Ret. **$3.98**

(B) PLAYWAVE TONI. She carries her Playwave curlers and lotion in plastic bag, ready for shampoo and wave set.
22A-988 B200 Wgt. ¾ lb...... .Ret. **$3.00**

(C) BRIDE WITH TROUSSEAU. Pretty 15" vinyl bride in high heels can change dresses, hair-do, put on saucy straw hat.
22A-744 B395 Wgt. 1½ lbs......Ret. **$5.95**

(D) TONI CAMPUS QUEEN. Up to the minute college girl in pleated skirt, striped sweater, fashionable hose.
22A-990 B135 Wgt. ½ lb.......Retail **$2.00**

(E) BRUNCH TIME TONI DOLL. Velvet slacks, flowered blouse, sophisticated elegance for a morning at home.
22A-991 B135 Wgt. ½ lb.......Retail **$2.00**

(F) TONI TEA TIME DOLL. Demure pretty dress, matching hat, with smart handbag. All ready for a tea date.
22A-992 B135 Wgt. ½ lb.. ...Retail **$2.00**

(G) TONI DOLL AT THE BEACH. Maybe she'll take a dip after she has shown off her sun hat, pajamas and bag.
22A-993 B135 Wgt. ½ lb.......Retail **$2.00**

(H) STREET OUTFIT TONI DOLL. Ready for luncheon and a matinee in town. Tailored coat and hat, handbag, plain street pumps.
22A-994 B165 Wgt. ½ lb.......Retail **$2.50**

(J) TONI SUMMER SHOPPING DOLL. In straw cloche hat, full skirted dress, she's ready to dash to the supermarket.
22A-995 B165 Wgt. ½ lb. .....Retail **$2.50**

(K) TONI HIGH SOCIETY DOLL. Very formal and elegant in her lace dress, sophisticated hat and rope of pearls. Wgt. ½ lb.
22A-996 B165..................Retail **$2.50**

(L) SUNDAY BEST TONI DOLL, Dainty and demure, dressed-up for church or Sunday calls. Bandeau hat. Wgt. ½ lb.
22A-999 B200 . . ..Retail **$3.00**

(M) BON SOIR TONI DOLL. Ready for bed in delicate flowered robe, nightgown and slippers, a ribbon in her hair. Wgt. ½ lb.
22A-997 B200 ....Retail **$3.00**

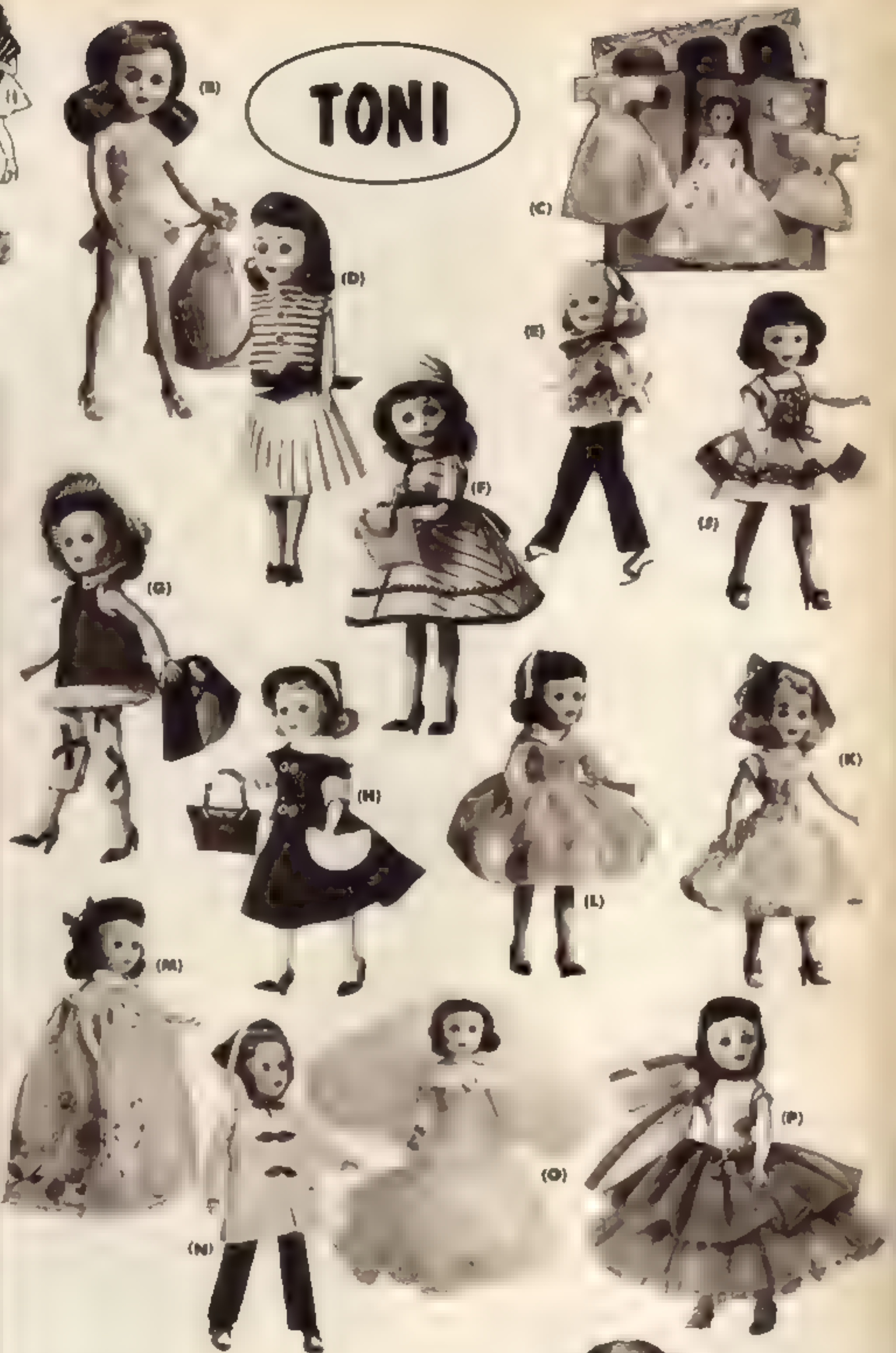
(N) SUBURBANITE TONI DOLL. Ready to jump into the station wagon in her hooded car coat and slacks, dressed for any weather.
22A-998 B200 Wgt. ½ lb......Retail **$3.00**

(O) TONI BRIDE DOLL. In fluffy white net with floating veil and tiny bouquet, she's something to dream about. Wgt. ½ lb.
22A-1000 B265...............Retail **$4.00**

(P) AMERICAN BEAUTY TONI DOLL. Pretty as a picture in her tiered, bouffant dress, fly-away scarf, strap sandals. Wgt. ½ lb.
22A-1001 B265................Retail **$4.00**

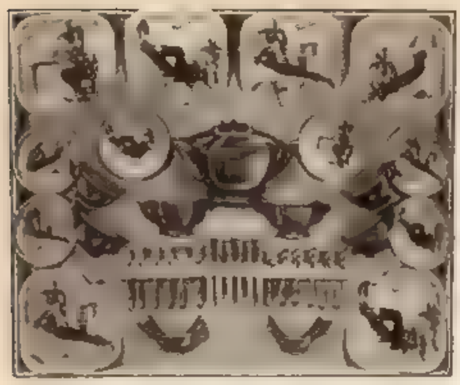
TONI DOLL PLAYWAVE KIT.
22A-989 B67 . . Retail **$1.00**

TONI



ANSWER DOLL

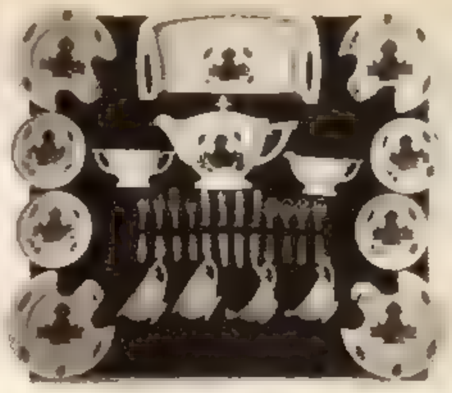
Ask this beguiling toddler a question, she nods or shakes her head "yes" or "no." She comes with assorted costumes. Her little-girl pigtails can be washed, curled, tied back in a pony-tail or given a grown-up hair-do. Outfits include school dress, pinafore, pajamas, a skirt and sweater, raincoat and hat, beach outfit, bridesmaid's gown, bridal dress, coat and hat and 3-piece play suit. Wgt. 2¾ lbs.
22A-438 B265.......Retail **$3.98**



POLY PONY TAIL TEA SET

A conversation piece for the younger set. Plates and saucers of metal are decorated with pictures of pony-tail youngster in funny, characteristic poses. Molded polyethylene tea service. Silver-like knives, forks and spoons. 39 pieces, attractive, unbreakable. Hostess can serve "tea" or after-school light lunch. Ship. wgt. 2½ lbs.

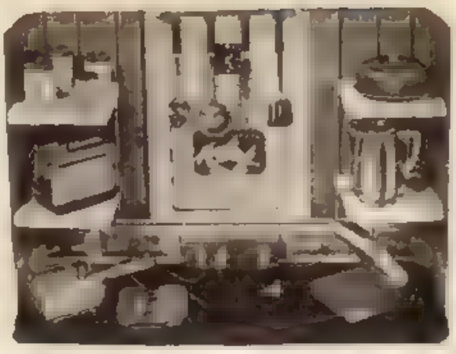
22A-781 B195................Retail **$3.00**



DEKO WARE TEA SET

Smart, grown-up design in moulded Styrene with metal plates, saucers and serving tray. Tea for four can be a family affair or a party for playmates. Miniature knives, forks and spoons included. No chance of breakage to embarrass the hostess or her guests. 29 pieces. Ship. wgt 2½ lbs.

22A-779 B195..... .. Retail **$3.00**



APPLIANCE SET

Miniature electric appliances with cords that plug into outlets of pretend stove. Percolator, toaster, deep fryer and waffle iron provide realistic dress rehearsal for time when small girl will really get breakfast. Cannister set, soup ladle, spatula, vegetable drainer and cake dish included. 20 pieces in all. Ship. wgt. 4 lbs.

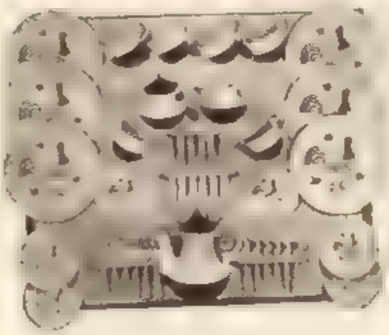
22A-780 B330................Retail **$5.00**

KITCHEN SET

DELUXE HOUSEKEEPER SET

Realistic stove, refrigerator, sink, with all the accessories. Pots and pans, knives and forks, ice cube trays, milk bottles in refrigerator. Dishes to wash, drainer, dish cloth, mop, brillo. Stove has removable burners. Little girl practices keeping a spotless kitchen. Wgt. 3¾ lbs. All polyethylene.

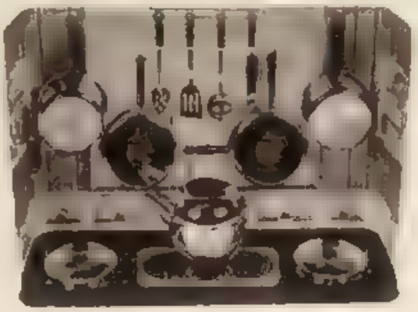
22A-925 B259 .... . . .Retail **$3.98**



PEARLON TEA SET

Pearl pink with rich black contrast, golden cock design, make this a tea set to cherish. Unbreakable styrene tea service, plates and saucers of decorated metal. Knives, forks and spoons in Danish silver design. Serves four. The set for very young ladies who like a touch of grown-up sophistication. 33 pieces. Ship. wgt. 3½ lbs

22A-782 B265 .. .. Retail **$4.00**



METALON KITCHENWARE SET

This 19-piece set comes in a lithographed metal cabinet with simulated stove top. Tea kettle, sauce pans, frying pan, kitchen spoon, turner, ladle, all of high-impact plastic with metalon finish. Wonderful for pretend cooking, better for dolls than the real thing. Ship. wgt. 4 lbs.

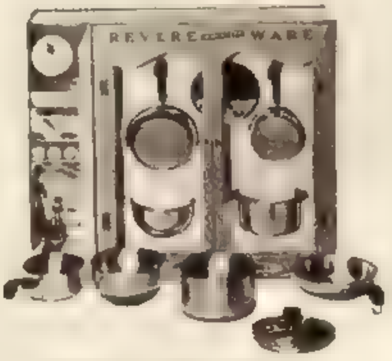
22A-131 B331...............Retail **$5.00**

REVERE WARE

AMERICAN HERITAGE SET

Miniature Revere Ware set, made by the same firm, with the same workmanship and full-size Revere pieces. Whistling tea kettle, coffee pot, sauce pan, frying pan, steamer of stainless steel with copper bottoms. Stainless steel bowl. Can be used for real small-scale cooking. Keep them as future collectors items. 9 pieces. Ship. wgt. 3 lbs.

22A-620 B665...............Retail **$9.98**



COLONIAL REVERE WARE SET

Stainless steel sauce pan, frying pan, steamer and mixing bowl of Revere Ware. Copper bottoms. Close-fitting cover for steamer. Little girl can use them for real cooking. She'll have the fun of knowing they are exactly like those in the grown-up kitchen, only smaller. Attractively boxed in decorated cabinet. Ship. wgt. 2 lbs.

22A-619 B330......... .....Retail **$4.98**

COCA COLA DISPENSER

Cokes may taste better when glasses are filled from miniature dispenser, just like those at the soda fountain. Holds a standard size bottle of Coca Cola, enough to fill all four of the plastic glasses that come with the set. Fun for playing store or just for serving a few refreshing beverages. Ship. wgt. 2¾ lbs

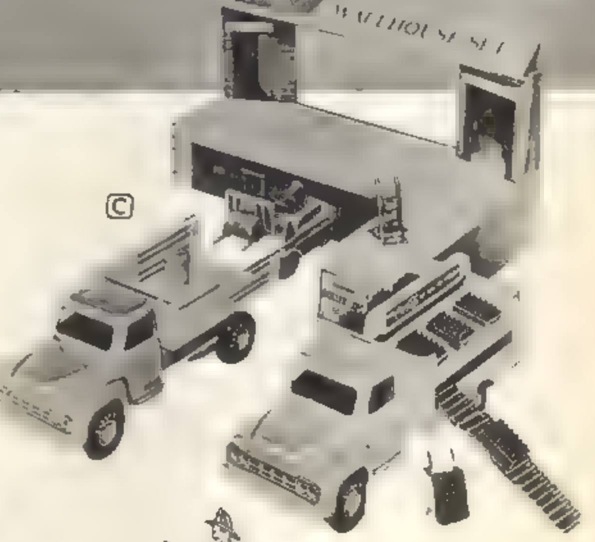
22A-125 B230...............Retail **$3.50**

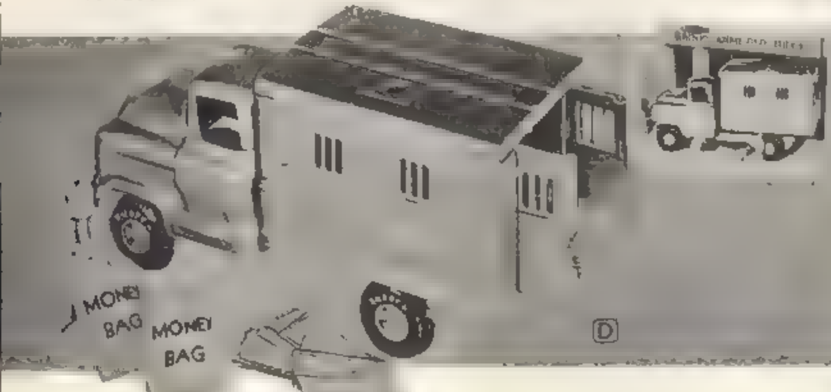
Busy Trucks "About Town"

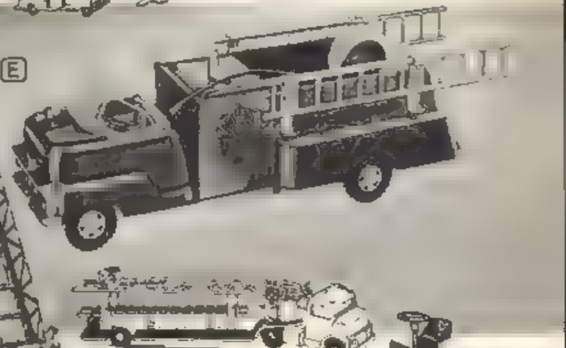
(A) TONKA BOAT TRANSPORT — Double the fun for truck drivers and sailors. Big, durable semi-trailer transports 4 unbreakable polyethylene boats and 2 motors Bars swing out for easy unloading. Truck of steel, 28" long, 10" rubber tires.
10-2251-530 5 lbs. . . Retail **$7.95**

(B) TONKA AIR EXPRESS TANDEM—Plenty of room (360 cubic in.) to fill with big "pay loads" and "highball" 'cross the highway. Rear doors swing open for fast loading and unloading. Tandem unhooks easily so that truck can be used alone for smaller loads. Made of heavy-gauge steel . . . 24¾" long. Eight white side wall rubber tires.
10-2250-465 7 lbs. . Retail **$6.95**

(C) BUDDY "L" 17-PC. WAREHOUSE SET—Everything they need to keep them actively engaged for hours—loading and unloading . . . making deliveries and pick-ups. Includes precision-scaled Coca-Cola truck with stacked Coke cases, a real roller conveyor belt and 2 hand trucks to move merchandise from trucks to warehouse. Store Delivery truck with 2 barrels . . . easy to load and unload with operating Fork Lift truck. Sturdy steel construction Handsome dimensional display box makes perfect loading platform. Authentic scaling and detailing
10-2248-730 10 lbs. Retail **$11.00**







(D) BUDDY "L" BRINKS BANK SET—Two in One Truck and Bank. They'll really "cash in" on playtime fun. Scale model of actual General Motors Corporation truck. Includes padlock and keys, 2 plastic police guards to protect all "valuables", money sack and extra play money. Slots in top for coins and bills. Rear doors open for transfer of play money . . . lock to safeguard the real thing 18⅛" x 11". All steel construction
10-2249-465 6 lbs. . . . . Retail **$7.00**

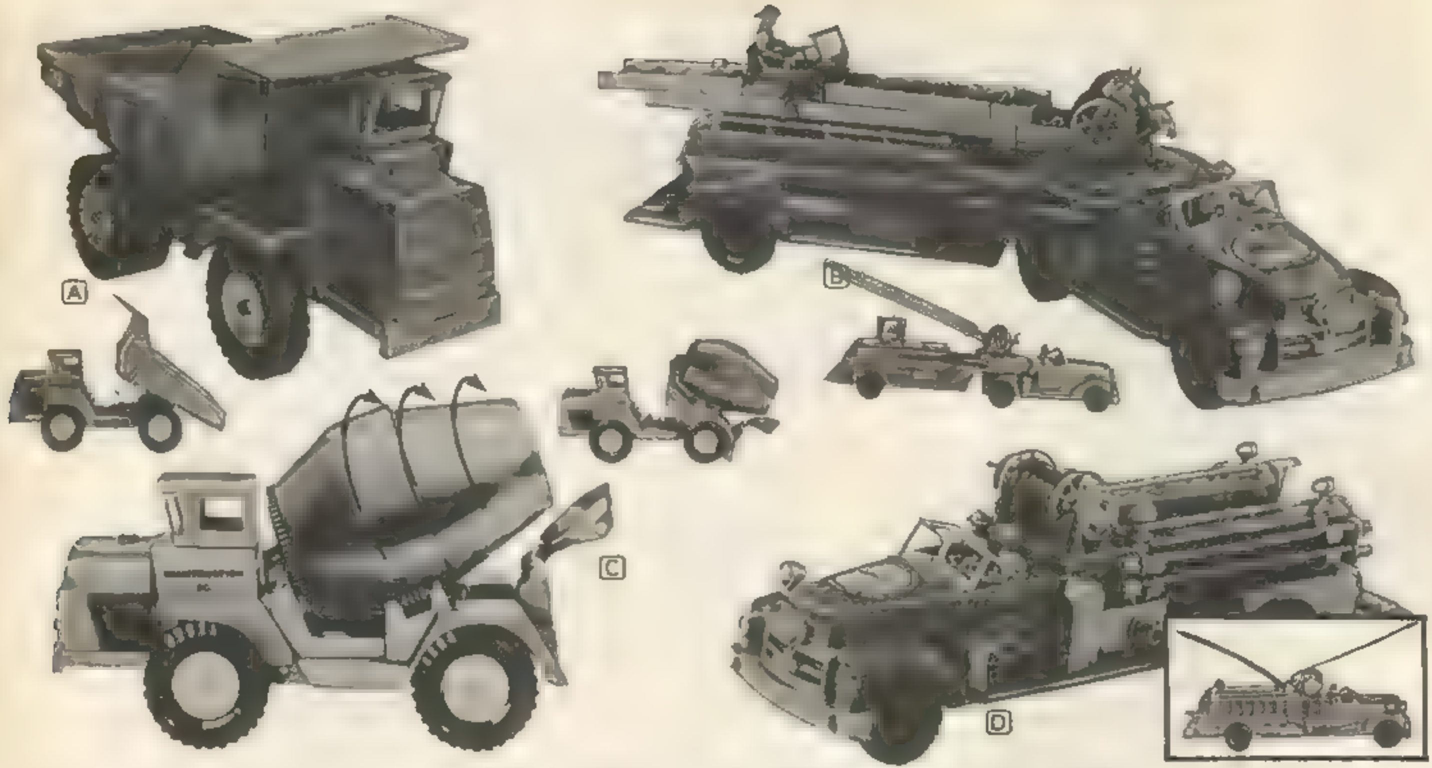
(E) STRUCTO PUMPER FIRE TRUCK—To the rescue . . actually sprays water. Just fill tank with water, push down on pump button and water sprays out of hose Rugged steel construction with bright red chip and crack proof paints. 19⅜" long. Detachable ladders.
10-2252-530 7 lbs. . . . . Retail **$7 95**

(F) STRUCTO HOOK AND LADDER—Aerial ladder raises automatically, realistically to 60° angle by means of hydraulic cylinder. Extension ladder (included) extends to 31" . . . swivels 360°. Auxiliary ladder and swivel tiller seat included. Constructed of super-strong steel, 31" long. Bright red finish
10-2253-730 8 lbs. . . . . Retail **$10.95**

(G) 11-PC. TRANSPORT SET—Provides a "highway" at home. Includes two Bekin 24¾" long moving vans, with hinged front, rear, side doors. Car house trailer with doors, windows, room for doll furniture, 16" long; auto carrier with four cars and ramp, 21¾" long. All of sturdy steel and authentically styled. All trailer cabs have friction motor drive.
10-2015-497 12 lbs. . . . . Retail **$8.00**

Special $4.97

BEKINS
BEKINS
MOVING and STORAGE
G



On Land . . . At Sea . . . In the Air

ELDON proudly presents "action" toys in unbreakable polyethylene . . . imaginative and colorful.

ELDON TOYS add more fun and realism to make-believe games. Designed of plastic that's soft, flexible, with smooth rounded edges to protect fingers and furniture.

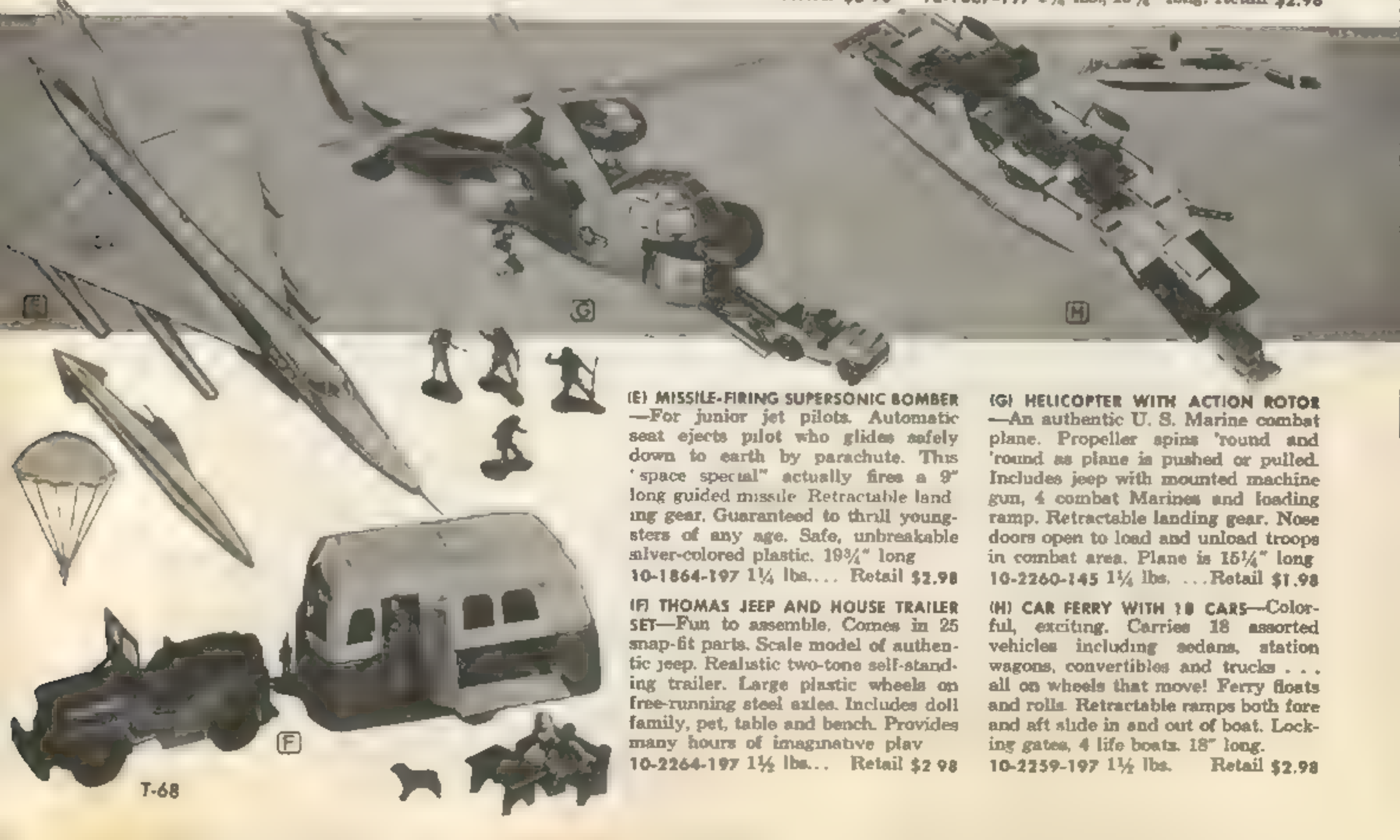
ELDON TOYS are authentic scale model reproductions, packed with excitement and fun for youngsters 2 to 8.

(A) HEAVY-DUTY DUMP TRUCK—Hand lever raises truck bed. Tailgate automatically swings open to dump load. Six deep-treaded tires really dig out of bad terrain. Bright orange, it's 19" long, 9" wide. Strength of steel.
10-2263-265 3 lbs. . . . . .Retail $3.98

(B) FIRE ENGINE WITH AERIAL LADDER—A realistic hook-and-ladder truck. Aerial ladder raises and lowers, extends two feet . . . and rotates—all mechanically. Manned by 2 firemen. Authentic tillerman's seat. Bright red with simulated chrome trim. 6 x 5 x 22" long.
10-2261-197 2 lbs. Retail $2 98

(C) HEAVY-DUTY CEMENT MIXER—Mixer drum automatically revolves as truck is pushed . . . or manually by hand crank. Lever raises drum to dumping position. Dumping trough swings from side to side, has movable spout for precise pouring.
10-2262-330 16¾" long. 3 lbs. Retail $4.98

(D) FIRE ENGINE PUMPER—Sprays water automatically! When fire is out . . . wind two foot hose back onto reel. Use two connector hoses to refill water tank when empty. Includes pump, removable ladder and 2 firemen.
10-1867-197 1¼ lbs., 15¾" long. Retail $2.98



(E) MISSILE-FIRING SUPERSONIC BOMBER—For junior jet pilots. Automatic seat ejects pilot who glides safely down to earth by parachute. This "space special" actually fires a 9" long guided missile. Retractable landing gear. Guaranteed to thrill youngsters of any age. Safe, unbreakable silver-colored plastic. 19¾" long
10-1864-197 1¼ lbs. . . . Retail $2.98

(F) THOMAS JEEP AND HOUSE TRAILER SET—Fun to assemble. Comes in 25 snap-fit parts. Scale model of authentic jeep. Realistic two-tone self-standing trailer. Large plastic wheels on free-running steel axles. Includes doll family, pet, table and bench. Provides many hours of imaginative play
10-2264-197 1½ lbs. . . Retail $2 98

(G) HELICOPTER WITH ACTION ROTOR—An authentic U. S. Marine combat plane. Propeller spins 'round and 'round as plane is pushed or pulled. Includes jeep with mounted machine gun, 4 combat Marines and loading ramp. Retractable landing gear. Nose doors open to load and unload troops in combat area. Plane is 15¼" long
10-2260-145 1¼ lbs. . . .Retail $1.98

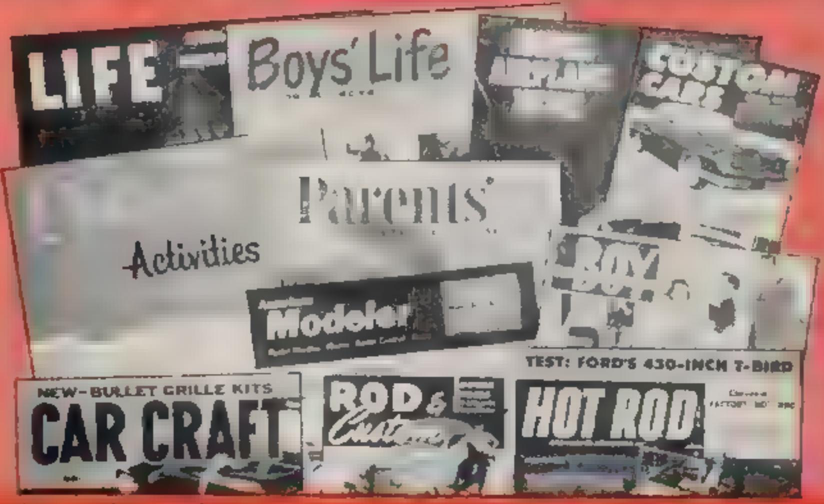
(H) CAR FERRY WITH 18 CARS—Colorful, exciting. Carries 18 assorted vehicles including sedans, station wagons, convertibles and trucks . . . all on wheels that move! Ferry floats and rolls. Retractable ramps both fore and aft slide in and out of boat. Locking gates, 4 life boats. 18" long.
10-2259-197 1½ lbs. Retail $2.98

THE SMALL TRUCKER'S CHOICE

Tonka Toys INC
MOUND, MINNESOTA

Again this year, America's small truckers are demonstrating their overwhelming preference for Tonka trucks. Tough backyard hauls have proven their durability. In fact, judging by reports, we're closer to producing an indestructible truck than we suspected Tonka Toys' realistic operation, handsome styling, and gleaming Dupont "Dulux" finish are more than small truckers can resist. Soon they are building up a fleet. This built-in sales appeal of Tonka trucks made them the sellout line of '59.

Nationally Advertised in Leading Publications


LIFE
Boys' Life
CUSTOM CARS
Parents'
Activities
Modeler
BOYS
TEST: FORD'S 430-INCH T-BIRD
NEW-BULLET GRILLE KITS
CAR CRAFT
ROD & Custom
HOT ROD

COMMENDED PARENTS MAGAZINE

hawk FLYING AIR CAR

"MOTORIZED KIT"

The first "MOTORIZED" Ground effects machine . . . and HAWK has it in model kit form

"Finger Tip" CONTROL

COBRA MARK II

Zooms right off the ground, moves in every direction at a height of 3/16 of an inch. Quality constructed of metal and plastic, the Cobra Mark II is a rugged model with all the zip and excitement of the real thing. Under the power of the trigger control cell, it rises above any surface and stays there until cell button is released. Here is great, continuing fun that will even keep adults trying it.

FEATURES:

- ★ *Snappy Electric Motor*
- ★ *Power Pitch Impeller*
- ★ *Torch Red Car Shell*
- ★ *Trigger Control Cell*
- ★ *Power-Wire*
- ★ *Customed Decal*

Model No. 154-150
St. Pk. 24
Wt. 15 lbs.

$1.50 RETAIL

Build it . . . Fly it . . . Beat its controls . . .

You'll recognize "Hawk" kits . . . leaders since 1928 . . . packaged in eye-appealing multi-colored boxes.

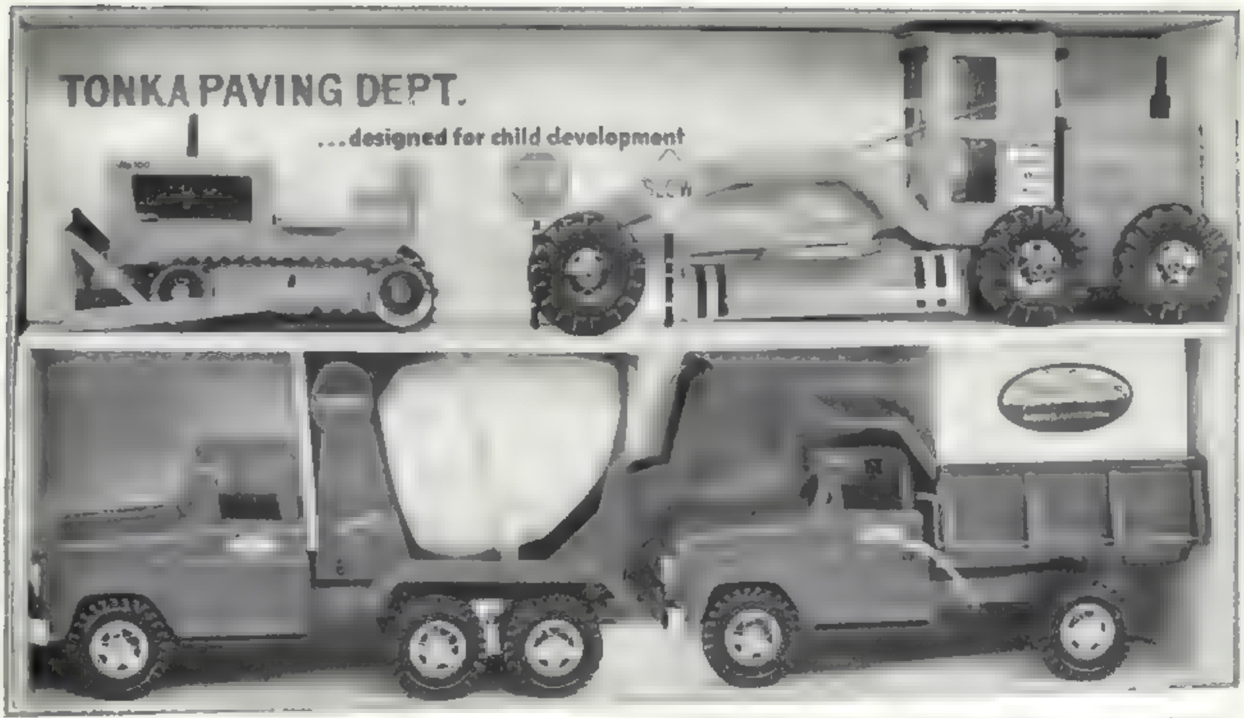
**hawk MODEL CO., 4600 North Olcott Ave.
Chicago 31, Illinois**

ALLIED
VAN LINES INC

TONKA TOYS MOVE NEW LINE TO FIFTH AVENUE BUILDING FOR TOY FAIR UNVEILING

This year the wondrous line of Tonka Toys for 1960 will be displayed ,in all their shiny splendor) in our new showrooms in the 200 Fifth Avenue Building. These new showrooms (1000, 1002, 1004 also serve as the year-round headquarters for our New York representative, Arthur Piser. We are looking forward to seeing you during the Toy Fair.

Tonka Toys INC
MOUND, MINNESOTA



TONKA PAVING DEPT. B218 . . . $18.95

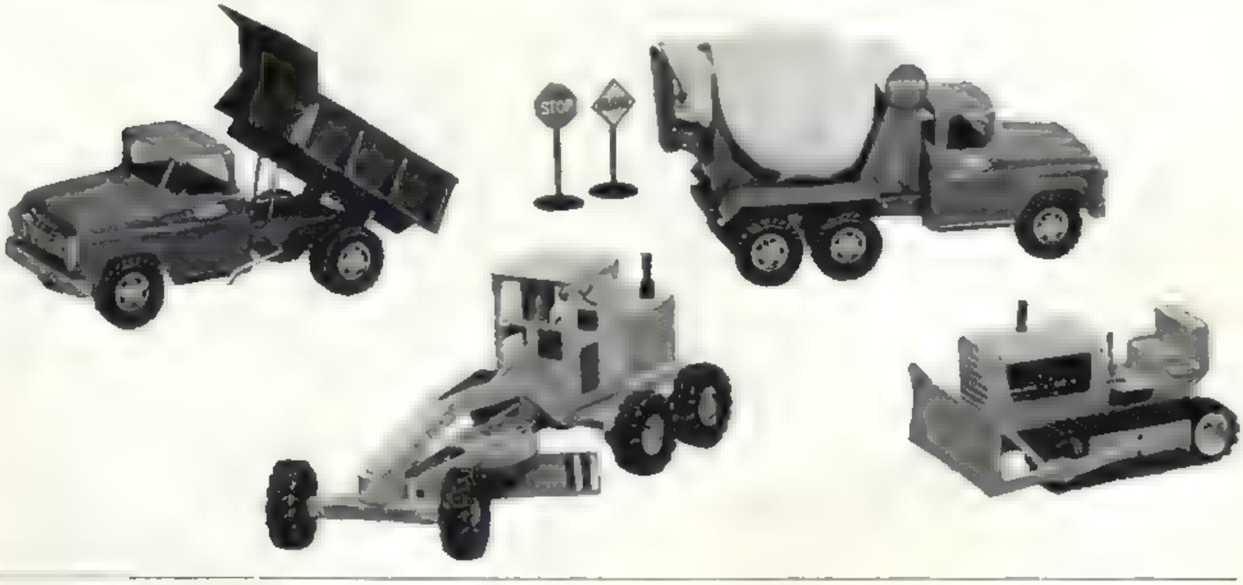
THE SMALL CONTRACTOR'S CHOICE

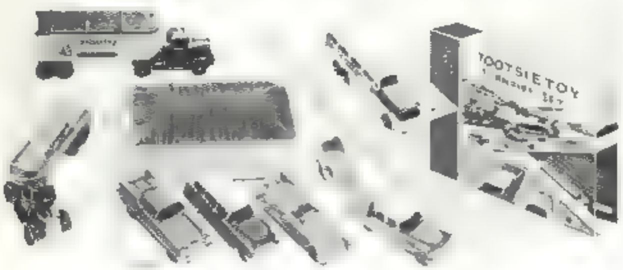
Again this year, America's small contractors are demonstrating their overwhelming preference for Tonka Toys. Tough backyard construction jobs have proven their durability. In fact, judging by reports, we're closer to producing an indestructible truck than we suspected.

Tonka Toys' realistic operation, handsome styling, and gleaming Dupont "Dulux" finish are more than small contractors can resist. They are soon enlarging their operation.

This built-in sales appeal of Tonka trucks made them the sellout line of 59.

TonkaToys INC.
MOUND, MINNESOTA





No. 4500—tootsietoy Turnpike Set

11 piece set includes realistic models in durable die-cast metal of Greyhound Scenicruiser—U-Haul Trailer—Oil Tanker — Van Trailer — sedan — sport coupe—station wagon and convertible. Durable baked-on hi-gloss finishes. Includes molded turnpike plaza. Attractive full-color box. Packing one half dozen, 22 lbs. . ... each **$5.00**

TOOTSIETOY

No. 4330—tootsietoy Construction Set

Die-cast metal scale models of Caterpillar Bulldozer with adjustable shovel; Motor Grader with adjustable blade; Mack Dump Truck; Machinery Hauler and Cab plus 6 metal road signs. Finished in hi-gloss baked enamel. Each in attractive 4 color box; one dozen to shipper, 25 lbs. **$3.00**

FIRE STATION

No. 931

AUBURN FIRE STATION

Here is a set with lots of child appeal and play value A 13 piece set consisting of fire pumper and fire engine 7½" long, police car 4½" long, 3 firemen and 3 policemen, 2 pieces of hose, fire plug, and ladder. Packed in a 2 color corrugated box 15" x 12" x 3". The box makes into fire station for added play value.

Packed 1 dozen to a shipping carton. Weight 22 lbs

Each $1.79

No. 379

29c TOY DISPLAY ASSORTMENT

66 pieces consisting of 9 No. 538 New Lift Truck, 9 No. 537 New Self-Loading Truck, 9 No. 526 Eldorado, 9 No. 528 Auburn Jeep, 6 No. 536 Racer, 12 No. 513 Tractor, 6 No. 650 Army Tank, 6 No. 654 Jeep W/Gun. Assorted colors. Packed in attractive 2-color corrugated display box 16" x 14" x 8½". Each display box in individual shipping carton.

Packed 1 ea. in a 13.4 lb. shipping carton.

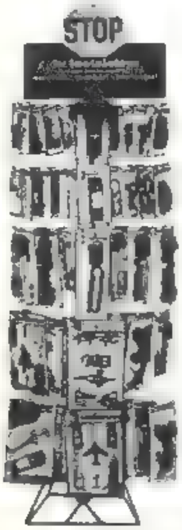
Per assortment $19.14

No. 964

LARGE HIGHWAY CONSTRUCTION SET

A super deluxe set of soft, unbreakable vinyl toys safety engineered for the smallest child Consists of earthmover 10¾" long, bulldozer 8" long, roadscraper 10⅔" long, crane shovel 9½" long, dump truck 10½" long and 4 lifelike roadworker figurines All vehicles are action type with workable parts and in bright contrasting colors. Packaged in a sturdy 4 color box 18" x 12" x 4

Shipped 4 each in a 14.2 lb. carton. Each $2.49



No. 2990—tootsietoy Revolving Floor Stand Rack

Compact all steel revolving floor stand features fast moving "skin packed" tootsietoys. Pays big returns from small space. Size 19" wide, 19" deep and 72" high including header card. Weight 82 lbs. Complete deal contains:

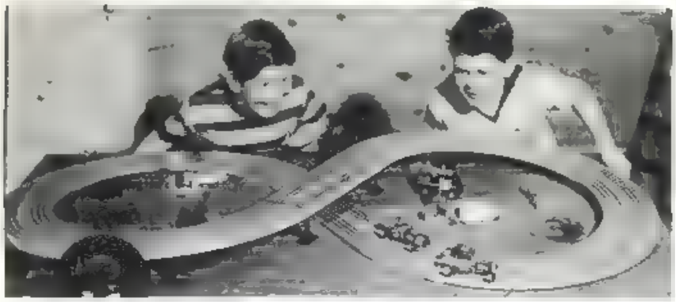
ITEM NO		QUANTITY	RETAIL	TOTAL
2940	Car & Boat Trailer.......	12	$1.00	$12.00
2935	Jeep & Cannon.	6	1.00	6.00
2930	Playtime Set	6	1.00	6.00
2925	Rocket Launcher	12	1.00	12.00
2920	Auto Transport.	6	1.00	6.00
2905	Hook & Ladder	12	1.00	12.00
2810	Tractor & Harrow	12	1.00	12.00
2820	Oil Tanker.	6	.89	5.34
2700	Scenicruiser..........	6	.79	4.74
2525	Jeep & Plow.	12	.59	7.08
2420	Tow Truck	12	.49	5.88
2400	Cannon & Pellets	12	.49	5.88
2330	Construction Set	12	.39	4.68
2320	Fire Dept. Set.......	12	.39	4.68
2310	Police Set	12	.39	4.68
2300	Jumbo Asst.........	24	.39	9.36
			Total retail	$118.32

REAL
UNBREAKABLE

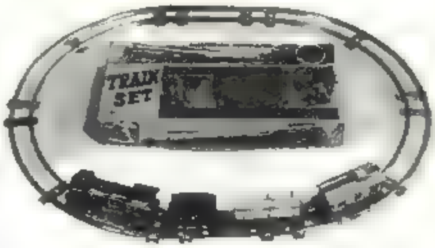
No. 5—Rack Display

Retail assortment of 4 dozen

Per assortment $48.00



No. 19060—Stock Car Races
Hit the "floor-board" with the button and stock car races at top speed. Let up, and she coasts and slows. Just like a real speedway! Complete set includes transformer and dual control unit, 10 sec. of curved roadway, 2 sec. of straight roadway, 2 powered racing cars, 8 piece ramp set. Packed one per carton. Each $35.00



Train Set
10/158 Battery operated
Train full circle tracks
Loco-tender-2 cars 6 dz.
Each $2.00

Giant Wheel Thrills and Spills Game No. 802

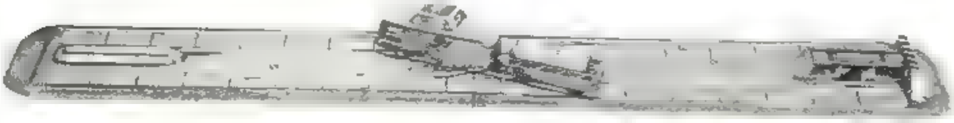
- Off to the races (and off Mom's neck).
- Hours of excitement with this terrific steeple-chase game!
- Brilliant colored board is a jumbo 47¾" x 22¼".
- Set contains wheel, 6 plastic jockeys on horses.
- 6 paddock fences, 2 plastic jump fences

Standard Pack 6 only
Shipping Weight 23 lbs
Each $4.00

No. 311—Road Race
All of the thrills, spills, excitement of the big road races. Snap together set includes 2x4 foot figure "8" track, fences, 2 racers with miniature DC motors, battery power box, 2 on-off control buttons. 3 in a carton; weight 48 lbs. Each $10.00

No. 922
WESTERN TRAIN SET

A very colorful and excellent detailed locomotive, tender and passenger car. Locomotive is early western type with red wheels and working pitman rods. Decorated with bronze. The passenger car is also bronze decorated Train is 20" long. Also included are one horse and two cowboys Packaged in a bright 4 color box
Shipped 1 dozen in a 16.6 lb. carton. Each $2.00



104/75 LOG HAULER TRAIN 5 dz.
strong wind-up mechanism.
Log is unloaded and reloaded automatically. Each $2.50

GIANT FREIGHT TRAIN SET
FREIGHT TRAIN SET
LOCOMOTIVE and TENDER
unbreakable
UNLOADING GONDOLA and CABOOSE

No. 3007—Giant Freight Train Set (43" long)—Scaled with exactness. Locomotive has moving parts . . . tender, caboose and gondola with unloading top. Molded in brilliant colors and priced for volume sales. Packed in windowed box . . . illustrated for eye-appeal sales.

Packed: ½ doz. to a shipping carton. Weight: 15 lbs.

$3.00
Suggested retail

URETHANE FOAM FOR SMALL BOATS

Urethane Foam, a strong lightweight substance produced by the Urethane Division of the Dayton Rubber Co., Dayton, Ohio, is now available to boat builders and designers. Formed from liquid chemical components, the foam can be made soft as a powder puff or hard as ivory. Chemically inert, it welds itself to any surface, is naturally buoyant, and in its rigid state imparts great strength.

A popular formulation for marine design is two-pound density rigid foam. It may be sandwiched between other materials for strength and lightness, and foamed into voids for added buoyancy and structural support. Fuel tanks and exhaust pipes may be insulated and securely cradled with urethane foam. Filling the void areas around fuel tanks prevents accumulation of fumes and protects the tank from shock in case of collision.

A compact do-it-yourself kit for mixing urethane foam is available. Packaged by Dayton Rubber, the kit contains premixed chemical components capable of creating urethane foam to fill areas as small as a cubic foot. The user combines the chemicals in the mixing container prior to pouring into the mold or void. The material expands to thirty times its original volume within ten minutes. The complete family of urethanes, flexible, rigid and solid elastomers, is available.

"SMUGGLERS" RENT A YACHT

A hair-breadth episode in Florida's yacht rental business is reported by J. Jack Fisher, president of Commander Yacht Rentals, Bahia Mar Yacht Basin, Fort Lauderdale, Fla.

"United States Border Patrol inspectors Colette and Seaver walked into our office and asked whether we owned the yacht Romayne. When we answered in the affirmative, they told us we had chartered our boat to suspected smugglers! It began in September with a request for one of our twin-engined Chris-Craft sea skiffs with accommodations for four.

"Our charterer, with a friend, said he intended to cruise the Keys with another couple. He checked out next morning, and said the wives would board in Miami.

"After three days, the Border Patrol arrived and told us they had tailed our boat to Miami where an extra 50-gallon gas drum was taken on, and then to Key West where the boat left, presumably for Cuba. When the boat was two days overdue, a Marathon boatyard called to say our skiff had been towed in by the Coast Guard. The Border Patrol checked in at the same time, gave our missing boat's location, and said our charterer had been apprehended with an unauthorized alien, a Cuban girl. But immigration authorities were unable to prosecute when they discovered the girl was the legal wife of our charterer, who had taken this risk to rescue his wife from strife-torn Cuba!"

HILLER ALCOHOL RANGE

The Hiller Alcohol Range, introduced a year ago by Paul W. Hiller, 315 Avalon Blvd., Wilmington, Cal., is available in two models: oven range and three-burner cooking top. The Oven range is 21½" high, 20" wide and 17" deep. The three-burner built-in cooking top, available where oven-room is lacking, is 6" high, 20" wide, and 17" deep. A deluxe variation is available. Both models come in white or teak brown with brass or chrome sea rails. Standard models are white with brass rails. Gimbals have now been added to the oven model. A series of alcohol fuel tanks in horizontal and vertical mountings, with pressure gauges, is also offered.

WESTBERG TACHOMETERS

Tachometers for all outboard and inboard engines are made by Westach Mfg., Co., Box 239, Napa, Cal. The 3" and 4" outboard tachometers have distinctive scales and simplified two lead connections. The 3" and 4" inboard tachometers also include universal feature for 4, 6 and 8 cylinder operation.

Also offered is a panel complete with matched rpm, mph and ammeters.

A combination of voltmeter and tachometer, called Voltack, is made for marine engines for safety against battery, starter, generator and regulator failures.

Portable service tachometers, engine tuneup and wind speed indicators complete the Westach's marine line.

YO-HO-HO and a THROTTLE of fun!

TOPPER EXPRESS CRUISER

Here, at last, is the perfect combination of sleek, stylish beauty, dazzling eye appeal, solid comfort, reassuring safety, and unheard-of roominess for a boat this size . . . all *yours* in the 1960 Toppers. EXPRESS CRUISER for live-aboard family cruising. HARDTOP SPORTSMAN for water skiing, fishing, and all water sports.

TOPPER HARDTOP SPORTSMAN

ANOTHER TOPPER

first!

Both the Express Cruiser and Hardtop Sportsman are now available with the fabulous Volvo Aquamatic Inboard-Outboard Drive . . . or . . . ready to accommodate either single or twin outboards.

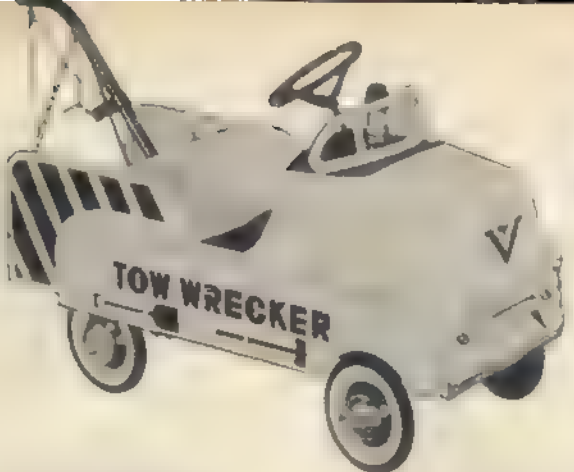
SPECIFICATIONS:

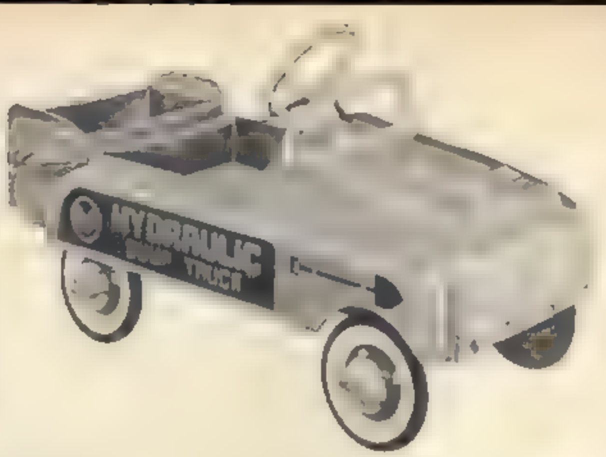
(All Models) Length, 20'6" Beam, 8'

Write TODAY for Complete Topper Literature!

TOPPER BOAT COMPANY

5816 RITCHIE HIGHWAY, BALTIMORE 25, MARYLAND.





WRECKERS TRUCKS TRICYCLES SCOOTERS WAGONS

MODEL NO. 967 TOW WRECKER

Just like the wrecker he's seen around town! Pedal drive with adjustable 3-position ball bearing pull straps. Youngster sits higher than in any other car for easier pedaling. Smooth, ball bearing construction. Pulley, chain and hand crank on hoist provide extra play value. Equipped with electric flasher light mounted on hood (batteries not included). White and black with red deck and red boom; silver painted grille and headlights. Gleaming white enamel windshield. 43" long and 18" wide. Ship. wgt. 42 lbs.

79A-1343 W1997..... .. ..Retail **$29.95**

HYDRAULIC DUMP TRUCK

Husky miniature that hauls and dumps loads just like its real counterpart. Has real hydraulic cylinders that automatically dump load when trip lever is lifted. 43" long, 18" wide. New modern grille and hood; smooth, ball bearing construction. Features pedal drive with adjustable 3-position pull straps. Brightly painted in prairie gold with sharp black and white trim and gleaming white enamel windshield. Silver painted grille. Almost any child can set up his own "hauling business." Ship. wgt 34 lbs.

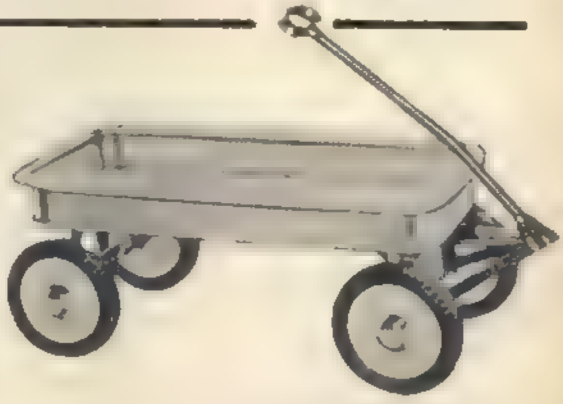
79A-1344 W1755.. ....Retail **$26.50**

TOYS

DELUXE MODEL SCOOTER

One-piece heavy gauge steel frame with non-slip embossed foot rest in red baked enamel finish. Length 38", height 34". Double disc wheels. 8" x 1.25 semi-pneumatic auto style tires. "Congo" graphite lifetime bearings. 13" steel handle. Parking stand.

79A-684 P395 Wgt. 14 lbs Retail **$6.00**



RADIO FLYER WAGON

New broad rolled under flange body 36" x 17" x 4" in baked enamel finish. Double disc wheels. 10" x 1.75 semi-pneumatic puncture-proof auto style tires. "Congo" graphite lifetime bearings. Sturdily built at an economical price.

79A-603 P815 Wgt. 35 lbs...Retail **$12.50**

EVANS 12" VELOCIPEDE

Flashy red with blue and white trim. Strong wishbone frame. Handlebar gauntlets with lively streamers and multi-colored pedals . . . the envy of the neighborhood. Nylon bearings. Extra-wide step plate. Has large size puncture-proof tires

79A-449 P888 Wgt. 20 lbs...Retail **$13.95**

RADIO SUPER WAGON

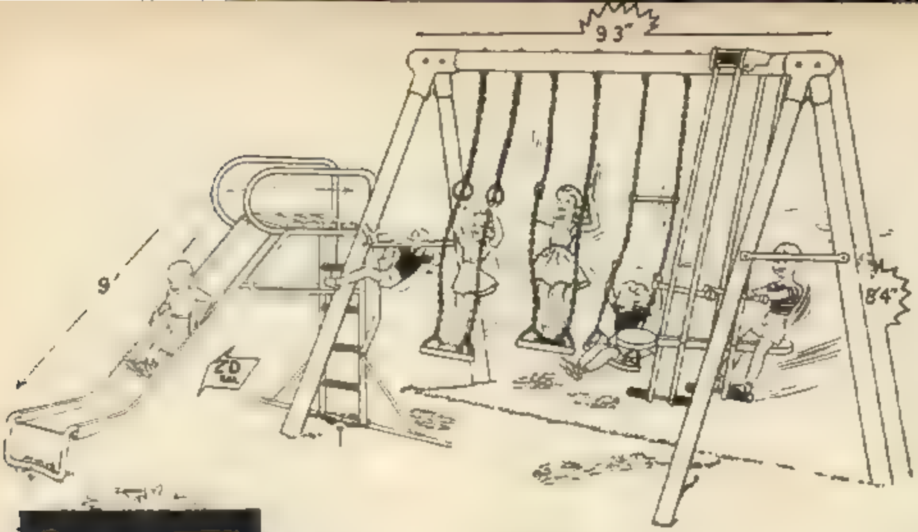
The wagon of that little boy's dream! Body 28" x 13" x 3¾". In red baked enamel finish. Double disc wheels. 7" x 1.25 semi-pneumatic auto style tires. "Congo" graphite lifetime bearings. Heavy gauge bolster front gear and fifth wheel.

79A-604 P515 Wgt. 18 lbs....Retail **$7.95**

SWIRLY SAFETY LITE

The wonder light that rotates and shines with the slightest vibration. Helps prevent accidents; perfect for children walking at night. Remove dome and use as flashlight. Made with a special clip and magnet to fasten anywhere. Red, crystal.

79A-1345 B125..............Retail **$1.98**

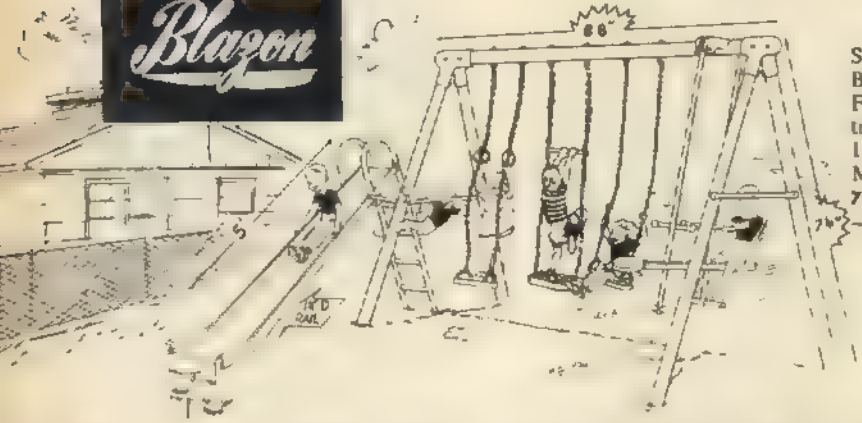


9-FT., 3-IN. PLAY GYM

Lifetime safety set in the big gym class! All 2" galvanized steel construction. 8' 4" high. Weather-resistant red, green and yellow baked enamel finish. Huge 9' slide in finest "Galvanite" with 2" D rail and extra steel reinforcement. Patented "Yellow Jacket" vise clamps hold uprights securely. Safety caps on top ends of slide. Exclusive Blazon swing hanger can't twist or turn. Fully braced rigid bolt assembly. Slide stands alone. 3 sturdy swings, trapeze bar, plastic rings, safety glider. Shipping weight 135 lbs.

79A-1192 W3575............Retail **$56.95**

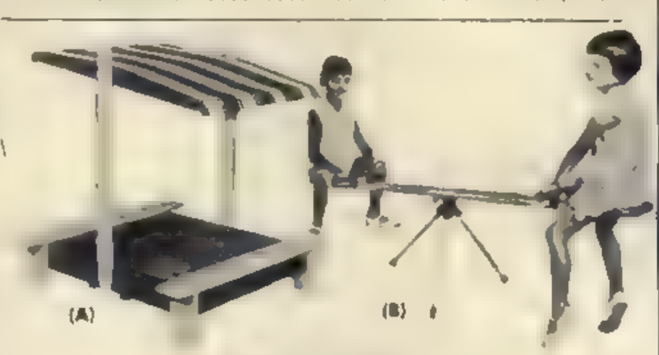
Blazon



8-FT., 6-IN. PLAY GYM WITH 7-FT. SLIDE

Smaller backyard model with similar construction details to Blazon set on top. 7' 4" legs made entirely of 2" material. Features 3 swings, sturdy slide with 1¼" D rail, plastic rings, trapeze bar, safety glider with seats permanently welded into 1 unit. Weather-resistant green and yellow. Easy to put up. Makes an extra safe play area. Wgt. 90 lbs.

79A-1191 W2397..........................Retail **$37.50**


(A) (B)

A

DELUXE SAND BOX

42" x 48" large sized box. Water-resistant, fringed canopy tilts and lowers. Steel bottom. Bolt and screw construction. Red and green luster enamel. Durable.

79A-1189 P1197 Ship. wgt. 35 lbs............Retail **$19.00**

POPULAR SAND BOX. 36" x 40" size with canopy.

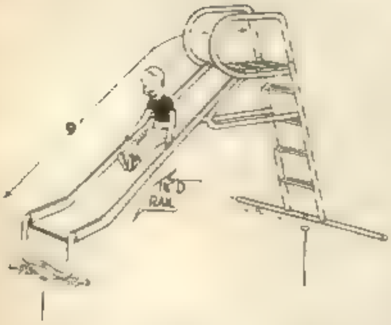
79A-1188 P798...........................Retail **$12.00**

B

TEETER-GO-ROUND

Fun · excitement that kids love. Safety balanced. Complete stability. Supports 175 lbs. on each seat. All steel tubular construction. Steel reinforced with plyflexon center piece. Rust-resistant chromite. Adjustable cross-bar compensates for weight differences. 81" x 21". Metal contour seats.

79A-1187 P845 Ship. wgt. 18 lbs. .. .. Retail **$12.95**



STURDILY CONSTRUCTED 9-FT. STEEL SLIDE

Finest quality steel slide with 1¼" safety D hand rails and non-tip bar at bottom. 2 reliable safety anchor stakes. Weather-resistant red, green and yellow enamel. Firm wooden platform with extra bracing reinforcements under it. Wgt. 60 lbs.

79A-1194 W2197....Ret. **$32.50**

8' SLIDE. Galvanite slide. 37 lbs.

79A-1193 W1306....Ret. **$19.95**

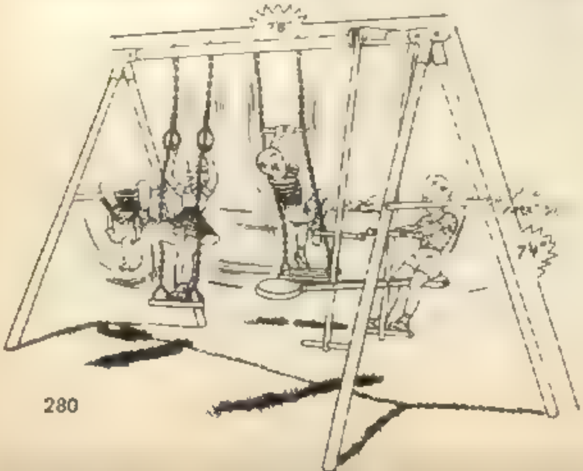
ANCHOR LEGS. Set of 4. 5 lbs.

79A-1195 W179. . ..Ret **$2.50**

POPULAR PLAY GYM 7-FT., 8-IN. ACROSS

Legs are 7' 4" high of 2" galvanized steel. Weather-resistant red, green and yellow enamel. 2 non-twist swings, trapeze bar, plastic rings and safety glider. New construction prevents tipping. Easy to put up. Fully braced, rigid bolt assembly assures safety. Makes a wonderful gift for your youngsters and provides a safe play area at a low price. Wgt. 61 lbs.

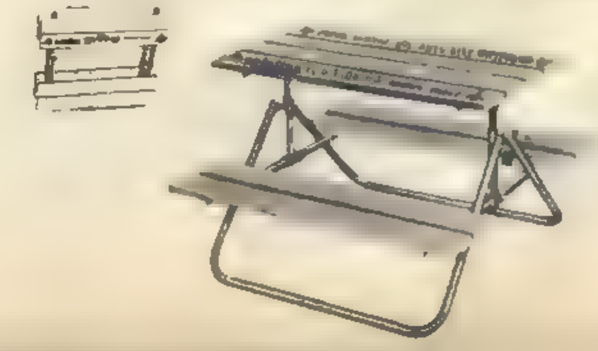
79A-1190 W1675.... .... Retail **$26.95**



FLIP-FLOP CHILDREN'S PICNIC TABLE

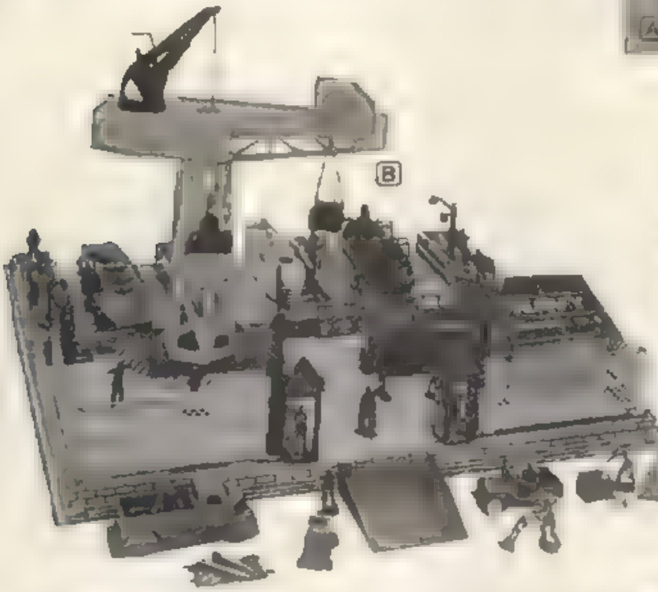
Wonderful table easily converts into 3 different pieces and takes up a minimum of space when not in use. It's a picnic table, a double bench, a table and a bench. Folds flat for carrying and storage. As useful and fun to have on the porch as in the yard.

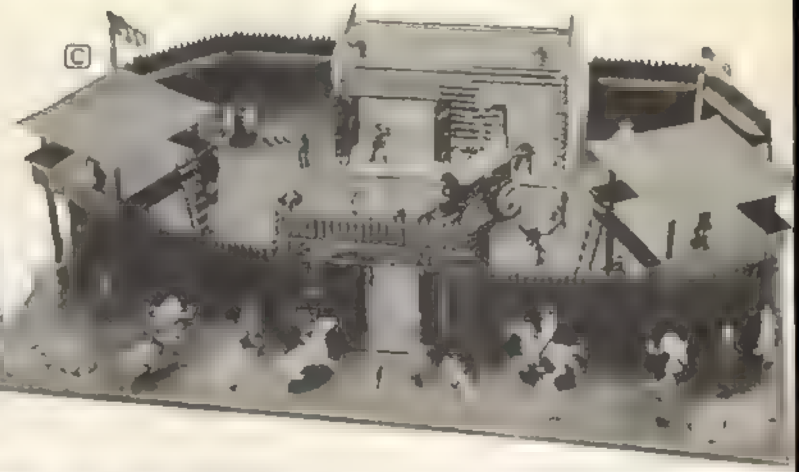
79A-698 P975 Ship. wgt. 35 lbs...............Retail **$15.95**



(A) U.S. ARMY GUIDED MISSILE BASE — get ready for the countdown . . . 3-2-1-0 — BLAST OFF! There's plenty of activity on *this* base! One powerful vehicle actually fires harmless missiles . . . rocket launchers blast off multi-stage rockets . . . rocket pads shoot interceptor rockets! Operating crane places rockets and missiles on launching pads, ready for firing. 3 take-apart buildings (Headquarters, Launching Control, and Fire Control), plus take-apart jeep, flagpoles, U.S. Army figures, and snap-together "barbed" wire add realism to the set. All accessories are interchangeable. 30" square. 3½ lbs.
10-2198-330 U.S. Missile Base Set............Retail **$5.00**

EXCITING ADVENTURES In Their Own Realistic World



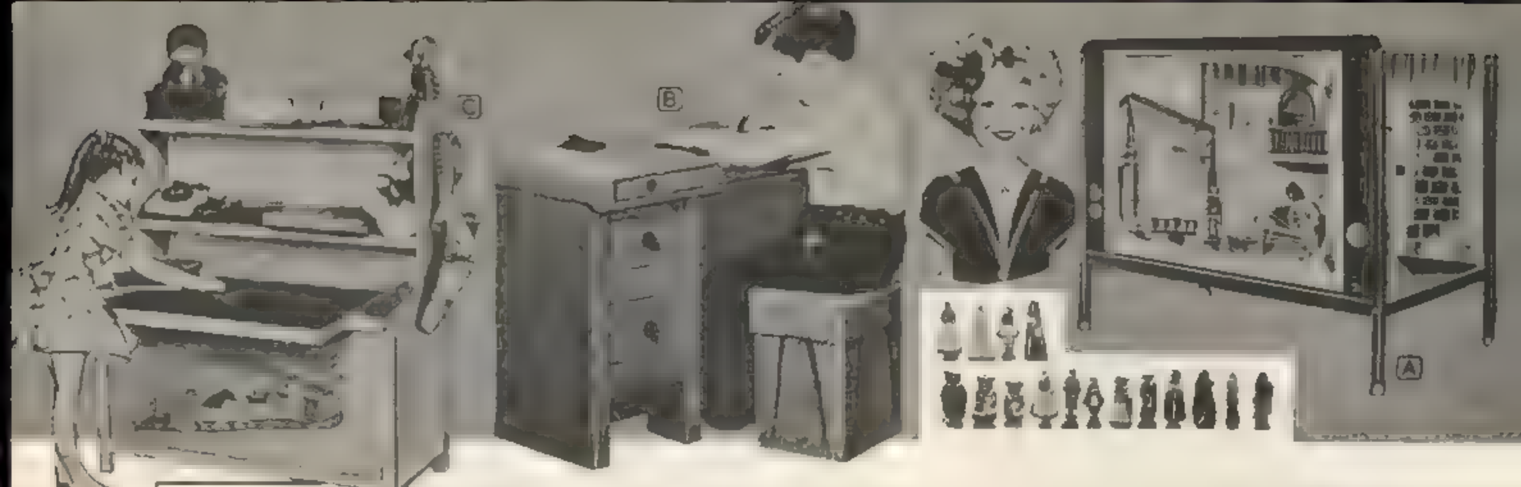


(B) NAVAL BASE — Ahoy, mates—the fleet's in for "dry-dock" sailors! Operating magnetic crane helps keep the entire fleet in "ship-shape" condition! Outfit consists of colorfully lithographed metal naval base platform; metal warehouse, gantry rig, magnetic crane, jeep, truck, marine and sailor figures, sentries; cargo nets; metal piers; and three ships: Aircraft Carrier with 4 planes; Cargo ship loaded with supplies; and Destroyer bristling with guns and torpedoes. Ships have wheels for floor play. 22x22x10⅜" high 5 lbs
10-1928-397 Complete naval base outfit ....Retail **$6.00**

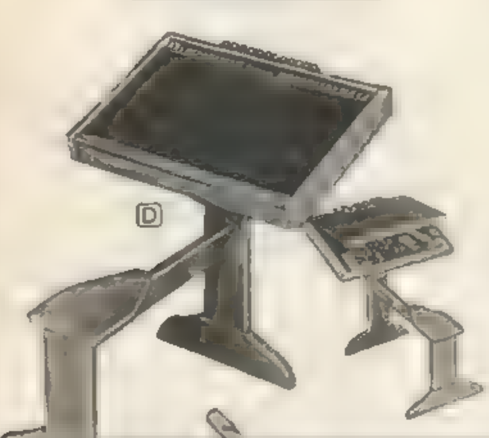
(C) FORT CHEYENNE — Exciting replica of famous old Army outpost. Comes set up and packed with enough soldiers, Indians and equipment for a good old "wild west" cowboy and Indian fight! Metal and plastic decorated fort consists of complete stockade and gateway with 2 movable block houses and metal headquarters building plus stable. Soft plastic cowboys, Indians, riders, horses, soldier figures, together with wagon and moving horse! Cannon shoots bullets! Riders swivel on horses. 30" x 20" x 9" high. 5 lbs
10-1422-397 Complete Fort Outfit ....Retail **$6.00**

(D) "HAVE GUN, WILL TRAVEL" . . . new mine adventure set starring Paladin—TV's hero of the west. Your youngster can be Paladin, himself—riding into this bustling gold-mining town—handing out a supply of genuine "Have Gun, Will Travel" calling cards. For the gold mining operation there's realistic gold ore . . . real operating water pump, sluice box and trough actually washes the ore . . . hotel, mine entrance, ore carts, horses with harnesses, pots, pans, plastic miners with prospector's equipment. 18 x 18". 2 lbs.
10-2197-197 Complete Mining Outfit ....Retail **$3.00**

(E) FARM SET . . . realistically reproduced to harvest many happy hours of "down-on-the-farm" play activity. All metal barn is beautifully lithoed inside and out . . . has sliding front door to let in the animals. Stock includes 66 animals—cows, sheep, pigs, calves, turkeys, chickens, and horses—all made of soft durable, rubber-like vinyl. There's even a farmer, wife, and child to tend to the chores. Also included: two silos with silver tops; husky 11" vinyl tractor and wagon . . . 2 metal pig sties, 2 metal corn cribs, and 54 sections of fence to make livestock enclosures. Barn measures 19" long, 9½" wide, 11" high. 7½ lbs
10-2199-530 Complete Farm Set . .. ..Retail **$7.98**



PLAYTIME'S A TREAT IN A PLAYROOM THAT'S NEAT

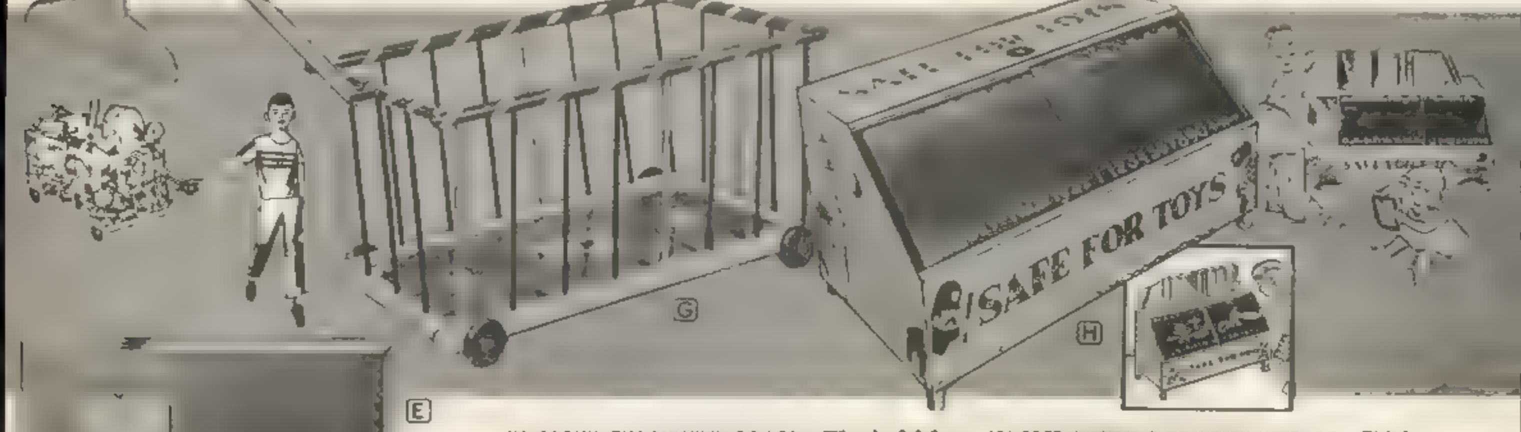


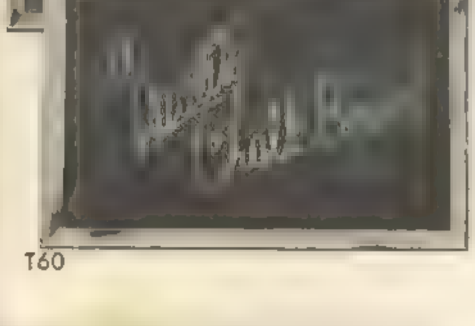
(A) SHIRLEY TEMPLE TV THEATER—All the excitement of opening night as youngsters become their own television producers. See them learn scripts and stage rehearsals for three spectacular shows: "Sleeping Beauty," "The Three Bears," and "Little Red Riding Hood." Magic magnetic characters seem to move of their own free will . provide fascinating, realistic action. Includes all-metal TV theater, TV title screen, and 16 "Magic Movement" characters plus 2 beautiful backdrops, 12 flats and scenery pieces, 3 complete TV scripts, 4 magnetic figure bases and control units. Theater 18½x10½x15" high.
10-2341-397 5 lbs................Retail **$6.00**

(B) DESK AND BENCH SET—Whether it's for "office work" like Dad's or homework for school, junior executives really mean "business" here. Makes an ideal addition to his room or study It's sturdy and compact ... holds loads of incidentals in those twin drawers. Made of 2-wall reinforced fiberboard with interlocking construction, and handsomely printed in fine wood grain with simulated center drawer. Comes with matching 13" bench, desk pad, and ball point pen and pen holder. Desk is 26½x13¼x24" high.
10-2344-330 5 lbs ....Retail **$4.95**

(C) THE CHESTRITER"—It's a large chest, handy toy shelf and blackboard desk ... all in one compact unit. Blackboard top slides out to give easy, safe access to roomy toy chest. Makes a handsome piece of furniture in playroom or bedroom ... gives "rumpus" rooms a neat, uncluttered appearance. Chest and shelves are accented by original train and circus decals. Made of reinforced hard board that's ready to take its share of "knocks." Easily assembled. Chest is 33x16x16" high. Unit is 33x18x39" high. Colors are turquoise and yellow.
10-2343-865 30 lbs ....Retail **$12.95**

(D) COMBINATION BLACKBOARD AND PEG TABLE—Loaded with surprises to thrill any lad or lass. Wonderfully exciting and educational ... provides hours and hours of happy constructive play. Blackboard has clear, easy-to-follow numbers and alphabet. Hinged with chain guard and set at perfect writing angle. Inside the roomy storage compartment is a complete peg-board game with mallet, colorful counting beads, chalk, eraser, and enameled pegs. Made of durable hardwood with non-toxic mahogany finish. Desk size 12x18". Over-all unit measures 21¼x18x25".
10-1207-390 9 lbs................Retail **$6.00**





(E) CORKY, THE BULLETIN BOARD—Wonderful for photos, recipes, memos, drawings, sister's bids and dance favors. Suitable for use in the home, office, or school. Genuine self-sealing cork surface conceals pin holes. Celotex Fiber Board back gives board the rugged durability to last indefinitely. Framed in lustrous aluminum. Easy-mount hangers included.
10-1212-360 24x36" 6 lbs...... .. Retail **$5.50**
10-2348-225 18x24". 3 lbs.........Retail **$3.50**

(F) LARGE WALL FRAMED CHALKBOARD—Great fun for little ones ... they can do homework, learn to draw, write and spell. Exclusive snap-on chalk tray fits in horizontal or vertical position. Finest quality green slated surface one-piece solid aluminum mitered frame. Includes hangers eraser, chalk.
10-1623-330 24x36". 8 lbs ..Retail **$5 50**
10-2345-210 18x24". Mailable. 4½ lbs **$3.50**

(G) FREE WHEELING TOY PICK-UP CART—Children take pride in storing their toys in this colorful Toy-Pen. Mom won't have to worry about playthings being scattered all over the house. Deep and spacious, keeps toys safe and in order. Swivel "T" handle and large wheels assure easy pulling. Made of sturdy hardwood with multicolored non-toxic finish complete with storybook pictures. 36x16x14" high.
10-1940-330 5 lbs ....Retail **$5.00**

(H) DOUBLE-DUTY TOY CHEST AND DESK—A roomy storage chest and large "private" desk with two blackboard surface sliding door compartments. Use top as book shelf, for lamp, or display favorite toys. ABC's, numerals, and colorful art work completely surround chest. Sturdy masonite construction. Painted yellow background with red and blue lettering.
10-1941-530 18 lbs. 36x18x20" high..Retail **$8.00**

JOE GREENBERG FORMS FIRM TO MANUFACTURE DOLL WEAR

Joe Greenberg, well-known in the toy field, has just organized the firm of J. M. Greenberg, Inc., at 57-59 Front Street, Brooklyn 1, N. Y., and has installed modern machinery in his factory for the manufacture of dolls clothing and accessories. The new line will be marketed under the trade name of "Majorette Brand" Mr. Greenberg has had a wide experience in this particular field, having specialized in these items for the past 15 years. The new plant, comprising approximately 10,000 square feet of floor space, provides daylight working facilities for the employees and is easily accessible to all subways.

Joe Greenberg

During a recent interview Mr. Greenberg stated that it was his purpose to manufacture a popular-priced line of doll clothes and accessories and that he is paying particular attention to the packaging of the items. He added that all of the items will be pre-priced He further stated that a leading designer was in charge of the firm's fashion styling department.

Mr. Greenberg extends a cordial invitation to the trade to visit his new plant. He is at present seeking sales representatives in all territories.

CRAWFORD SALES NOW SET IN DALLAS MART SHOWROOM

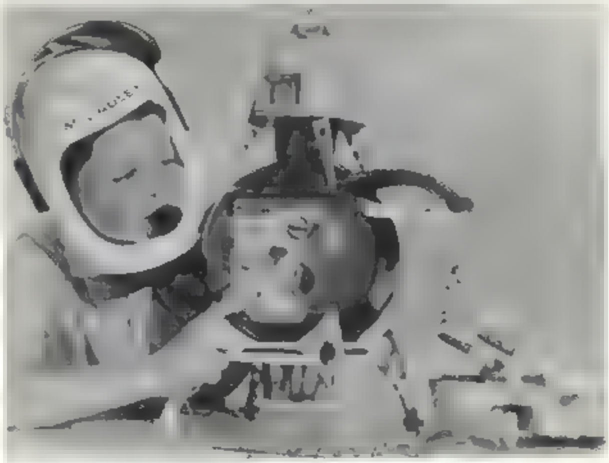
Crawford Sales Company, well-known manufacturers' representatives, have recently announced that they are now located in their new permanent showroom in the Dallas Trade Mart

The company, which has leased 1000 square feet in the Mart, reports that they have utilized the most modern of display fixtures and have laid out a room to show the lines of the manufacturers they represent in a way that should produce the ultimate of sales potential for each.

"Since the room is large and the number of lines is limited we have been able to set up each line as an individual display," report Al Crawford and Charles Sagnibene

"We have had close to 20 years' experience selling the buyers in the Southwest market and feel that, with this consolidation where each of us will be complementing the efforts of the other, we will be better able to serve both the buyer and the principal as one of us or the other will be in contact with every buyer in the area every six weeks," Mr. Crawford adds.

Space Ship, Panel and Scout Car 3 Parts of Ideal's Astro Base



One of the latest in outer space toys designed by the Ideal Toy Corporation, 200 Fifth Avenue, New York City, is the Astro Base, which consists of a space ship with a control panel and a remote-controlled, take-apart scout car

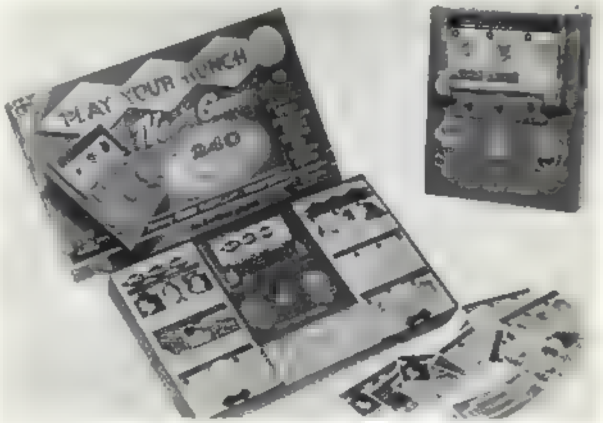
Constructed of rigid polyethylene, the Astro Base has two heavy-duty carbon brush motors (one in the Astro Base and one in the Scout Car) which operate on standard flashlight batteries.

After sighting moving space craft, meteorites, or satellites through the Astro Base viewing screen, the young space commander can, by pressing the rocket fire button, activate machine gun noises and flashing lights on the screen. Then, with the press of a switch, the astronaut and six-piece scout car are lowered to the ground and manipulated from the control panel.

Equipped with sufficient wire for wide maneuverability, the Scout Car has two mounted space probes and can be preprogrammed to fire from various sites.

The Astro Base is available complete at $20 retail

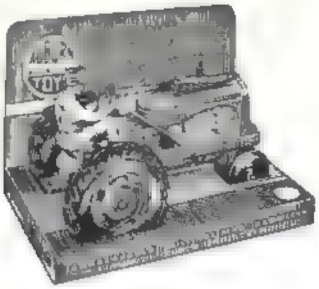
Transogram Board Game Based on TV's "Play Your Hunch" Show



"Play Your Hunch," a new board game based on the popular NBC network television game, offers everyone from eight on up a chance to play their hunch in answering a variety of problem questions.

The game features an automatic problem selector machine with scoring dials for players, 240 problems on cards, and play money. It is based mainly on intuition and provides fun and knowledge. Two or more players play at once, identifying X, Y or Z as the right answer. The first one to answer three questions correctly wins and challenges players to a new game

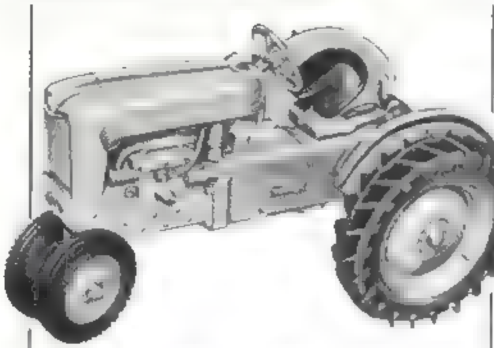
"Play Your Hunch" is manufactured by Transogram, 200 Fifth Avenue, New York City. It sells for $3.98 and is being shown and given away on the NBC program of the same name, which is televised Monday through Friday.



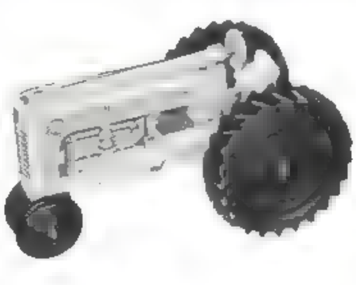
No. 572
LARGE TRACTOR—VINYL

Excellent detail and design, consistent, good seller. 7¼" long 5" high, 3¾" wide Red color Each displayed on colorful counter platform

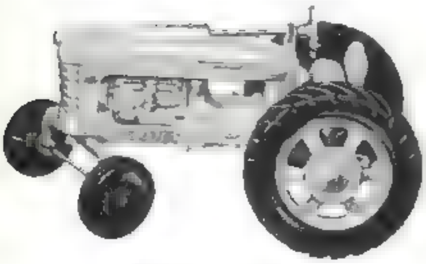
Carton quantity 1 dozen
Shipping weight 8.3 lbs
Each $0 89



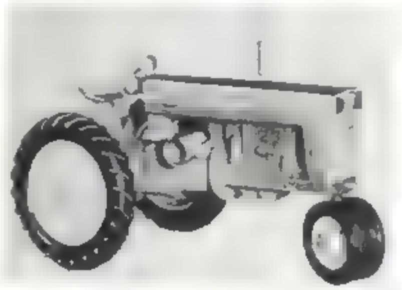
No. 525—Large Tractor
Metal. Length 12 inches. Grey and red combination with finely detailed, realistic engine details, visible from both sides. Red seat, nickel plated steering wheel. Metal wheels with black treated tires. "Tricycle" type front wheels operate through steering wheel. One in a box, one-half dozen in a carton. Weight per carton 30 lbs.
$4.98 Each



No. 472—Tractor
Metal. Length [illegible] inches. Colors assorted red and orange with aluminum trim. Treaded rubber tires. Realistic engine details. One in a box, one dozen in a carton. Weight per carton 14 lbs.
Each $1.00

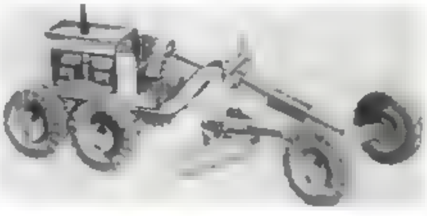


No. 496—Tractor - Metal
Length 9¾ inches. One in a box; one dozen to a carton — weight 29 lbs. Red with aluminum trimming. Realistic engine details. Steering wheel operates front wheels. Treaded black tires.
Each $2.00

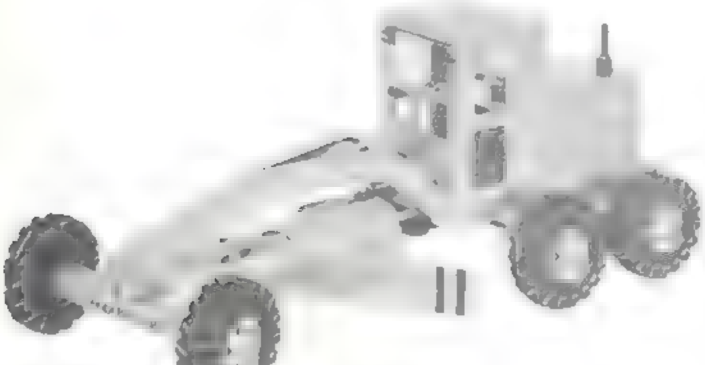


No. T401—Tru-Scale Tractor

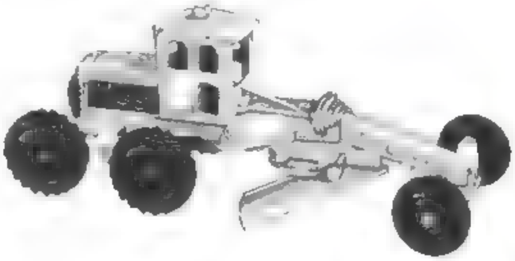
Magic 'No Scuff' steering is just like power steering. Aluminum and steel with rubber tires. Red baked enamel and ivory wheels. Length 8 x 4¾ x 4⅞. Individual color cartons, 12 to shipping case weight 16 lbs.
$1.98 retail



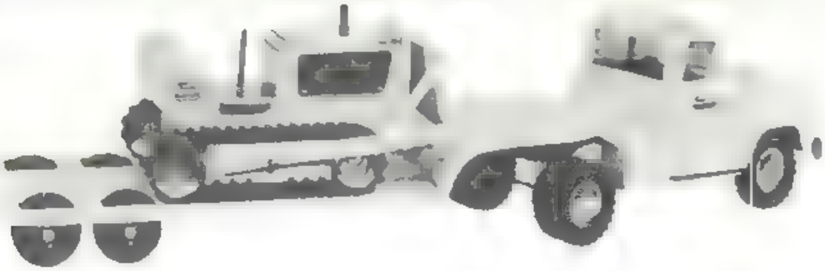
No. 301—Deluxe Road Grader
Front wheels steer. Scraper blade rotates, raises, lowers and tilts. Floating tandem rear wheels. L. 18-13/16 in.; W. 7½ in.; H. 7-[illegible] in. Individually cartoned, 6 per shipping case. Weight, [illegible] lbs per case.
Each $4.[illegible]



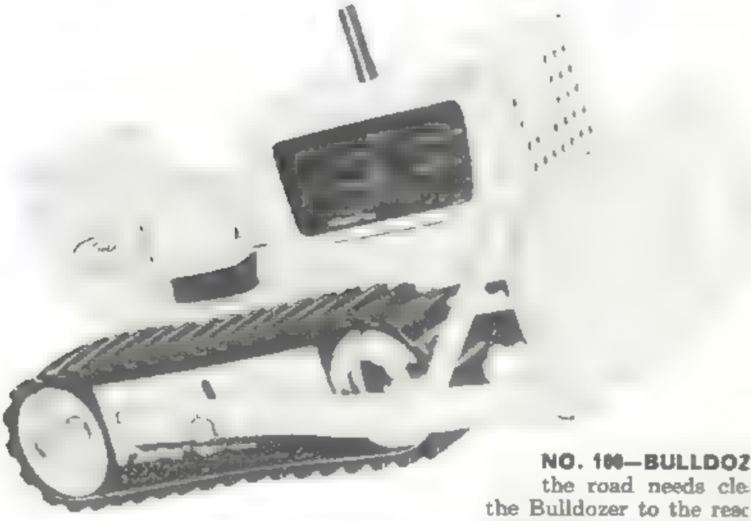
No. 12—Road Grader
A "teaching toy" if there ever was one! Blade that tilts and rotates, all weather cab, real steering wheel that turns front wheels, "floating dual" back wheels. As resistant to use and abuse as its real-life counterpart. 17 in. long, 7 in. high, 6¾ in. wide. Packed 6 to a shipper, weight 29 lbs.
Each $4.98



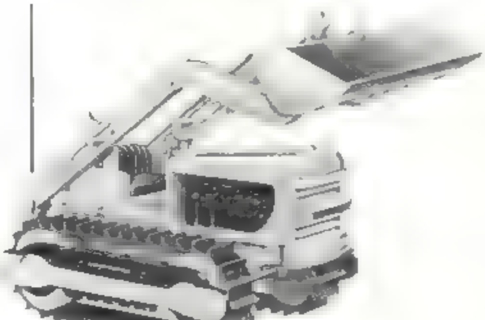
No. 503—Road Scraper - Metal
Length 12¾ inches. Packed one in a box; one-half dozen to a carton. Weight per carton 15 lbs. Orange with nickel trimming. Movable scraper which can be locked in position by adjusting screw. Realistic motor details. Front wheels controlled by steering lever. Rear wheels mounted independently to roll over stones and obstacles.
Each $3.00



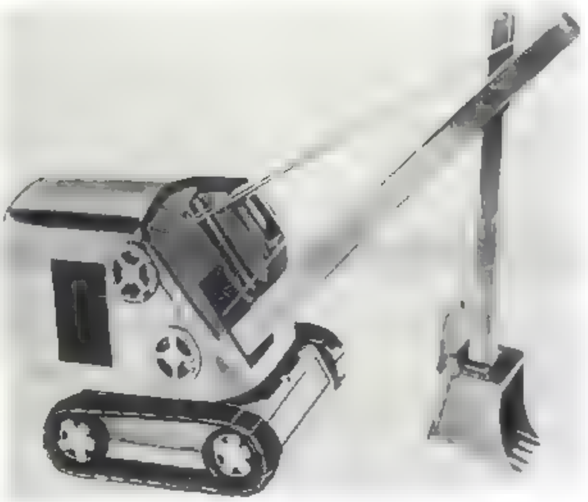
NO. 125—BULLDOZER AND LOWBOY The complete earth moving combination for junior contractors. Bulldozer's blade adjusts to 3 positions. Deep-grooved treads bite into ground for fullest traction. Bulldozer loads on heavy-duty trailer for fast transportation to next job. 26¼" long, 6½" high (with Bulldozer loaded), 6" wide. Packed 4 to a shipper, weight 31 lbs. **$6.98**



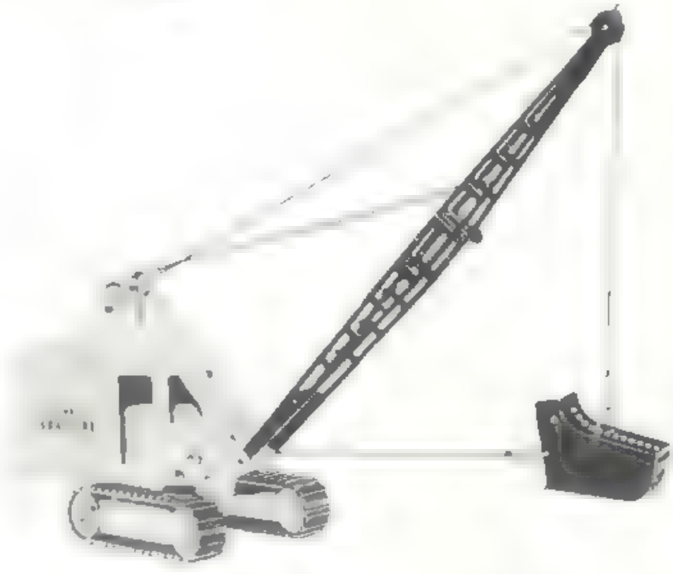
NO. 100—BULLDOZER When the road needs clearing, it's the Bulldozer to the rescue. Made strong enough to tackle any obstacle. Moves forward and backward on deep-grooved treads. Lever adjusts height of blade to 3 positions. Miniature diesel engine under hood. 8⅞" long, 4⅞" high, 6" wide. Packed 6 to a shipper, weight 14 lbs. **$2.98**



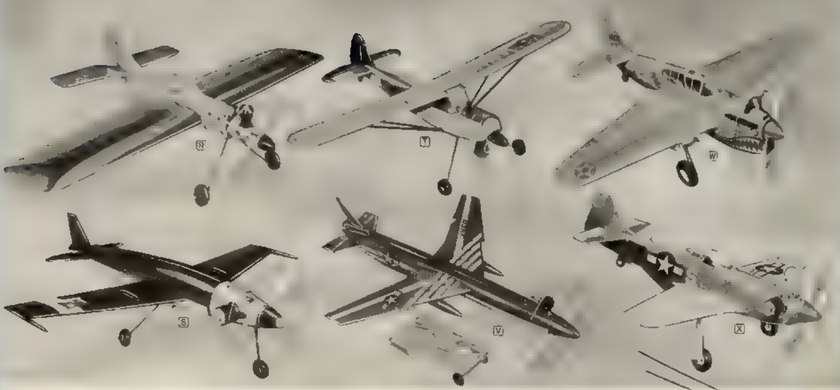
No. 505—Cat Loader – Metal
Length 7¾ inches. Packed 1 in a box; one-half dozen to carton. Weight per carton 11 lbs. Orange with black realistic motor details. Aluminum trimming and loader mechanism. Red wheels with realistic caterpiller tread. Loader operated by lever near driver's seat. $2.98 Each



No. 302—Power Shovel
Two die-cast metal hand wheels control raising and lowering of [illegible] and automatic locking and unlocking of shovel. 360° car revolution. L. 25[illegible] in.; W. 7 in.; H. [illegible] in. Individually cartoned, 6 per shipping case. Weight [illegible] lbs per case.
Each $3.98



No. 14—Dragline
Actually scoops dirt like its real-life "big brother". Moves 4 ways: tractor treads move backwards and forwards, cab swivels 360° on base, bucket scoops dirt towards cab by turning crank on side, bucket raises by turning crank on top. Heavy steel construction with durable nylon ropes. 20 in. long, 16 in. high, 6 in. wide. Packed 6 to a shipper, weight 24 lbs. Each $4.98



SCALE MODELS . . . run by gas or battery

Here's fascinating outdoor fun with real gas engine flying models (half a dozen different mighty mite beauties to choose from) . . . new exciting battery-powered models . . . all operated by remote control. Here find absorbing hours of fun and excitement with authentic scale models that stir youngsters' imagination.

Ⓡ **THIMBLE-DROME FLIGHT TRAINER PLANE** . . . with unbreakable spring starter. Wide range of engine thrust from stable to instant for primary maneuvers. Has 109 sq. in. wing surface. After rough landings parts merely separate, reassemble with rubber bands.
89-4436 B535 Flight Trainer **$7.95**

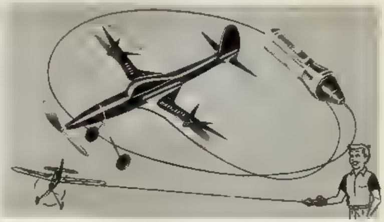
Ⓢ **COMET REGULUS GUIDED MISSILE** . . . ready to fly gas model. Made of high impact plastic; 14" long, weighs just 6 oz.; has wingspan of 14". .049A "OK" cub engine with twist-cord starter, control handle and lines, tricycle landing gear, rubber tires.
89-4469 B535 Comet Guided Missile **$7.95**

Ⓣ **SUPER CUB 105.** This modified scale-model of the famous Piper Cub is powered by a Thimble-Drome .049 engine. Has unbreakable spring starter Super-tough, high-impact yellow plastic with authentic molded-in details. Wingspan 17½"; fuselage 11⅝".
89-4410 B535 Super Cub 105 . . . . **$7.95**

Ⓥ **COMET SNARK SM-62 ICBM.** True-to-scale model of the Air Force's intercontinental missile, modified for thrilling control flights. 18⅜" long; 13¼" wingspan. Unbreakable plastic. With launcher, gas engine, control and lines. Ready to fly!
89-4519 B997 Comet Snark SM-62 **$14.95**

Ⓧ **COMET MUSTANG F-51.** True-to-scale model from official blueprints realistically detailed in high-impact, 2-tone plastic. Clear plastic bubble canopy. New Herkimer .049 gas engine has fast "Auto-Recoil" starter. Wingspan 16"; fuselage 13¾".
89-4451 B865 Mustang F-51 . . **$12.95**

Ⓦ **THIMBLE-DROME P-40 FLYING TIGER.** Real-as-life flying scale model of the most famous fighter plane of the past quarter century! Like a real plane, the P-40 Flying Tiger can be flown in hot, or brought in for a normal 3-point landing, or can be let down easily on the verge of a stall. Super-Bee Thimble-Drome engine, designed especially for this plane, has the extra power for wingovers, graceful and accurate loops, other maneuvers. Special nylon and vinyl fittings, unbreakable spring starter. Tough, hi-impact Styrene body. 15" length; 20" wingspan. Richly detailed; official insignia.
89-4394 B665 P-40 Flying Tiger **$9.95**

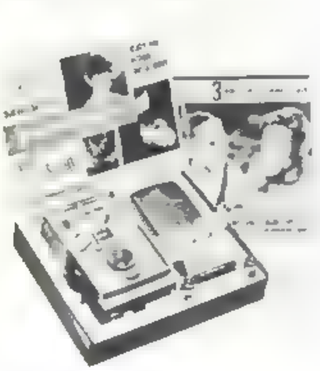


Ⓨ **THE CLIPPER** scale model speed boat with sliding canopy. Powered by an electro-jet outboard motor, works on 2 "C" flashlight batteries (not included). Unbreakable plastic, 11" hull and canopy.
89-6977 B199 The Clipper—Model Speedboat **$2.98**

Ⓩ **THE CYCLONE** . . . 14½" speedy runabout with powerful twin electrojet outboard engines works on 2 "C" flashlight batteries (not included). Bright red, white and blue hi-impact plastic body
89-6985 B399 The Cyclone—Model Runabout **$5.98**

"ELECTROMIC FLASH" FLYING MODEL. Push-button control sends battery powered model whizzing through graceful take-offs, climbs, dives, loops, figure-eights, inverted flights . . . brings it in for beautiful 3-point landings! Only two regular flashlight batteries (not included) are needed for operation. Here's the tops in flying fun without muss, fuss or fumes—even terrific indoors. Single control line and simple push-button switch are easy for any child to handle right away 14" laminate wing; 11¾" plastic fuselage.
89-4642 B199 Electrically Powered Flying Model **$2.98**

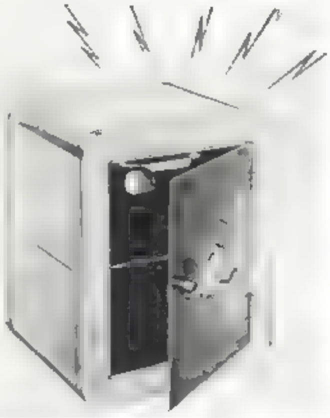
See Pages 302-303 for batteries



Mark 27 3-Way Flash Camera Kit Deal
An excellent starter set. Mark 27, 3-way flash camera, 2 batteries, 4 flash bulbs, roll of 127 film, plus a special offer of a FREE color slide viewer. Prepacked in deals of 4, including 4-color display cards.
Each $7.50

No. 270/6—Satellite 127 Travel Camera Kit
Topflight gift for beginners. Travel case with Satellite 127, 3-way flash camera, flash attachment, 4 bulbs, 2 batteries and 1 roll 127 film.
Each $7.95

No. 270—Satellite 127 3-Way Flash Camera
Compact, 3-way flash camera takes 12 color slices, 12 jumbo size color snapshots or black and white on 127 film. Comes in assorted colors of black, blue, beige and maroon. Complete with flash attachment.
Each $3.98



No. S8—Burglar Alarm Safe
Coin drops through slot into sliding cash drawer. Roomy space for "valuables". Has a 3 number combination and burglar alarm. 9x[illegible]x6 inches heavy gauge steel. 12 in a carton wt. 50 lbs.
Each $5.00

S-3 SUPERIOR'S STEEL SAFE
Gray baked enamel finish, all steel [illegible] Real combination [illegible] from 1c to 50c [illegible] ton. Wt. of 1 doz. banks [illegible]
Each $3.00

No. 1000—Candy Cigarette Bank
Hi-Impact plastic really vends candy cigarettes. Takes pennies, nickels, or dimes. Back panel removes for easy loading and money collection. Includes 12 packs. 6 in a carton; wt. 7 lbs.
Each $3.00

No. FB19—"Bobbycat" Bank
Unbreakable Royalsol with washable rayon flock finish. The slightest touch starts his head moving up and down or side to side. Half dollar coin slot. Peep-cap in bottom. Size 5x5x10 inches. 12 in a carton.
Each $2.[illegible]

No. 600—Bozo The Clown Gum Bank
Complete with lock and key. All plastic. Red, blue, yellow. Individual pack. 2 dozen carton, wt. 25 lbs.
Each $2.00

No. 100—Small Fry Gum Ball Bank
Complete with lock and key. Base made of unbreakable high impact plastic to provide a safe harmless toy- packed 1 dozen to a display box, 4 dozen in a carton; wt. 22 lbs.
Each $1.00

No. 107

Transistor Radio

- Newest electronic wonder . . . This transistor powered set makes radio tubes obsolete. Includes: Beautiful pre-assembled plastic cabinet . . . sensitive station tuner . . . regulation head phone . . . battery . . . diode detector and transistor amplifier. All other parts included.

Style #107
Corrugated display box
Packing 6 to carton
Shipping Weight 18 lbs.

$6.95 retail

Crystal Radio No. 106

Crystal Radio Set

WITH SENSITIVE FIXED CRYSTAL

- For beginners! ● Build your own private radio set
- Complete with Durable high-impact cabinet. Regulation hi-impedance head phone. Super sensitive fixed crystal. Tuning coil and all other parts included

Style #106
Ind[illegible] corrugated box
Standard [illegible] doz. to carton
Shipping Weight [illegible] lbs

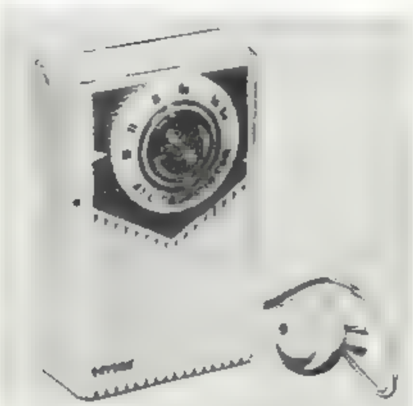
$3.98

TINY TIM POCKET RADIO
NO. 688

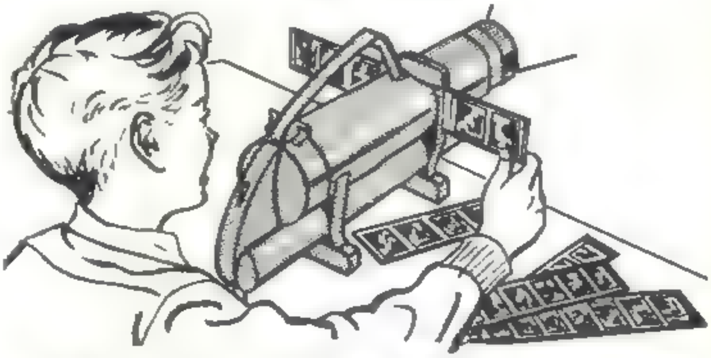
- Powerful, Vest Pocket Size.
- Picks up Real Radio Programs
- No Batteries Necessary
- Ready to operate
- Comes with Clip Antenna and earphone
- Small - only 1⅜ x 3⅜ x 1"

12 in ctn.; 3 lbs.

Each $4.00



#666 FUTURA ALL-TRANSISTOR RADIO
Gift packed [illegible] shipping case. Case weight 5 lbs
Uses [illegible] Transistor Battery, not included
#6t-26 — FUTURA All-Transistor Radio, packed with [illegible] Volt Transistor Battery. Gift packed, 12 to shipping case. Case weight 6 pounds Each $10.00



No. 501—Kenner's Give-A-Show Projector With 112 Color Slides
A new, battery operated projector, projecting full color pictures on walls or screens up to [illegible]. Comes with [illegible] slides giving shows of the favorite characters. [illegible] show [illegible] or [illegible] of [illegible] 3 [illegible] slides, [illegible] 3 [illegible]. [illegible] of top T.V. favorites, including [illegible], [illegible], Three Stooges, Yogi Bear, Woody Woodpecker, Quick Draw McGraw, [illegible] Rabbit, Maverick, and R[illegible]. Al[illegible] are [illegible], Cinderella, [illegible] Annie [illegible], [illegible] Bill, Wi[illegible] Hickok, and Kit Carson. [illegible] 3 [illegible] batteries, not included. [illegible] carry handle. Attractive [illegible] box.
Each $4.98

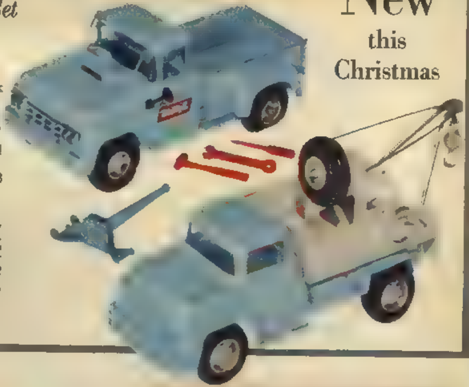
No. MJ100—

MAGNAJECTOR, destined for one of the biggest TV pushes in toy selling history! This handsome opaque projector enlarges any illustrated material up to 4 feet wide. **No films or negatives required!** Magazines, comics, newspapers, snapshots, coloring book figures—all are projected clearly in full color or black and white for endless hours of entertainment. Patented functional design in gleaming ebony black. Insulated socket housing takes ordinary household light bulb. Adjustable twin lenses. Approved by Underwriters' Laboratories, Inc. Overall dimensions: 12" long x 8" high x 4½" wide. Six to shipper. Wt. 14 lbs. Each $7.95

Emergency Road Service Set

ONLY 5.44

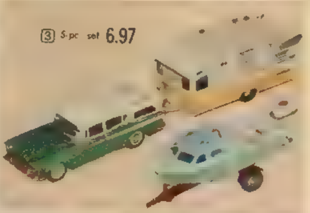
New
this
Christmas



- ✱ **New Fun!** Jack up your own truck and change the flat tire!
- ✱ **New Features!** Operating "1960" wrecker has 4-pc. tool set!
- ✱ **New Savings!** You'd pay $6.98 elsewhere for this same set!

There are hours of fun with your own "Buddy L" road service business. Latest design 13-in. truck has a working tailgate, heavy tread tires (left rear tire is flat). With the 14 in. wrecker you can change tires on the road or tow the truck in for service. Wrecker carries a "spare" tire and tool set including plastic ball peen hammer, screw driver, hex wrench and operating metal jack, hook raises 'n lowers. Polyethylene and enameled heavy gauge steel.
R36 J 5774. Mailable. (5 lbs.) 5.44

jobs . . .



① "COKE" truck . . 14-in. operating conveyor carries 8 "coke" cases from scale model GMC truck; 15x6x7 in. high. Enameled heavy steel. 2 hand trucks. Mail. (6 lb)
R36 J 5775. 4.97

② STREET sprinkler, authentic Ford tilt-cab model. Big water storage tank has a built-in pressure pump; just push lever down to release a powerful spray. Heavy gauge enameled steel 18x6x7 in. high. Mailable.
R36 J 5760. (6 lb). 6.97

③ VACATIONER 5-pc. set, steel 11 in. "Rambler" station wagon, 11 in. house trailer 11-in. hi-impact plastic cruiser with outboard motor for use in water (buy 2 "C" cells, p. 386), 8-in. steel boat trailer. Mail
R36 J 5750. (5 lb) 6.97

④ HOOK 'N LADDER TRUCK—over 3 ft. long! Press lever, mechanical hydraulic action lifts ladder any angle, turns 360°; extend it 5 ft. high with 2 extra sections. Bell rings, rear seat moves. Heavy gauge steel. 3 plastic firemen incl. 37x6x7 in. high.
W36 J 5715. Mail (13 lbs.). 9.47

⑤ EMERGENCY PUMPER truck shoots water. Hydrant connects to any garden hose, water pumps thru body, out truck hose; valve controls flow. Heavy gauge steel; 3 firemen incl. 22x7x7 in. high.
Z36 J 5724. Mail (6 lb.) 5.98

SET: hook, ladder, pump. Save 98c
W36 J 5702W. Mail (19 lbs.) 14.47

④ 9.47
⑤ 5.98
Actually pumps water
Buy Both Fire Trucks! only 14.47

WAREHOUSE SET

5033 -BUDDY "L"
WAREHOUSE SET

17 pc. Warehouse Set offers outstanding play value Includes precision-scaled Coca Cola Truck stacked with Coke cases, a real roller conveyor and 2 hand trucks, a Store Delivery Truck with 2 barrels, which are easily loaded and unloaded by operating Fork Lift Truck. The handsome dimensional display box makes a fine loading platform. All sturdy steel construction with Poly "Non-Mar" tires. Brite-Plate grilles. Buddy "L" Lasting-Lustre paint finish Brilliant new "3D" packaging.

Color: Coca Cola Yellow, Azure Blue and Snowshoe White
Box Dimensions: L. 20"; W. 15", H 12"
Packing Individ. Corr 1 12 Dz to Ctn
Shipping Weight 10 Lbs.

Each $11.00

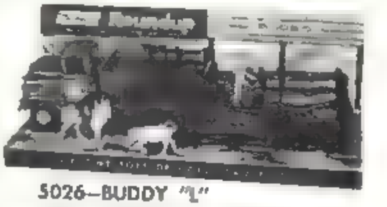
LANDSCAPING SET
LIFETIME TOYS OF HEAVY GAUGE STEEL

5017--BUDDY "L"
GMC LANDSCAPING SET

Landscaping poses no problem for the young gardener with this GMC Dimensional Landscaping Set GMC Scale Model* Truck with Hoisting Boom is on the job. Loaded with tools and trees and ready for work. Boom has hook and cable with crank handle for uprooting stubborn tree stumps Set includes soft Poly pick axe, long-handled shovel and spade as well as three safe, realistic, Lichen trees to work on. 4 Poly "Non Mar" tires. Brite-plate grille, Auto-Fender steel and the Buddy "L" Lasting-Lustre paint finish Brilliant new "3D" packaging.

Color Suburban Orange with Black Stakes
Box Dimensions: L. 19"; W. 7⅜", H. 8"
Packing: Individ Corr., ½ Dz. to Ctn
Shipping Weight 20 Lbs

Each $7.00

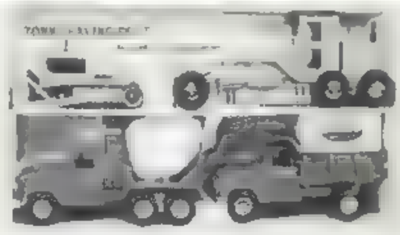


5026—BUDDY "L"
GMC WESTERN ROUND-UP SET

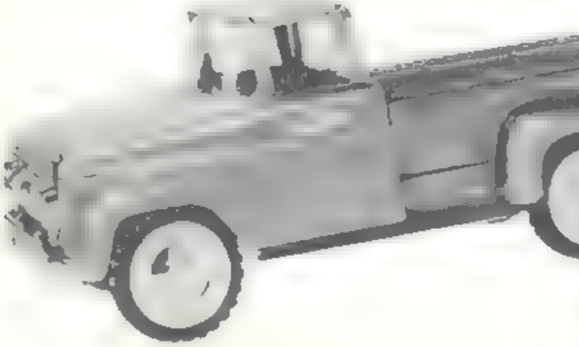
Round-up time at the ranch in realistic Western Dimensional Set Lots of play value here Authentic GMC Scale Model* Ranch Stake Truck, 2 cowboys in action poses, 1 rearing horse, 1 Texas Quarter-horse, 1 calf, 1 steer PLUS 6 sections of ranch fence including a swinging gate. All accessories in action poses and made of soft, realistically detailed Poly. Truck is heavy duty steel with Poly "Non-Mar" tires Brite-plate grille. Buddy "L" Lasting Lustre paint finish Brilliant new "3D" packaging

Color Gulfstream Blue with Black Stakes
Box Dimensions L. 26⅜ ; W. 10½", H 9½"
Packing Individ. Corr., ½ Dz. to Ctn
Shipping Weight 20 Lbs

Each $7.00



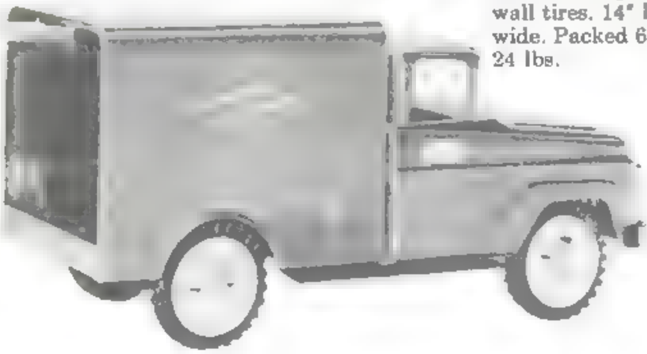
No. B218—Paving Department
Dump truck unloads manually, bulldozer has adjustable blade, grader is steered from cab, cement mixer has turning hopper. Box 24x17½x7¼ inches. Wt. 17 lbs. Each $18.95



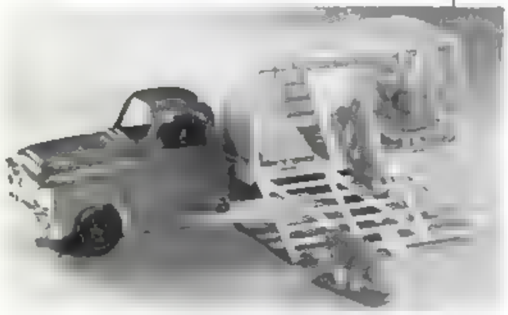
No. 02—Pick-Up Truck
A wonderful starter for the child just discovering Tonka Toys. So solidly constructed it should last through many younger brothers and sisters. Movable tail-gate is held open or closed by plated chain. Has trailer coupling for accessory trailers. Best buy of any metal toy. 12¾ in. long, 5½ in. high, 5½ in. wide. Packed 6 to a shipper, weight 19 lbs. Each $2.98

NO. 05—SPORTSMAN A sturdy "go-anywhere" vehicle for junior campers. Unbreakable polyethylene plastic boat held to top by snap-on straps, removes easily for "launching." Tail-gate snaps open or shut. Has coupling for accessory trailers. White sidewall tires. 12¾" long, 7½" high, 5½" wide. Packed 6 to a shipper, weight 28 lbs. **$3.98**

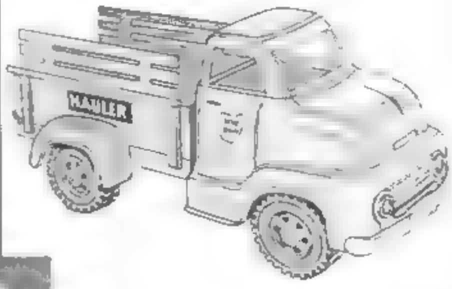
NO. 110—FISHERMAN The newest thing for young fishermen. Two-toned, style-side pick-up truck with sportsman cover to provide overnight camping. Tailgate snaps open. Ball-type trailer hitch for accessory trailers. White sidewall tires. 14" long, 5½" high, 5½" wide. Packed 6 to a shipper, weight 24 lbs. **$3.98**



No. 01—Service
The work-horse of any play situation With this truck youngsters can become service men in any "industry." Sturdy aluminum ladder removes from top of box. Truck ruggedly built to withstand thousands of "service calls." White sidewall tires. 12 in. long, 6 in. high, 5¼ in. wide. Packed 6 to a shipper, weight 24 lbs.
Each $2.98

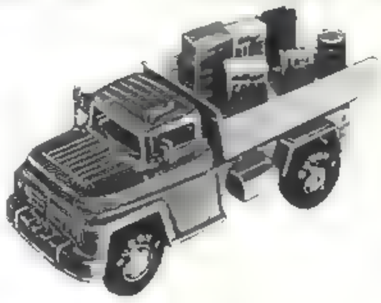


No. 851—Stock Yard Truck — Metal
Length 10 inches. Packed 1 in a box; 1 dozen to a carton. Weight per ctn. lbs. Green die cast chassis, yellow high impact plastic body. Three pigs included. When side of truck is opened and knob is turned, pigs "walk" out of truck..
Each $2.00



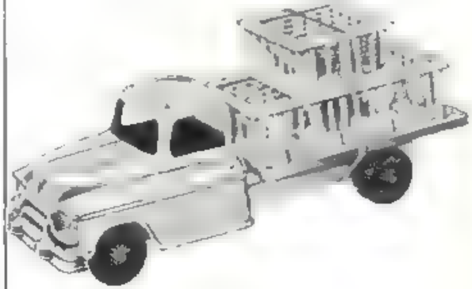
No. 756 HAULER

HAULER . . .
A handy dandy BUCKEYE truck with many special features. Boasts heavy shiny metal front bumpers and safety edges. Removable racks on body.
Size: 6½" high, 5½" wide, 14" long. Individually packed, 6 to a shipper. Weight, 20 lbs.
Each $3.00

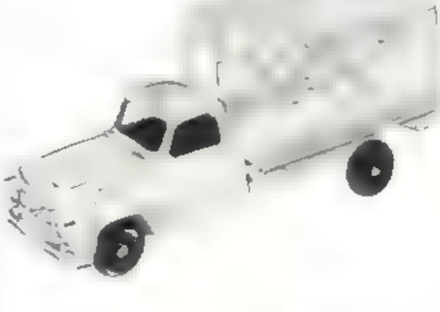


5204—BUDDY "L" POLYSTEEL SUPERMARKET DELIVERY

Load up for delivery . . . Here comes the new Polysteel Supermarket Truck. Cab is soft, safe poly to protect the furniture on route, open hauler is long-lasting steel to carry the load. Brand name merchandise cartons are included for exciting play time. 4 Poly "Non-Mar" tires. Auto-fender steel parts have the Buddy "L" Lasting-Lustre paint finish
Color Azure Blue and Snowshoe White
Dimensions L 13"; W 4⅘"; H 4⅘"
Packing Individ Boxed, 1 Dozen to Carton
Shipping Weight: 17 Lbs. Each $2.00



No. 497—Poultry Truck
Metal. Length 10 inches. Red chassis and truck bed with cream cab. Complete with three poultry crates with chickens and ducks. Black wheels. One in a box, one dozen in a carton. Weight per carton. 11 lbs.
$1.98 Each



No. 498—Fish Hatcher - Metal
Length 10 inches. Packed 1 in a box; 1 dozen to carton. Weight per carton 12 lbs. Red chassis with aluminum trimming. Transparent fish tank complete with "Swimming" fish. Fish net also supplied. Black wheels. $1.98 Each

TUMBLEBUM DICE GAME contains a brilliantly colored plasticized playing board 47¾" x 22¼" . . . plus the tricky Tumblebum Dice Spinner of sturdy, high-impact transparent plastic, complete with giant dice, plastic characters, and play money

No. 824 Combination

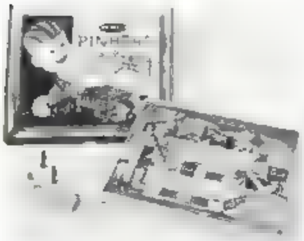
2 #821 Melvin the Moon Man Dice Game

2 #822 Shmo Dice Game

2 #823 Notch Dice Game

Each $4.[illegible]

Pin Head
No. 828



This game is played on the hide and seek principle. Children can't help but love it. Comes complete with dice box and cover. One playing dice, 4 figures, and playing board in plastic frame. Size measures 11" x 13⅞"

$1.98 *Style #828*
Standard Pack 12 only
Shipping Weight 14 lbs.

YOGI BEAR
BALL TOSS
GAME

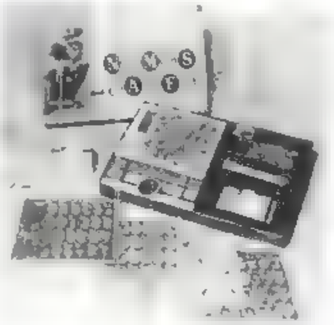
No. 3610—"Yogi Bear" Score-A-Matic Ball Toss Game
19-3/8x11-7/8x3½ in. decorated sturdy plastic figure of Yogi Bear with score-a-matic dial and automatic ball return. 5 assorted colors plastic balls. 6 in a ctn.; wt. 14 lbs.
Each $4.00

HUCKLEBERRY HOUND AND YOGI BEAR BOWLING set

No. 3534—Huckleberry Hound Bowling Set
The perfect bowling game for youngsters. Contains ten 8 in. polyethylene pins in assorted colors, two 3 in. unbreakable plastic balls. 6 in a carton; weight 13 lbs. Each $3.00

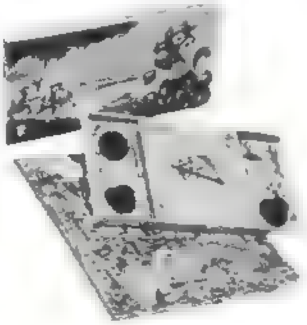
HUCKLEBERRY HOUND
LIDS OFF

No. 3603—"Huckleberry Hound" Bowling Game
A novel action bowling type game. Three 8-1/8 inch molded polyethylene figures are attached to cross bar which is suspended between two posts. 3 separate polyethylene 2¼ lids fit into head. Object is to roll the 2-3/8 in. plastic balls and hit bottom of figures which causes them to spin and knocks off lids. For ages 3-10 yrs. 6 in ctn.; wt. 13 lbs.
Each $3.00



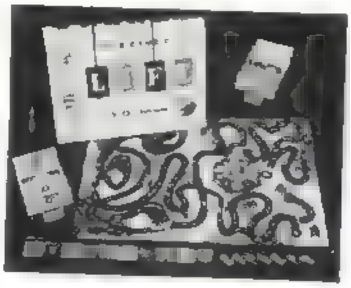
No. 4463—Names and Faces Game
A game of association to challenge your memory. Includes booklet by Dr. Furst "How to Improve Your Memory". Includes four plastic playing boards, plastic containers for calling cards and markers. Game can be played thousands of times because of different combinations. ½ dozen to carton; weight 14 lbs
Each $4.00

No. 2645—The Three Chipmunks — Cross Country Game
Players combine the fun of a game, while obtaining knowledge of the United States. The Three Chipmunks take a coast-to-coast trip and encounter the most amusing hazards. Size 16x8½x1½ in. Ages 6 to 12
Each $1.00

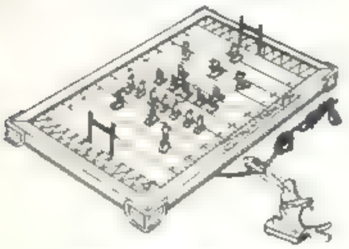


No. 2646—The Three Chipmunks — Acorn Hunt Game
In this game the players try to find the most acorns and then hide them in their realistic tree stumps. There are plenty of thrills and hair raising experiences before the acorns are found. Size 16½x8½x1¼ inch. Ages 6 to 12. Each $2.00

No. 2648—The Three Chipmunks Game Assortment
Contains 4 each of cross country acorn hunt and big record games. 12 in a carton; weight 14 lbs.
Each $[illegible]



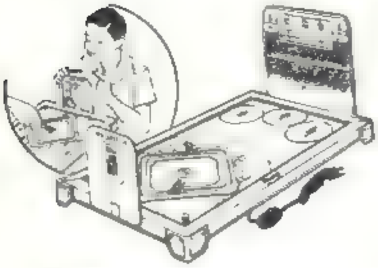
No. 4000—Game of Life
2 to 8 players for ages 10 to adult. Each player starts out on the road of life with a car and $2000. He tries to make a million dollars but may end up in the poor house. 3 dimensional board. 6 in ctn.; wt. 22 lbs. Each $5.00



No. 500—Football Game

3-dimension high impact styrene figures with nylon reeds. Ball can be kicked and passed. Straight-Arming. [illegible] Action galore. The runner actually carries the ball. Sure and simple vibration adjustment. Unbelievably realistic. Players run, kick, pass, fumble, tackle, Score. 8 running backs, 14 crouching linesmen ... a full team of lifelike men in red and a whole team in yellow, all of new high-impact Styrene with easier movement on the electrically vibrating field assured by their scientific Nylon "legs." This is the finest game of its kind, in style, glamour, playing possibilities. Everyone loves it! Colorful new individual display carton. Beautifully lithographed in four colors ... complete equipment, 25x15½ inches ... included ... packed 6 to a shipping carton ... weight 30 pounds.

$[illegible].95 Each



No. 550—Electric Baseball Game

Players actually run the bases. Pitch and bat magnetic ball. Bat lefty or righty. Hit smashing line drives, long flies or bunts. Throw out base runners from where ball lands. Complete equipment 25 by 15½ by 2-1/8 inches. Individually packed, 6 per carton. Weight 27 pounds.

$6.95 Each

No. 530—Electric Sports Car Race

4 realistic plastic sports cars speed around colorful, vacuum-formed plastic track. Sure and simple vibration adjustment. Sturdy metal construction. Box size: 27x16½x2-1/8 in. One-half dozen in a carton; wt. 26 lbs.

Each $[illegible]

No. 149 ROCKETS TO THE MOON

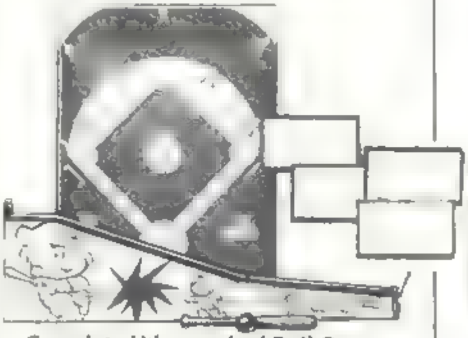
A challenging new game of skill for both young and old Fire the last stage of the rocket from "Cape Canaveral" at the Moon. If the Moon is not struck it will go into one of the Orbits around the Moon. The closer the Orbit to the Moon the higher the score. If a rocket is put into each Orbit then the score is doubled. Clear plastic case encloses brilliantly lithographed full color galaxy, on metal base Individually packed in colorful box. ***Min. shpg. ctn. 12 games. Wt 21 lbs.***

Each $2.00

3385
FUN TRAY

Steel legs unfold to form 21" x 14" metal TV snack tray and bed tray. Complete with accessories and instructions for 75 quiet or activity games. Size: 21" x 14" x 1⅞". Pkg. 4 Dz.—Wt. 40 lbs.

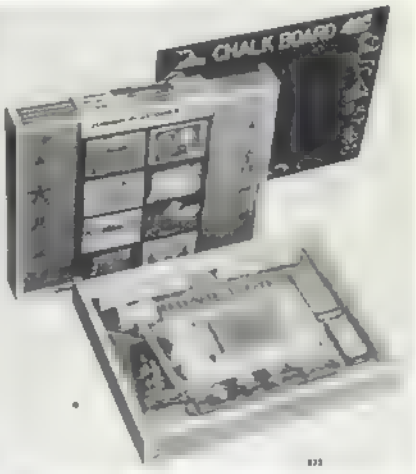
Each $3.00



- Complete Lithographed Ball Game
- Ball and Wood Bat
- Playing Field with Automatic "Run" and "Out" Scoring Disks
- Pad of Inning Score Sheets
- Base Runner "Markers"

No. 1135—Dennis The Menace Baseball Game

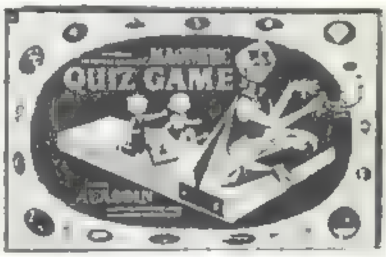
Each $3.00



No. 020—Jumbo Play Chest

A complete kindergarten within a sturdy smoothly finished, peppermint stripe painted wood chest with metal carrying handle.) One side of the chest is a decorated Peg Board, the other a decorated Chalk Board. The inside contains [illegible] Erase Board and [illegible] game. Comes complete with new plastic counting [illegible], [illegible] colored plastic pegs, [illegible], box of chalk, box [illegible] wood [illegible] and instruction sheet. The chest is [illegible]. One dozen to a carton; weight 25 lbs.

[illegible] $[illegible]



3323
BOOK OF KNOWLEDGE QUIZ GAME

Magnetic quiz game with questions and answers prepared by Book of Knowledge. Point Aladdin to question and place him on magic mirror and automatically get an answer. Educational, mystifying. Size: 18½" x 11¾" x 1½". Pkg. 1 Dz.—Wt. 14 lbs.

Each $3.00

No. 3710A—Crayon Book of Games

Contains 15 different game pages 9x7 in. of heavy plastic coated board; 4 magic erasable crayons in box, game spinner, easy to follow instructions. 9x10 [illegible] color lithographed [illegible] varnished wrapped cover. One dozen in ctn., wt. 8 lbs.

Each $1.00

MODEL NUMBER 80 06 0180

Daisy Bull's-eye BB Six Gun and Beautiful top grain leather holster with waist size belt adjustments from 24" to 46-1/2". Includes 25 Daisy 7-A Targets, 2 packs Daisy Bull's-eye BB Shot, tube of gun oil.

Pack: Each in colorful display carton
6 in shipping container
Weight: 21 lbs. 12 oz.

Retail Price: $12.95

MODEL NUMBER 60 06 7026

Daisy Bull's-eye Six Gun Holster.
A Beautiful Top Grain Leather Holster with waist size belt adjustments from 24" to 46-1/2". All metal parts and buckles have Regal gold finish.

Pack: Each in colorful display carton
6 in shipping container
Weight: 11 lbs. 4 oz.

Retail Price: $5.95

CROSMAN – GAS POWERED

Single Action "6" Revolver

Patterned after the frontier revolver. Same balance and pointability. Ruggedly built with blue-black finish and dark staghorn plastic grip.

True fast draw action. Long spur hammer. Positive-stop revolving cylinder holds six Super Pells. A single Giant CO2 Powerlet powers for approximately 50 shots.

High accuracy — precision, button rifled barrel keeps shot groups tight for regulation 25 foot range. One in a box.

Each
No. 6—10-5/16 in.; wt. 2 lbs. $7.95

MODEL NUMBER 80 10 0179

Daisy Bull's-eye BB Six Gun - beautiful 10 - 1/4", 2 lb. single action, 12-shot repeater, with automatic feed. Includes 2 packs of No. 500 Daisy Bull's-eye BB Shot, tube of gun oil.

Pack: Each in colorful display carton
10 in shipping container
Weight: 24 lbs.

Retail Price: $7.95

HAHN "45" REVOLVERS

Powered by Crosman CO2 Giant Powerlet

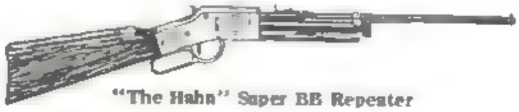
18 BB shots loaded in seconds

Authentic frontier 6-shooter design. Ruggedly built [illegible] die-cast, with old western blue-black finish, durable [illegible] plastic grip.

Special precision barrel, true to [illegible] keeps shot groups tight for competitive shooting at [illegible] range. Easy bull's-eyes at 25 foot range. [illegible] action and feel make the [illegible] the ideal revolver for fast draw practice, or BB target shooting. One in a box.

Each
Hahn "45"—[illegible] in. long; wt. 2 lbs. . . . . $1[illegible]

HAHN



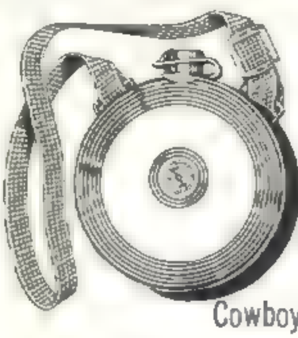
"The Hahn" Super BB Repeater

Exclusive magnetic-swing loading! Positive feed in any position. Loads shots smoothly, instantly, as you flip the lever. Automatic spring-feed tubular magazine holds 30 BB's, refills in seconds. Absolutely trouble-free, can't jam or spill. A short, easy stroke of the lever feeds, loads and cocks with one motion. Visible hammer with safety notch at half-cock. [illegible] gas does all the work. Top target accuracy.

Real gun styling. Grained wood, hand-finished straight grip stock and forearm. Standard blued heavy steel barrel. Heavy die-cast metal receiver and lever, with anti-glare mat finish. One in a box.

Uses standard BB's.

Each
No. 166—34 in. long; wt. 4 lbs. $15.95

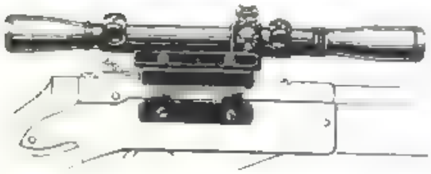


No. 1803
Daisy
Cowboy Canteen

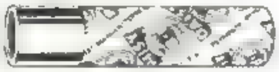
Biggest selling canteen of its kind! Molded, pebble-finish; 6" diameter; pint capacity. Won't break, dent, leak. Non-toxic. With lock-tight cap, shoulder strap

Each in colorful carton.
2 dozen in shipping container
Weight: 10 lbs.

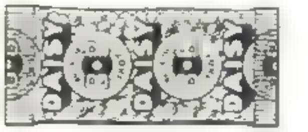
Retails
98¢ Each



No. 303—Daisy Eagle-Eye 2X Scope
A 4-lens system, 2-power magnification. Cross-hairs, adjustable universal mount. 1 inch. Fits all Daisy BB Guns. 2 caps, scope instruction book, mounting fixtures. Each in carton. 10 in shipping weight: 7 lbs. Each $4.98



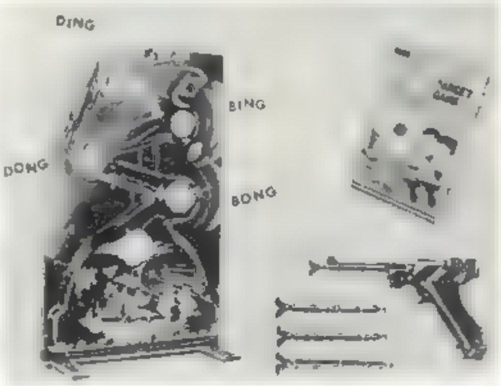
No. 510—Daisy Bulls Eye BB Shot Tube
Copper-coated BBs in color cardboard tube. Daisy quality. [illegible] in shipping case. Weight 3 lbs.
Per tube $0.05



No. 500—Daisy Refill BB Pack
Sell the popular, famed Daisy cellophane pack that gives your shooters more BB's for their money than any other. They're best for Daisy Air Rifles because they are made correct roundness, diameter and smoothness right in the Daisy plant. 100 in shipping case. Wt. 11 lbs.
Per pack $0.05

BAGATELLE
SPACE TARGET

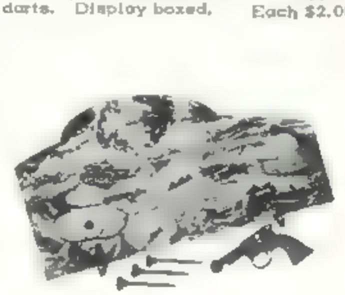
No. 292—
Shoot darts at bull's eye. When hit, a marble is released at the top of the plastic flight path. Marble descends and hits a series of musically toned bells ... bounces through a maze of deflection pegs and finally may hit a 5th bell and settles into a score slot. The full color background is meticulously designed and painstakingly detailed to create tremendous impact for impulse sales. 14½x21 in. board with metal support. Complete with 1 Luger style dart gun and 4 "tru-flite" darts. Individually packaged. One-half dozen to a shipper; wt. 21 lbs. Each $4.00



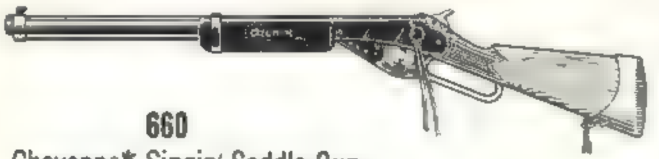
No. 608—Western Style Safety Dart Pistol and Target Set
The beautifully designed colorful box contains two "Six-Shooter" style dart pistols (6¼ in.), four plastic safety darts with rubber suction cup tips and colorful red, white and blue bull's-eye metal easel target, (9½ in. square) in special "open-display" box.
Each $1.29

No. 681—Ball Gum Target
16 prizes. hours of fun! Realistic Action! Hit the Bulls-eye — watch the gum fall into the gum box below. Heavy metal target, lithographed in full color with safe, rolled edges. Includes dart pistol, 3 safe, rubber-tipped darts, prizes & Ball Gum. Size 13¾x16½ in. $2.98 Each

No. 757—Cowboy & Rocket Pop-A-Part Target Ass't.
When the 10x13 in. cowboy target is hit, the bandit's hat flys in mid-air revealing his face and surprised expression. With Knickerbocker 9½ in. Super Dart Gun and 4 safe rubber tipped darts. A direct hit to the 13½x8¾ in. rocket target makes the rocket blast off high into space by spring mechanism. Complete with 7½ in. dart gun and 3 safe rubber-tipped darts. Display boxed. Each $2.00



No. 690—Moving Tank Target (First in Target Games)
Listen to the "Rat-tat-tat-tat" of action targets. Tank travels across a war-like scene, making it's way toward a machine-gun pill box. a direct hit to the tank target explodes the top turret, pops it into the air, and stops all action. A miss-fire allows the tank to proceed to the pill box which then pops off the target showing surrendering soldiers, while a white flag rises in the background. 23x11¾ in. Complete with 7½ in. dart gun and three darts of durable plastic. One in a box. Each $4.98

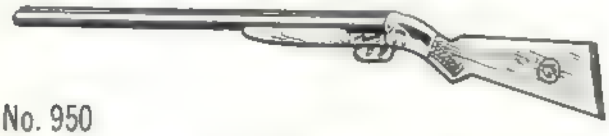


660

Cheyenne* Singin' Saddle Gun

At last—realistic "bullet whine" in a play rifle! This new, sensational, exclusive feature puts this harmless new gun in a class by itself! Pull trigger—gun bangs—"sings" like real bullet—smokes! Named for famed Cheyenne TV-Western. Bronze barrel, receiver; husky forearm, lever; brown stock; silvery hammer. Carbine ring with sueded leather thong; genuine leather boot. "Cheyenne" on forearm. Gun full 32".

One in a box, twelve in a carton; wt. 34½ lbs. Each $4.98



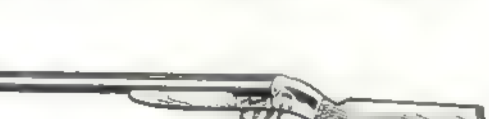
No. 950

Daisy Double Barrel Cork Shotgun

Terrific value! This long 31" gun shoots harmless corks from both barrels. Heavy gauge steel parts are colored in beautiful Daisy gun-bronze. Molded "double gun" style forepiece, stock. Break action cocks both triggers. Sells to Dads wishing to give inexpensive, realistic "field training" to their boys. 6 corks in bag.

½ doz. in counter-tray
shipping container.
Weight 14 lbs

Retails: $1.98 Each



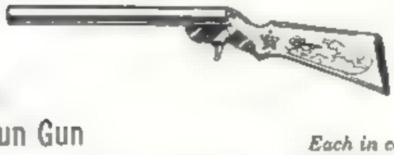
No. 930

Daisy Double Barrel Cork Gun

Best buy in double barrel cork guns! Gun 23¼" long; metal parts heavy gauge steel in Daisy gun-bronze color. Wooden stock. Break action cocks triggers; each barrel shoots corks. 4 corks in bag.

½ doz. in counter-tray
shipping container.
Weight: 9 lbs.

Retails $1.39 Each

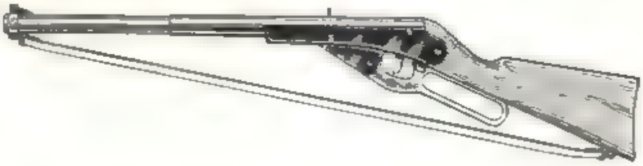


No. 900

Daisy Fun Gun

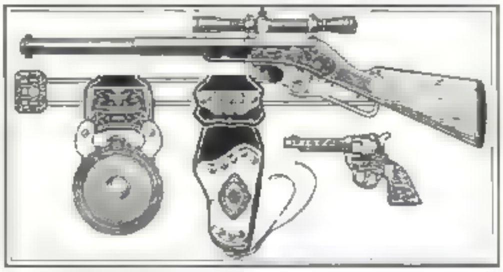
Shoots harmless corks. Heavy gauge steel; molded stock. Break action. Scabbard. 2 corks. Rifle 14" long.

Each in colorful self-display scabbard pkg.
6 doz. in shipping container
Weight. 25 lbs
Each $0.59



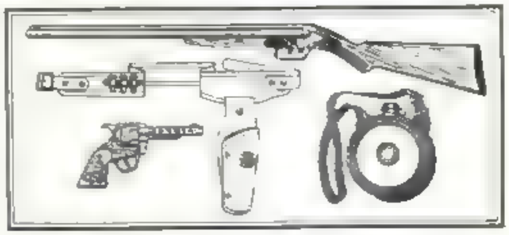
No. 960—Daisy Automatic Smoker

Sturdiest and only steel-made play gun selling at this very low price! Shoots harmless but exciting smoke with loud noise! Exclusive Daisy durability and workmanship, value! Parents' Magazine Commended. Lever action. Sling. 31 inch. Packed six in display-tray-type shipping container. Weight 12½ lbs. Each $2.98



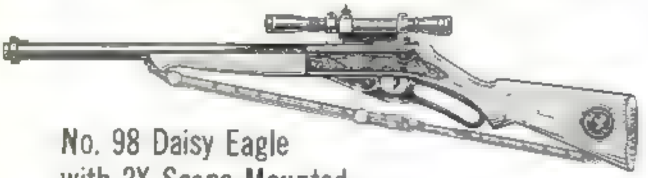
No. 1963—Frontier Scouting Kit

A husky 32 in. Daisy smoke rifle with 11 in. golden magnifying scope mounted! A genuine leather 3-way holster set! A useful non-breakable snap-off canteen! A leather canteen "holster"! A cap pistol! Scope demountable. Thick, golden 1¾ in. tooled belt. Pistol holster in gold and mahogany tooled, studded; big blue jewel on 3½ in. leather-silver ornament. 3 bullets in gold-blue keeper. Metal plate on canteen "holster" in gold-brown design plus turquoise "jewels" effect. Rifle: 32 in. Scope: 11 in. Holster 11½ x 5 in. Pistol: Mustang, 9 in. Display box. Six in a shipping container; weight 33 lbs. Each $8.95



No. 1902—Walt Disney's Elfego Baca Law and Order Outfit

The big 31 in. double barrel cork shotgun is of heavy gauge steel. Break action cocks both triggers! The top grain leather holster, belt are tooled; big jeweled ornament on holster front. Western canteen, sling. Cap pistol. Shotgun: 31 in. Pistol: Pinto 8 in. Canteen, [illegible] in. dia., 1 pint. One-half dozen in shpg. container; weight 23 lbs. 4 ozs. Each $4.98



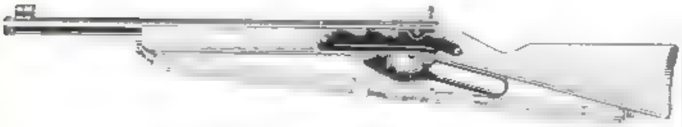
No. 98 Daisy Eagle with 2X Scope Mounted

Hunting style rifle with real 2-power factory-mounted scope, 11"; lens caps. Ramp style front sight; combination peep-and-open rear. The extra-long forepiece and full ovalled stock molded in "custom made rifle" color. Receiver and barrel golden decorated. Heavy, thick top grain leather sling is adjustable. A 1000-shot type 37" repeater.

Each in colorful 2-piece corrugated display carton.

10 in shipping container

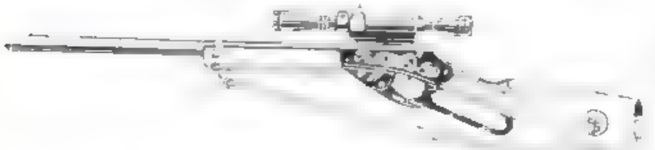
Weight: 56 lbs. $12.95



Target, Lever Action, 850 Shot Repeater

This big, husky rifle with brown, man-sized wooden stock and wooden beaver-tail forearm is the [illegible] lowest-priced target training gun ever [illegible] offers [illegible] shooting in the official NRA 15-foot range to all ages. Thick top grain leather sling [illegible] 3-way front sight, adjustable rear peep sight. [illegible]

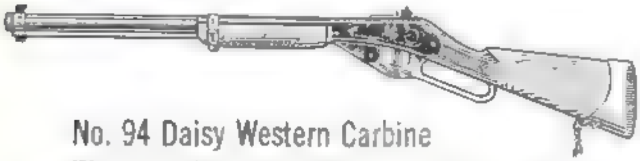
No. 99—36½ in. long; wt. per carton [illegible] lbs. .... Each $14.95



Hunter, Lever Action, 750 Shot Repeater With 2X Scope

A special [illegible] value. Comes with 2-power [illegible] scope factory-mounted plus [illegible] adjustable sling. Adjustable double-notch rear sight, [illegible] chrome-plated carbine band, trigger and swivels [illegible].

No. 88—35 in. long; wt. per carton 35 lbs. .... Each $1[illegible].95



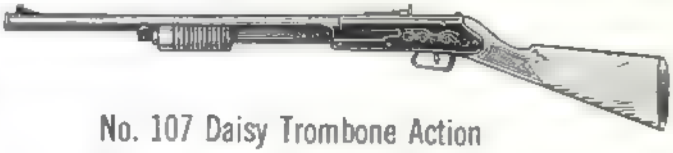
No. 94 Daisy Western Carbine

Western carbine style 1000-shot type lever-action repeater, 35". Lightning Loader feature. Checkered forepiece, stock. Combination peep-and-open sight adjustable for windage, elevation. Bright carbine band, ring, lever, hammer. Golden jacket design; leather boot. Swivels for a sling. Tube gun oil.

Each in gun-case carton.

10 in shipping container

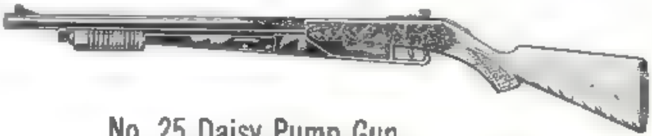
Weight: 33 lbs $7.95 net



No. 107 Daisy Trombone Action

500- shot type slide action repeater, 36". Cocks by sliding forearm straight back. Ramp-type front sight; double-notch rear. Checkered stock; grooved "non slip" forearm. Gold design on receiver. Name "Daisy" in raised metal letters on slide.

Each in gun-case carton
10 in shipping container
Weight. 30 lbs. **Retails:** $7.95 Each



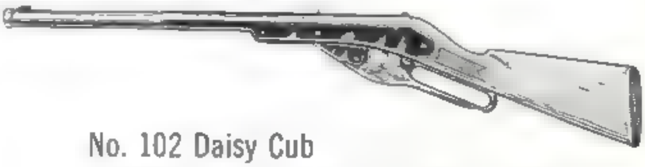
No. 25 Daisy Pump Gun

Take-down model 50-shot forced-feed repeater 37" long. Peep-and-open rear sight is adjustable for windage and elevation; front sight is ramp-type. Jacket has a simulated gold inlaid design. Full oval stock. Famous pump action. Screw-driver (illustrated) for easy gun assembly, take-down.

Each in gun-case carton.

10 in shipping container.

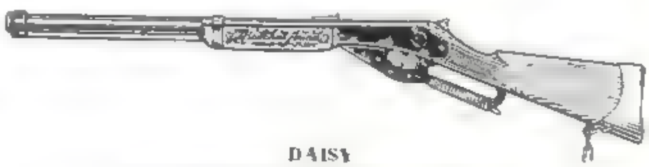
Weight: 40 lbs **Retails:** $9.95 Each



No. 102 Daisy Cub

32 inches long – and every inch a Daisy! 500-shot type lever-action repeater with a checkered, full-fashioned stock. Bright-plated trigger. Big value.

Each in gun-case carton
10 in shipping container
Weight: 24 lbs. **Retails:** $5.95 Each



DAISY

850 Shot Repeater – With Ricochet Sound

First air rifle of this type ever created. Shoots realistic "ricochet bullet sound" with [illegible] or without. The [illegible] sion of a high-power bullet screaming through air starts when trigger is pulled [illegible] high-pitched whine that swiftly fades away. Western styled; carbine ring, [illegible] leather thong and cuff boot, [illegible] hammer. Lever action.

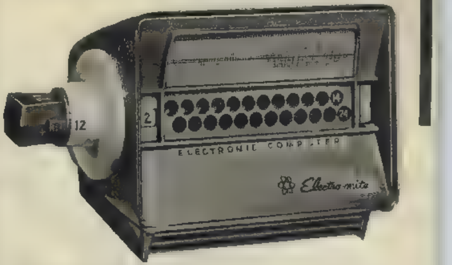
No. 97—35 in. long; wt. per carton 35 lbs. ...... Each $[illegible]

than ever

① **DIAL TYPEWRITER** . . . they'll "type" their own newspapers and letters, even do their homework! Set the dial for any letter, number or punctuation . . . press key, it prints! Hi-impact plastic. Make believe keyboard, movable carriage, tabulator key Metal base 2 ribbons incl.
35 J 5397. 12x10x4 in. high. (3 lb) 4.47

② **ADD-RITE MACHINE.** Adds, subtracts and multiplies figures up to 99,999—just like the office adding machine! Loads of fun, and good numbers training too! Press total bar—answer appears and bell rings. 10x6x2½ in. high.
35 J 5365. (2 lbs. 14 oz.) 2.97

*New this Christmas



Electro-mite "Electronic" Computer

- ✱ **New Fun!** Adds, subtracts, multiplies, divides like big electronic brain
- ✱ **New Features!** Numbers automatically set—impossible to get wrong answer
- ✱ **New Savings!** Save 24% at Spiegel—just in time for Christmas giving

Elsewhere
4.98
3.77

Set controls, push button—light flashes answer just like the electronic brains of big business! Loads of fun for junior tycoons, storekeepers. Helps children of all ages to learn mathematics—especially multiplication tables Numbers mechanically set by wheel and slides—impossible for wrong answer to appear after pressing button. Uses 2 standard penlight batteries, 2 no. 222 bulbs (incl.) Easy to follow instructions About 6x10x5 inches high.
35 J 5364. (1 lb. 14 oz.) 3.77

CHALK BOARDS

ACTUAL SIZE OF TYPE

EASEL SLATE BOARD. . natural slate blackboard with drop-down 15x11-in. writing surface—can be used as desk' Pine frame. 8 charts on scroll top. 41 in. high. Chalk, eraser incl. Mailable.
W36 J 4624. (13 lbs.) 3.97

WALL CHALK BOARDS. Genuine Visuaplate, Green board recommended by educators. Aluminum frame and chalk rail Chalk, eraser included Smaller sizes mailable, 48x36-in. size freight or express
R36 J 4614. 24x18-in size ,5 lb) . 2.88
W36 J 4615. 36x24-in. size. (10 lb) . . .4.88
M36 J 4623. 48x36-in. size. (11 lb) 8.88

DELUXE TYPEWRITER . . . new 1960 President toy model "Executive style" characters, long-wearing nylon type Letters arranged in standard keyboard sequence Fingertip spacer, shift keys Ball-bearing carriage Standard ½-in ribbon Custom vinyl dust cover Deluxe two-tone styling Typewriter size: 10½x10½x4 inches high. Mailable (8 lbs.)
R36 J 5356. Typewriter and cover. 14.88

follow the Satellites

SEE HISTORY
IN THE MAKING!

SKY VIEW
OBSERVATORY

Only 7.87

1 **STARMASTER 100 power telescope for the whole family!** Precision-ground 3-in. objective lens. 2 eyepieces—100X hi-power; 50X wide-field. Accurate, feather-touch control; reflecting mirror. White fiber tube; steel mount, tripod put scope at 4-ft. viewing height. 32-in. long. Instr Mail.
R36 J 5103 (8 lbs.)........15.77

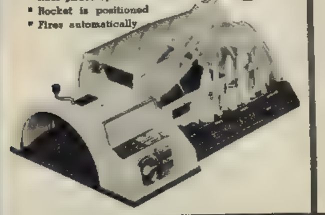
With vinylite zippered case.
R36 J 5104. (9 lbs.)..........17.94

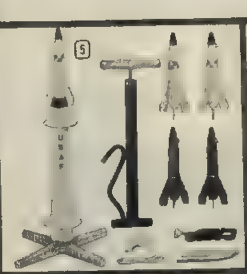
2 **STARMASTER 80X Telescope.** Study the planets! 2 eyepieces high power 80X; broad-viewing 40X. 2½-in. reflecting mirror. Viewing height 3-ft. on steel mount, tripod. 27-in. long. Instr
R36 J 5105. Mail (6 lbs.)....9.97

With vinylite zippered case.
R36 J 5106. (7 lbs.)..........11 97

3 **SKY-VIEW OBSERVATORY** with 20X telescope. Locate all planets, 33 constellations; track satellites in orbit. Easy to use . . . just set dial to date, time and constellation. Sky map aids identification. Incl.: compass, penlight (battery not incl.), chart for planets thru 1970, instr. Blue and White with Aluminum finish. Mailable.
R36 J 5107 (5 lbs.)....... 7.87

- Warning siren sounds
- Roof glides open
- Rocket is positioned
- Fires automatically





4 **YANKEE DOODLE Rocket Test Center** Attach satellites to rockets and thrill to the launching of a Thor, Atlas or Titan! Sound warning—pull lever, roof opens slowly. Press lever, platform raises into position. Dial indicates "ready" and count-down begins! At zero, rockets fire automatically. Hi-impact plastic; use 2 "D" batteries (see page 386). 18x12x8 in. high. Mail
R36 J 5526. (5 lbs.) ...7.94

6 **ROCKET LAUNCHER.** Turn the crank, watch the count-down, hear radar beeps and wail of warning siren as you launch a crane-positioned Thor, Atlas or Jupiter rocket. Durable, hi-impact plastic, 21x10x16½-in. high. Three 8-in. soft-nosed rockets. Mailable.
R36 J 5144. (4 lbs.).... 4.94

5 **MATTEL H_2O MISSILE.** Safe 2-stage rockets, energized 3 ways: water, air or water-air blend. Hi-flying 2nd stage leaves booster in mid-air, returns to earth with a "bang" as cap (not incl) explodes in rubber warhead. Four 8½ in. missiles, 15½ in. booster, launching pad, air pump, garden hose adapter, hand launcher. Hi-impact plastic. Mail.
R36 J 5100. (6 lb).....7.87

7 **INTERCEPTOR.** Launch a satellite, track its flight; adjust rocket control angle, fire rocket—knock it out of orbit! Remote control . . . uses 2 "D" batteries (see pg. 386). Hi-impact plastic. Incl: 3 satellites, 4 soft-tip rockets. Mailable.
R36 J 5149. (5 lbs.)....6.87

No. 10011 ERECTOR — THE BEGINNER'S SET

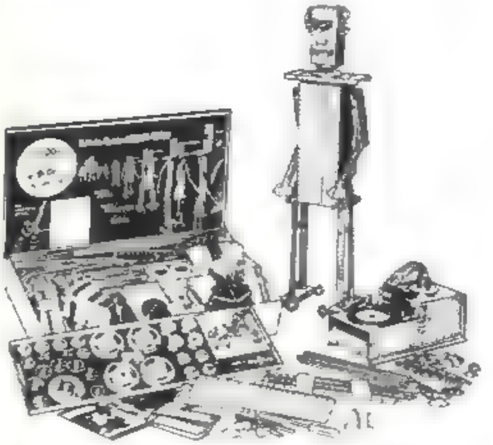
Smartly packaged and priced for volume selling! Attractive 4-color tube newly designed for '59, offers high visibility shelf display, yet is compact and easy to store. Assortment of parts sufficient to make dozens of models, including Racing Car, Robot, Tank Truck, Water Tower and others. Tube itself used in many models, like robot and towers. Illustrated instructions. Tube 11" high, 3½" diameter. Packed 12 per carton. Shipping weight 16 lbs.
Each $1.98

No. 10021 ERECTOR — THE YOUNG BUILDER'S SET

Self-displaying, self selling! Bright new label gives this compact tube set real consumer appeal. Quantity of girders, wheels, pulleys and other parts to build Cranes, Army Jeep, Robot, Derrick and many others. Illustrated instruction sheet printed both sides shows dozens of models. Tube 12" high, 4½" diameter. Packed 12 per carton. Shipping weight 28 lbs.
Each $2.98

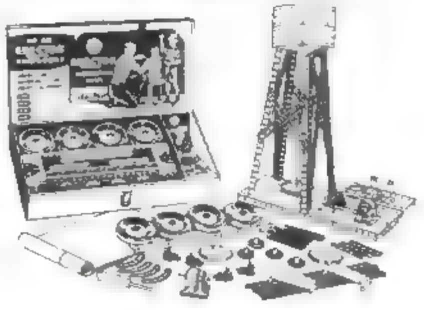
No. 10032 ERECTOR — THE ENGINEER'S SET

Big 14" high tube packed with big assortment of Erector parts to build Swept-back Wing Jet Fighter, Rockets, Mobile Radar Unit, Rocket Launcher Platform, Robot and many others. Bright blue, red and yellow tube designed to attract attention wherever displayed. Easy to handle, easy to ship, handy to store. 14" x 5" diameter. Packed 6 per carton. Shipping weight 19½ lbs.
Each $4.98



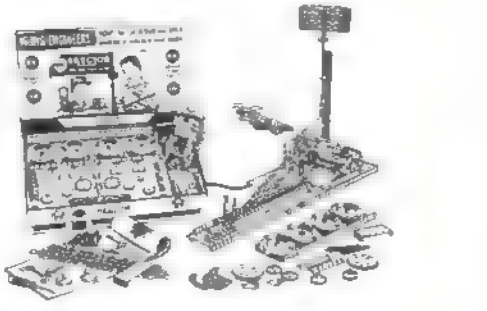
No. 10093 ERECTOR — THE MASTER BUILDER SET

Build a record player that actually plays any standard 6" record at 78 RPM! Or, build a giant Robot that walks by itself with this finest of all Erector sets that's crammed with huge assortment of parts — over 38 lbs. — to make Jets, Texas Tower, Satellite Scanners, Rocket Launcher, Cranes, Hoists and multitude of fascinating models. Set has two motors, including one with forward and reverse speeds, 2 power take-offs and 4-position gear shift. Steel chest is 24¼" long, 14¼" wide, 4" high. Packed individually. Shipping weight 39 lbs.
Each $74.98



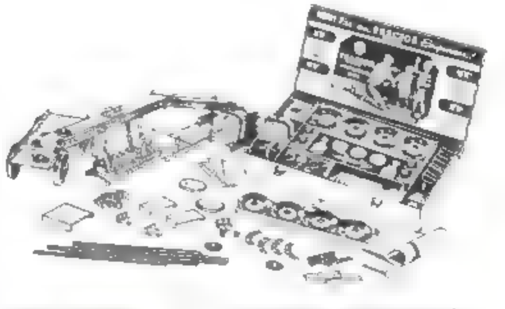
No. 10042 ERECTOR — THE AUTOMATIC RADAR SCOPE SET

Big sturdy steel chest, beautifully designed for attractive parts display and with striking lithographed outside cover. Completely re-packaged, inside and out, for maximum sales appeal. Set has DC-3 battery-operated electric motor to put action into many models. Two tiers of parts, enough to build Radar Scanner, Airplane Ride, self-propelled trucks, Cranes, Jet Aircraft and others. Chest 16¼" long, 10½" wide, 3" high. Packed 6 per carton. Shipping weight 37 lbs.
Each $9.98



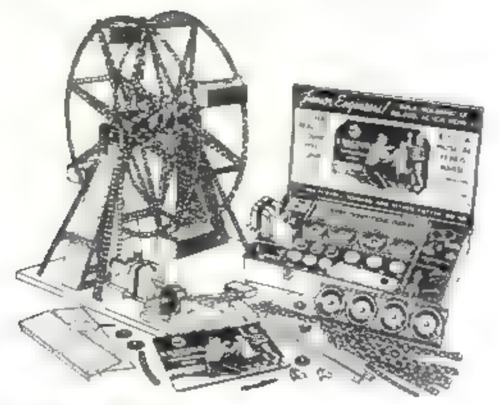
No. 10053 ERECTOR — THE ROCKET LAUNCHER SET

Brand new packaging and parts arrangement! Handsome outside lithographed cover on big steel chest, sides and ends of box represent factory which can be used with many models. Powerful electric motor has forward and reverse gear shift plus two power take-offs. Models built with set include Rocket Launcher that raises, lowers and fires rocket into space, plus Trucks, Cranes, Rocket Servicing Tower and others. Packed 3 per carton. Shipping weight 28 lbs.
Each $18.99



No. 10063 ERECTOR — THE AUTOMATIC CONVEYOR SET

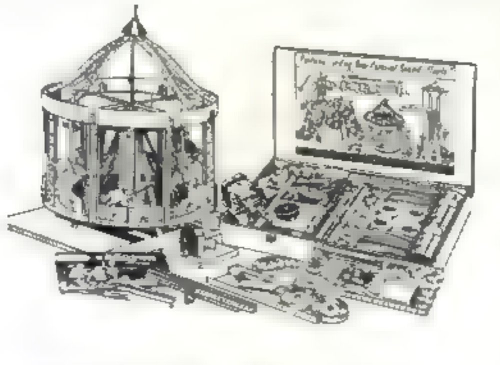
Hours of fun with the ingenious automatic Materials Conveyor — built with this set — that moves parts by means of a long, endless belt and unloads them automatically into waiting cart! Steel Chest has beautiful new outside lithographed cover, new interior display tray and re-packaged parts arrangement, in two separate tiers. Powerful electric motor has forward and reverse plus two power take-offs. Outfit makes Dockside Hoists, Robot, Rocket Towers, Airplanes and many others. 18½" long, 10⅛" wide, 2⅞" high. Packed individually. Shipping weight 11 lbs.
Each $24.99



No. 10073 ERECTOR — THE MUSICAL FERRIS WHEEL SET

Re-packaged and re-designed from top to toe! Extraordinary Sound Effects Unit (record player and reproducer) permits addition of carnival music to amusement park models or construction noises (air drills, riveting, etc.) to other models. Electric Motor with forward and reverse speeds and power take-offs provides power. Nearly 18 lbs. of parts for building of hundreds of interesting models, including Rockets, Jets, Launching Platforms, Cranes and many, many others. Sound unit plays 6" records at 78 RPM. Steel chest with attractive lithographed cover is 20¼" long, 12¼" wide, 2¾" high. Packed individually. Shipping weight 18 lbs.

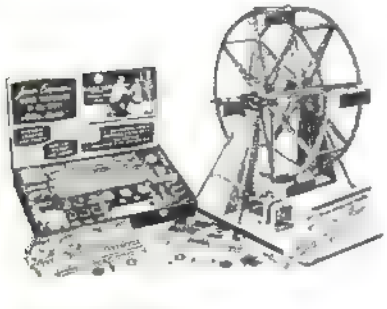
Each $34.98



No. 10083 ERECTOR — THE AMUSEMENT PARK SET

Amazing new Sound Effects unit reproduces carnival music to add realism to Merry-go-Round, Parachute Jump, Airplane Ride and similar amusement park models or construction sounds for such models as Cranes, Hoists and Derricks. This giant set has nearly 28 lbs. of Erector parts in dazzling variety and features powerful Electric Motor with forward-and-reverse plus 2 power take-offs. Also has Electro-Magnet for lifting metal parts. Set builds all models that can be made with smaller sets, including Automatic Conveyor, Rocket Launcher, etc. Steel chest 22" long, 13⅛" wide, 2¾" high. Packed individually. Shipping weight 29 lbs.

Each $49.98



No. 10074 ERECTOR FERRIS WHEEL SET

Nearly 18 pounds of parts — over 600 — to build hundreds of interesting models, including [illegible] Ferris Wheel, Satellite Tracker, Rockets, Jets, many more

Electric Motor with forward and reverse speeds and 2 power take-offs

Instruction Manual with full-color cover gives easy-to-follow directions

Chest — brightly lithographed steel — is 20¼" long, 12¼" wide, 2¾" high

Packed individually. Shipping weight, 18 lbs.

Each $37.98

No. 10037 ERECTOR MOTORIZED REMOTE CONTROL SET

New larger set has battery operated ELECTRIC MOTOR for ACTION!

Remote electric control box

Many additional pieces to make greater variety of models including Motorized, remotely-operated elevator

Tube is 13¾" high, 5" diam. Packed 6 per carton.

Shipping weight, 24 lbs. Each $7.98

No. 10020 SPACE AGE ERECTOR

No glue or tools or plastic cement required to build models to be proud of!

Build late model aircraft such as B58 Hustler, Lockheed Jetstar, F11F Tiger Fighter

Build Space Age missiles such as Little John, Regulus, Hawk, Corporal — as well as Sputnik!

New, colorful red, white and blue tube is a real attention getter. 11½" tall, 3⅛" diam.

Packed 6 per carton. Shipping weight, 6½ lbs.

Each $2.98

No. 10030 SPACE AGE ERECTOR

Larger set with many more parts to make greater variety and complexity of models

Build exciting 4-engine bombers, fighters, rockets, missiles — with smooth, colorful plastic shapes

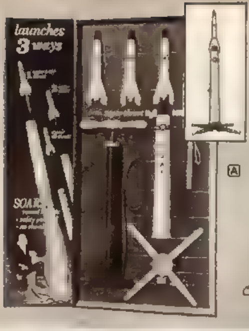
Removable labels permit marking with authentic insignia

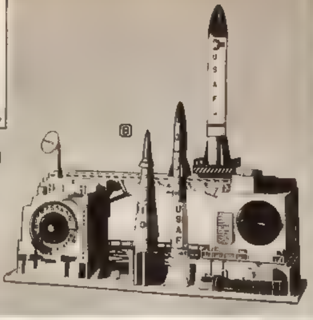
Illustrated instruction book shows how to assemble many models, but these are only starting suggestions — variety of combinations is virtually unlimited

Colorful tube is 14¼" high, 3⅝" diam.

Packed 4 per carton. Shipping weight, 7½ lbs.

Each $5.98



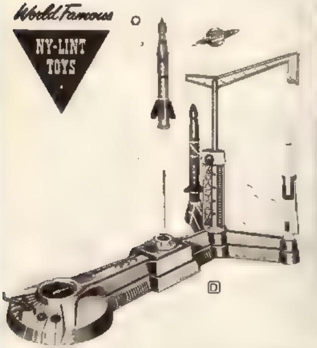


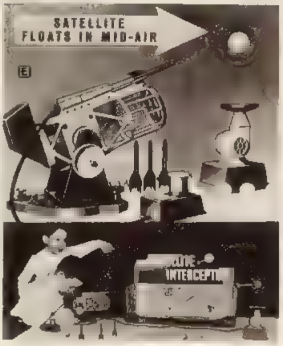
C
HOW TO FLY YOUR AERO JET RANGE ROCKET

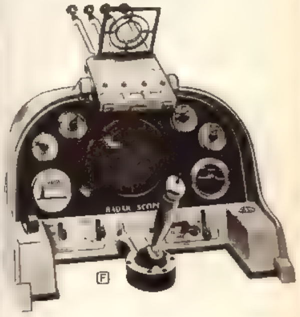
(A) MATTEL SUPER-THRUST H20 MISSILE SET—2-stage missile with included Air Pump and special adapter for extra thrust, greater heights! Launches by water, air or water-air combination. Set includes complete 2-stage missile, 3 extra rockets, hand launcher, launching pad. 24" high missile.
1T470X665 4 lbs. .. .. Retail $10.00

(B) IDEAL "COUNT DOWN" ROCKET SET—Radar screen scans sky constantly and emits radio signal when turned on, flat car moves rocket to pad, fuel control winds up and indicates distance to planet; lever for count down fires rocket when count is finished. With Moon Missile, Lunar Probe and Giant Atlas rockets.
1T469X865 Less batteries ....Retail $13.00

(C) FLYING ICBM MISSILE X-300—Flies 150 to 300 ft on 12-15 energy pellets Safe!—rubber-tipped and non-explosive. With missile, launcher, funnel, water cup, large supply of pellets and instructions. 11" missile, 17¾" long overall
1T468X335 . ...Retail $5.00
(1T468X301 in lots of 3)







(D) NY-LINT COUNT-DOWN ROCKET LAUNCHER—Fully mechanical and safe. Raising, rotating gantry crank places missile in firing position. Turn crank, count-down begins; beeps sound—stand-clear sign goes up; siren whines, rocket fires! 3 rockets.
1T471X397 21" long, 16½" high.......Retail $5.98

(E) SATELLITE DESTROYER—Satellite floats in mid-air by battery-operated jet-stream. Satellite destroyer with telescopic tracking and aiming shoots missiles to knock out satellite.
1T472X530 Less batteries. 3 lbs..........Retail $7.98
(1T472X477 in lots of 3)

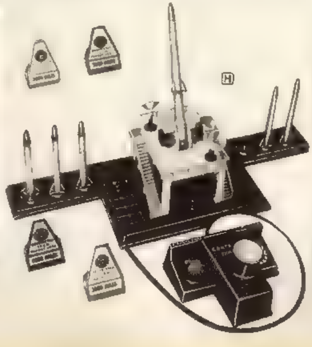
(F) IDEAL FIGHTER JET—Young pilots control plane from battery-operated instrument panel. When "airborne" plane flies by radar with control stick—flashes red when off course. Working dials, gauges. Four rocket guns actually fire at 6 moving targets.
1T473X1330 9 lbs. Less batteries .Retail $20.00
(1T473X1197 in lots of 3)

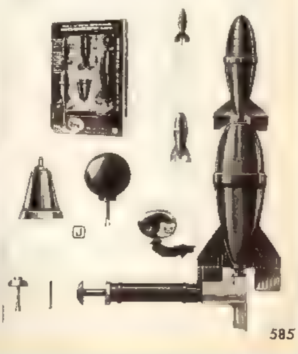
(G) PARK'S PARACHUTE ROCKET—Air injection pump shoots water-fueled 13" rocket 150-ft. in air At peak of flight, nose cone opens releasing parachute and space man back to earth.
1T474X197 ....Retail $3.00

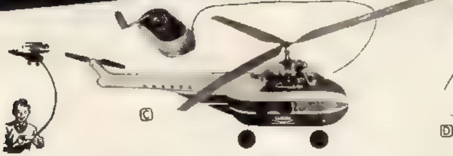
(H) JET AIR MOON ROCKET LAUNCHER—Remote control jet-air launches safe rubber-nosed missiles 30-ft into air at touch of button. No batteries or springs. Has countdown knob control, adjustable angle.
1T475X197 . . . .Retail $3.00
(1T475X177 in lots of 3)

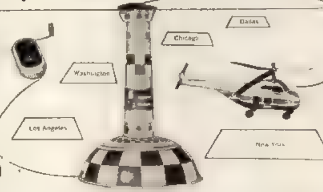
(J) PARK'S TWO-STAGE ROCKET—First stage rocket soars to 100-ft.! Second blasts off to even greater heights! Includes booster 1st stage rocket, 2nd stage rocket, and 2nd stage satellite. Plus fuel funnel (uses water as fuel), air pump.
1T476X197 ....Retail $3.00

PARACHUTE ROCKET
G







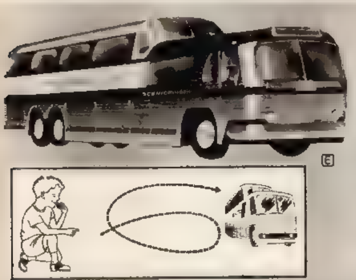


(A) ELECTROMIC JET PLANE—12" long, battery-powered, push-button control, Control-Line Flying plane. Actually takes off, climbs, dives, loops, flies inverted, does stunts. Plastic Less batteries. 14" wing span.
1T478X335 .. Retail $5.00
(1T478X301 in lots of 3)

(B) WEN-MAC ELECTRA MUSTANG—Prop-driven, battery-powered plane with 4-speed throttle control. Idles, taxis, takes off, races—indoors or out. And you are the pilot! Break-resist plastic Less batteries.
1T477X397 . ... Retail $6.00
((1T477X357 in lots of 3)

(C) CRAGSTON HELICOPTER—Remote controlled! Operated by exclusive Arnold, U.S. patented remote mechanism for safe, thrilling, realistic action 6" long—an action-packed toy.
1T480X135 . .. .Retail $2.00
(1T480X121 in lots of 3)

(D) CRAGSTON CONTROL TOWER with FLYING HELICOPTER—9½" high airport control tower is home of 6" flying helicopter. 30" long control cable puts helicopter through its paces by a simple crank.
1T479X265 .... Retail $4.00
(1T479X238 in lots of 3)



"DRAG STRIP"
MACH JET
RACING CARS
F

(E) SONAR-GUIDED GREYHOUND SCENICRUISER—With audio-magic control whistle; the unique sound control system that eliminates wires, connections, etc. and is truly remote control. Authentic. 18" long! Less batteries.
1T481X665 . . ..Retail $10.00

(F) PAGCO JET "DRAG STRIP" RACING CARS—Complete 50-ft. "Drag Strip" with all accessories. 2 ready to run Jet Racers with drivers, powerful spring motors; 2 racing tethers; 4 spikes. Hi-impact
1T482X465 ....Retail $6.95
(1T482X418 in lots of 3)

(G) SOLAR-GENERATOR EQUIPPED, VAPOR-VENTED SPACE HELMET—Durable, comfy space globe weighs only 9 ounces! Straps to shoulders to stay put Vaporvent at mouth, spinning generator at antenna base.
1T483X335 ....Retail $5.00
(1T483X301 in lots of 3)

(H) ELECTRONIC TWIN TRAIN SET—Mysterious—operates on 2 batteries (not included) Includes 2 sets of trains each with Diesel locomotive, 2 cars. 2 switches, station, powerhouse, tunnel.
1T484X397 28¼" long. 5½ lbs. . ... Retail $5.98
(1T484X357 in lots of 3)

(J) CRAGSTON DC-8 JET—13½" long, battery-driven, remote-controlled DC-8 Pan Am Jet has 4 lighted jet engines and actually goes forward. Plane turns to change directions when going in reverse 4 jets light up when in operation.
1T485X197 . .. . .Retail $3.00

(K) STRUCTO EXPLORER-VANGUARD TRACKING STATION—Battery operated [illegible] screen shows satellites circling earth. 2 warning lights blink on-off; telegraph key on control panel buzzes. Blinker tower flashes. 10" high. Less batteries.
1T486X197 ....Retail $3.00

WOODHAVEN
H

PAA
PAN AMERICAN
N-8000
J

EXPLORER N VANGUARD
TRACKING STATION
K

Action-Packed

for lots of fun!

Ⓜ **CHEYENNE SINGIN' SADDLE GUN OUTFIT** by Daisy. Hear the singin' sound of a bullet ricochet! See smoke! Get a loud bang! It's the only play rifle with all 3 features. Lever-action carbine has "Cheyenne" printed on forearm. 32" long with metal barrel, plastic stock, ring, leather boot, sling. Embossed top-grain leather belt and holster hold a cap-firing pistol. Plastic canteen, adjustable leather shoulder strap.

89-5227 B695 Cheyenne Gun Outfit **$9.95**
89-5383 B350 Singin' Rifle only...... **4.98**

Ⓝ **U.S. INVADER SET.** Features a 6-in-1 Gun that converts for use as a pistol, burp gun, rifle, etc. Shoots harmless pellets. Hand grenade is a combat replica—fires any standard paper cap. Helmet is covered with camouflage net; has insignia, adjustable head band, chin strap. Mess kit opens to 2 trays. 16-oz. polyethylene canteen. Pellets, plastic knife, fork, spoon.

89-8452 B560 Invader Set.. ....**$7.98**
89-8460 B280 Gun and Pellets only... **3.98**

Ⓟ **BAT MASTERSON OUTFIT.** Everything but Bat's swagger—and we're sure his young fans will supply that! Here are his fancy duds: a gold felt vest studded with black stars—and a two-piece twirling cane with gold-plated trim. The genuine leather single holster is just like the one he wears. It packs a repeating cap pistol with simulated stag handle. Adjustable leather belt with big Western-style buckle is loaded with silvery just-pretend bullets.

89-7454 B350 Bat Masterson Outfit. **$4.98**

Ⓡ **MUSTANG "500" Continuous Shot Pistol.** Fast firing 3 ways. Shoots Fury 500A roll caps by trigger, hammer or fanning. Smokes as it brings down the "outlaw." 1-foot long! Engraved, triple chrome plating Simulated bone grip. Breaks open for loading.

89-7371 B210 Mustang "500" Pistol. **$2.98**
89-7314 B69 Ten 500-Roll Caps..... **1.00**

Ⓢ **"PAINT" MINIATURE PISTOL.** Flip-out cylinder for true-to-life loading of a single cap cartridge. Engraved chrome plated barrel. Simulated bone grip. 3½" long. Plastic belt clip, 2 extra cartridges.

89-7405 B69 Miniature Pistol........**$0.98**

Ⓣ **JET AUTOMATIC REPEATING RIFLE.** Fires 6 harmless plastic balls on 1 loading! Just put balls in muzzle and shoot. Safe, won't hurt children or break glass. Polished aluminum barrel, plastic stock.

89-6340 B210 Rifle, 29" long.... ...**$2.98**

Ⓥ **FURY MACHINE GUN.** Fires a whole 500-shot roll of caps continuously! Makes a big bang with or without caps. Removable firing cylinder. Futuristic engraving on metal parts. Plastic stock, grips. 32" long. Uses 4 "D" batteries* (not included).

89-7421 B695 Fury Machine Gun....**$9.98**
89-7314 B69 Box of Ten 500-Roll Caps **1.00**

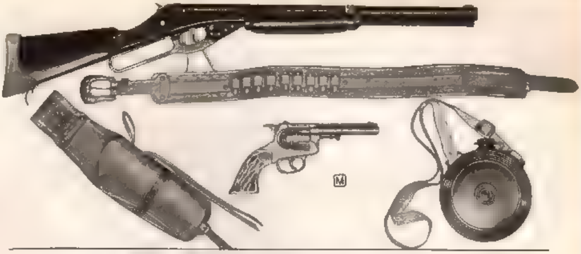
**See page 302 for batteries.*

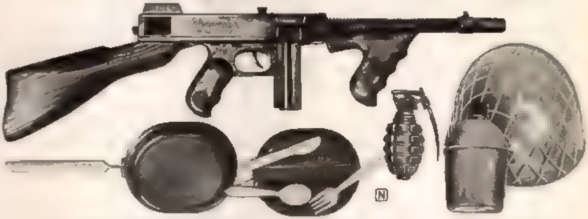
Ⓦ **DAISY SUPER SCOPE SMOKE RIFLE.** Shoots harmless smoke, makes a loud report. 11" magnifying scope brings "big game" in clear view. Plastic stock. 32" long.

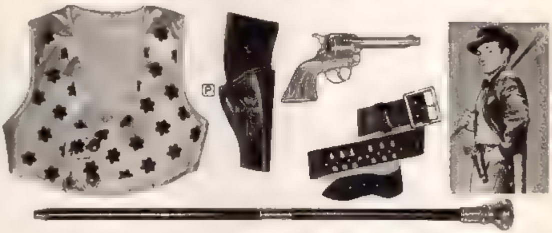
89-5201 B350 Super Scope Rifle **$4.98**

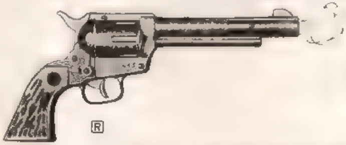
Ⓧ **TEXAS JOHN SLAUGHTER CAP RIFLE** by Daisy. Like the carbine carried by Walt Disney's TV hero. Shoots roll caps with a loud report. Catch near trigger releases chamber for loading. Metal barrel, plastic stock with Texas John designs.

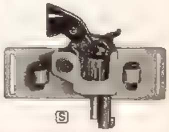
89-5391 B140 Rifle, 28½" long...... **$1.98**

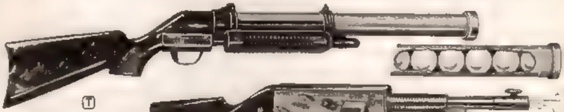


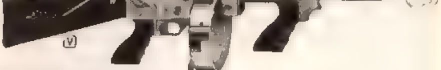


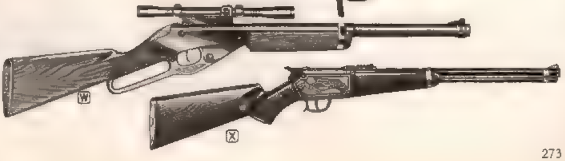


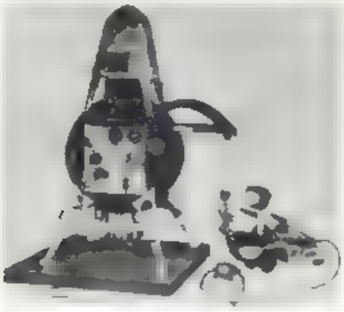




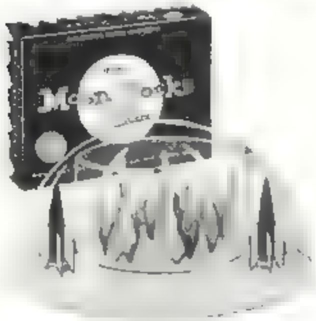








No. 4803—Astro Base
21½ in. high. Consists of a space ship and a remote controlled, take-apart scout car, viewing screen. By pressing button, he activites machine gun noises and flashing lights on screen. Loads and unloads. Scout car is equipped with wire for wire maneuverability in a room, and is operated from control panel. Two heavy duty carbon brush motors operate on standard flashlight batteries. 3 per carton; wt. 35 lbs.
Each $20.



No. 5360—Moon Rocks
A fascinating outer space garden in a matter of minutes. Brilliant colors! Fantastic shapes! Complete with magic Moon Rocks, magic solution that makes them grow, plastic moonscope, dome, interplanetary man, and rockets. Size 10x7x4 inches. Weight doz. 15 lbs. Each $2.00

Style #800, Standard Pack 12 only (2 display racks). Shipping Weight 6 lbs

JUPITER SIGNAL GUN

IN CASE OF "EMERGENCIES"!

No "soldier," "sailor," or "airman" is safe without one! With the Jupiter Signal Gun he can alert his comrades for action! Gun includes 2 batteries, bulb and electric buzzer, dual telescopic sights, electronic color beam, adjustable turret for choice of 4 colors. Packaged 6 on a self-service display rack.
Each $2.00

No. 135—Hand Granade
The hand grenade is an authentic replica of the actual grenade used in combat, designed to fire any standard "paper cap." It is absolutely harmless to play with. The grenade body is made of non-breakable polyethylene with heavy-gauge steel firing mechanism. Poly bagged individually, packed one dozen; wt. 6 lbs.
Each $1.00

Marine Raider Pup Tent
No. 305

PUP TENT

A "MUST" FOR MANEUVERS! Made of water-resistant duck tent material. Comes with metal stakes, wood center poles, tie ropes. 36" high, 42" long.

Style #305
Standard Pack 6 only
Shipping Weight
11 lbs. per carton

$4.98 retail

Marine Raider Pup Tent
and Camping Set
No. 306

Just what the youngsters need for "roughing it" in true Marine tradition! Contains pup tent, with all accessories plus helmet with net, canteen, mess kit, knife, fork, spoon.

Style #306
Standard Pack 6 only
Shipping Weight 31 lbs
per carton

$7.98 retail

No. 168—U. S. Air Force Set
The entire ground crew is included in this new set. Personnel consists of aviators, mechanics, officers, signal men, bomb loaders, maintenance men, etc. Jeep with driver, pup tent, flag and holder are included. Made of unbreakable polyethylene and detailed on a 3 inch scale. Packed in sturdy cellothene bag, with colorful illustrated header of jet pilot and air corps insignia. Packed four to chipboard box.
$3.98 Each

Marine Raider
Helmet, Mess Kit and Canteen
No. 304

Really rugged. Contains, hi-impact plastic helmet, canteen, mess kit, knife, fork, spoon. Six in a carton; wt. 11 lbs. Each $2.50

Marine Raider Mess Sergeant
No. 302

MESS SERGEANT

Contains
hi-impact plastic
canteen, mess kit
knife, fork, spoon

Style #302
Standard Pack
12 only
Shipping Weight
11 lbs. per carton

$1.49 retail

Marine Raider Canteen
No. 709

Young leathernecks love 'em! In Poly Bags with printed header

Style #709. Standard Pack 3 doz. bulk pack. Shipping Weight 7 lbs. per carton. **59¢** *retail*

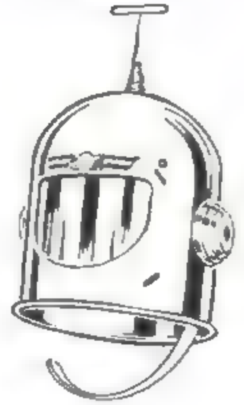
Helmet (with Net)
No. 409

HELMET

REAL G. I. STYLE! Sturdy hi-impact plastic. Adjustable to fit all head sizes

Style #409. Helmet with net. **98¢** *retail*

No. 4201—Steve Canyon Jet Helmet
Replica of official Air Force helmet [illegible] styrene with a lift-up transparent plastic sun visor and simulated [illegible] oxygen mask. [illegible] also serves as voice transmitter [illegible] instructions. Adjustable to all head sizes. Six in a carton; wt. 10 lbs. Each $3.00



MIRRO HELMET

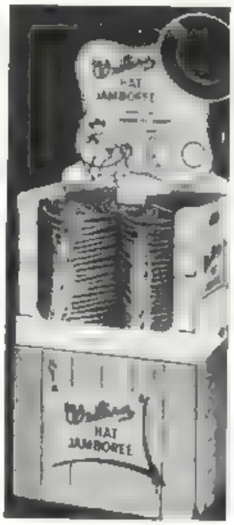
Just the toy for future space explorers, today a number one subject in every neighborhood. Made of durable, rustproof aluminum with adjustable straps for proper fit. Cosmic ray Protecto shield lets wearer see out, yet no one can see in. Real looking spring antenna and built in make believe ear phones. Colorfully labeled. Packed in printed shipping carton.

Number	Ship. Unit
4150MT	1 only — 1½ lbs.

Each $[illegible].95

No. 4203-6—Col. McCauley Space Helmet
An authentic replica of U. S. astronaut helmet. Made of white Fortiflex with a lift-up transparent plastic face shield, a microphone mouthpiece with voice vibrator and a novel [illegible] plate. Air Force emblem and McCauley name. Interior webbing adjusts to fit all head sizes. Six in a carton; wt. 12 lbs. Each $4.00

No. 4204-4—Hot Rod Crash Helmet
Made of sturdy, unbreakable white Fortiflex with safety chin strap. Racing flags and "Hot Rod" imprinted on helmet. Interior webbing adjusts to all head sizes. 6 in a carton; wt. 8 lbs. Each $2.00



No. 652—Saddle Horn Western
Made of new felt material. Embroidered crown, notched plastic binding, chin cord and slide. Sizes: small, medium or large. Colors black, red and sand. 1 dozen in a box, 4 dozen in a display unit.
Each $0.98

No. 1050B—Texas Bulldogger
100% new wool. Concealed wire in brim for self-forming, grosgrain ribbon around crown with buckle. Sizes: small, medium and large. Colors black and sand. 1 dozen in a box. Each $2.00

INDIAN CHIEF COMBINATION SET

CONTAINS: TOM-TOM, size 7⅛" high by 5⅛" Diam. Made of sturdy metal, lithographed with colorful Indian pictures. Two tone heavy rubber skins. Colored plastic lace. 2 mallets. Large BIG CHIEF INDIAN HEADDRESS with colorful feathers sewed on Indian designed Band

Doz. in Master Carton

Wt. 18 lbs.

$1.98 Each

241 "Colt" Detective Special (single shot) Length 4 3/4 inches. Individually boxed, with full acetate lids. Packed 1 dozen to a counter display box, 3 dozen guns to a shipping carton. Weight per carton 12 lbs. Chrome finish, with black butts. Gun has removable cylinder and 6 play bullets. A miniature replica of the famous "Colt" Detective Special. Each $1.00

No. 281 HUBLEY COLT 45

A replica of the famous 1860 Model Colt 45 six shooter. It's brightly finished and a whopping big 14⅛" in length. Furnished complete with six two-piece "cartridges". Each $5.00

PLUNGER RETRACTS TO LOAD CARTRIDGES OR CAPS

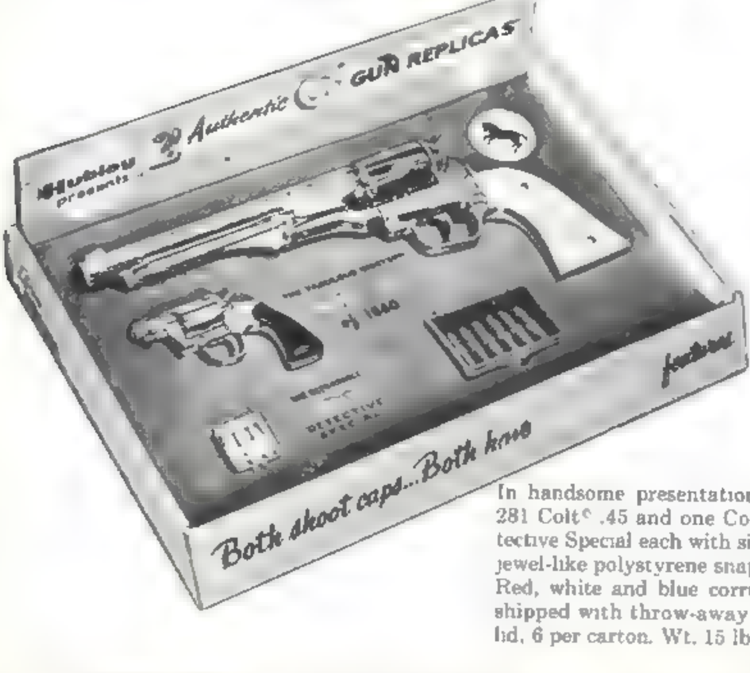
COLT® .38

Hubley No. 278 Colt .38. Repeater with "cartridges." Bright nickel finish, 11¼ inches long. Highly engraved stock and barrel, "stag" handles. Breaks and loads with same action as Hubley No. 277 Texan 38. Shoots Hubley No. 180 Round Caps. Packed one to a display box, 1 doz. per carton. Wt. 14 lbs. Each $ .39

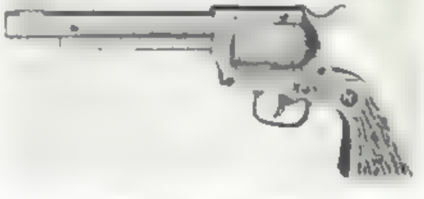
242 COLT® AUTOMATIC

Single shot. Authentic miniature of the world-famous Colt Automatic, finished in gleaming chrome with realistic knurled black grips. Typical Hubley care is used in detailed die casting to show authentic Colt markings. Shoots single caps. Removable bullet clip, six play bullets. 5 in. long, one in a box [illegible] to a ctn. Weight 11 lbs. Each $0.98

191 COLT® COLLECTORS' SET

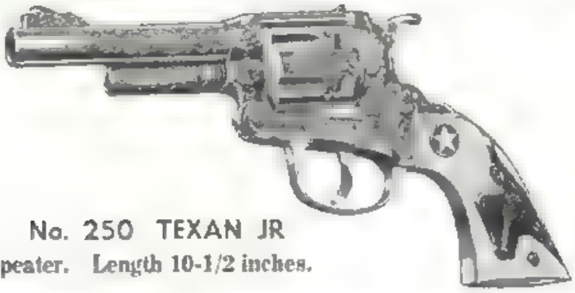


In handsome presentation box. One 281 Colt® .45 and one Colt® .38 Detective Special each with six bullets in jewel-like polystyrene snap lid boxes. Red, white and blue corrugated box shipped with throw-away protective lid. 6 per carton. Wt. 15 lbs. Each $ .00



#505 MUSTANG [illegible]

[illegible] new 50 [illegible] for last or precise shooting. [illegible] metal cast with [illegible] length 1 ft. Boxed individually [illegible] Each $3.00

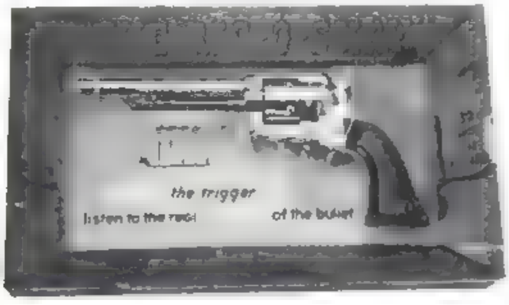


No. 250 TEXAN JR

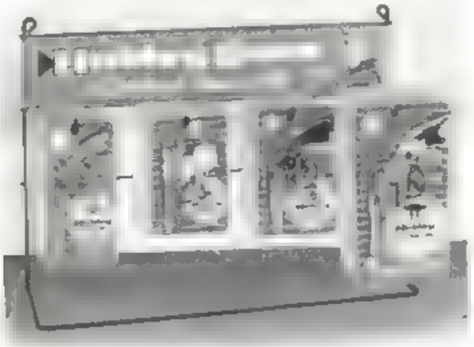
Repeater. Length 10-1/2 inches.

Bright [illegible] finish with [illegible] cameo black bull head and [illegible] Highly [illegible] barrel. Breaks automatically [illegible] loading by pressing new type release on cylinder. [illegible] Packed 1 in red and white candy striped [illegible] W[illegible] per carton. ALSO PACKED 1 per [illegible] Rack Card; 1 doz. per carton. Wt. 9 lbs.

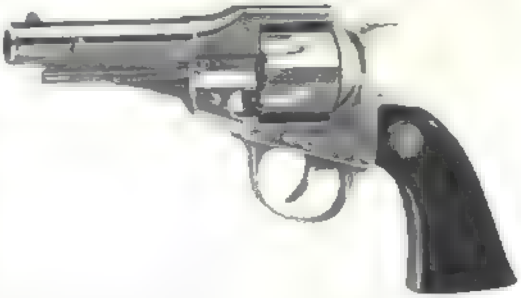
Each $0.98



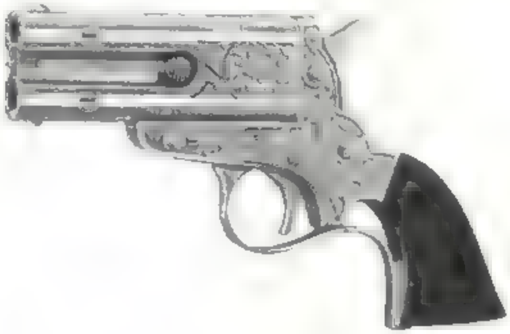
No. 279 Ric-O-Shay *(50-shot repeater)*
Length 13 inches.
Packed 1 in a box; 1/2 dozen to a carton
Weight per carton 11 lbs.
Chrome plated with black smooth finish grips. Revolving cylinder with six brass bullets. Authentic side action loading. Shoots standard roll caps. Real ricochet noise with each pull of the trigger. Packaged in deep frame box which allows counter demonstration. Each $4.00



No. 173 Pistol Assortment
Consists of 1/2 dozen each Nos. 216R, 234R, 240R and 250R. Individually mounted on attractive display card. 2 dozen assorted to a carton. Weight per carton 16 lbs. A wire rack for displaying the carded guns is also included in each assortment. Per assortment $10.5[illegible]

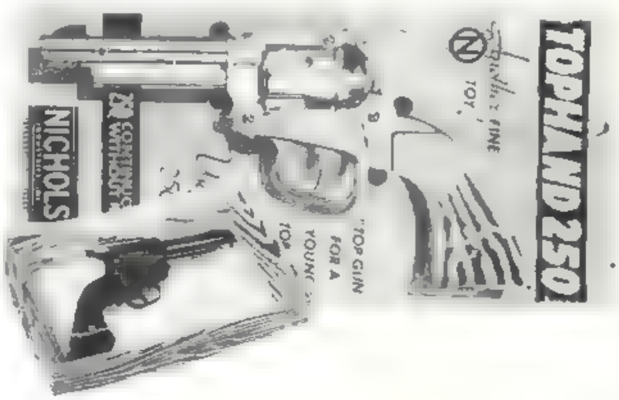


No. 256 Remington 36 *(six-shooter)*
Length 9 inches.
Packed 1 in a special DuPont "Mylar" wrapped display box. 1 dozen to a carton Weight per carton 10 lbs. Bright chrome finish with black handles. Revolving cylinder with six 2-piece bullets. A replica of the famous "Remington 36". Uses Hubley Round Caps. Each $1.50



No. 253R Dagger Derringer *(dual barrel --fires two 2-pc. cartridges)*
Length 7 3/4 inches
Packed 1 per individual rack card
Weight per carton 8 lbs.
Bright chrome finish with black handles. Barrel rotates to fire two shots before reloading. Complete with two 2-piece cartridges. Uses Hubley Round Caps.

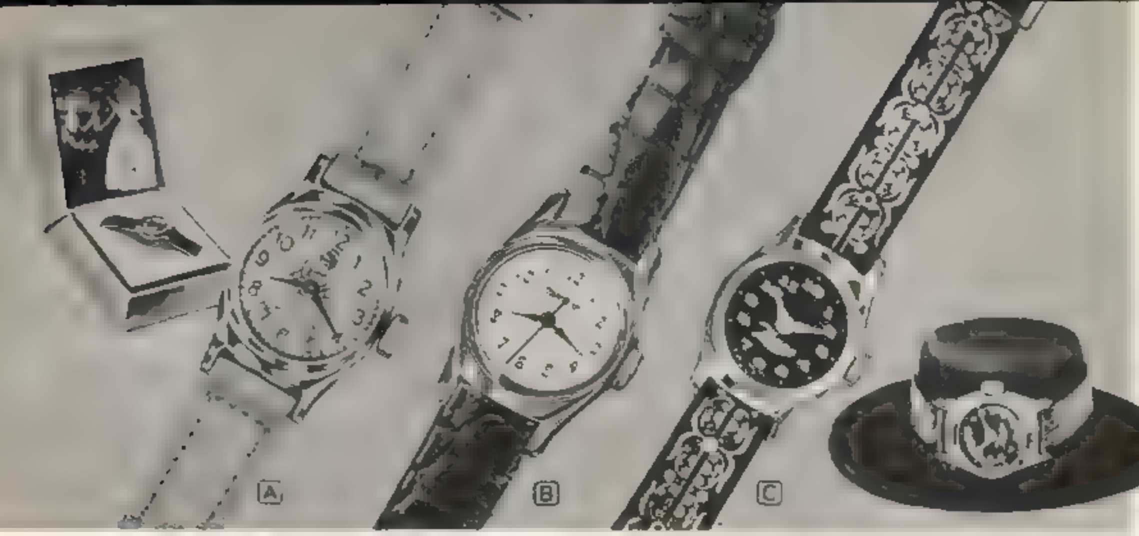
Each $1.00

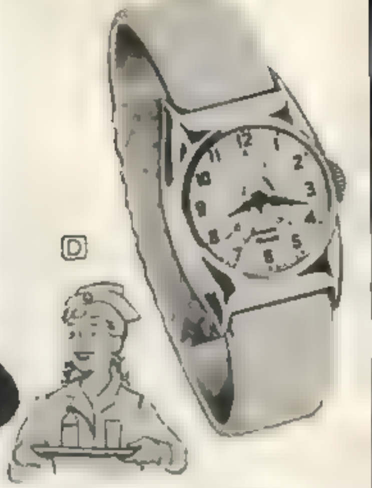


TOPHAND REVOLVER

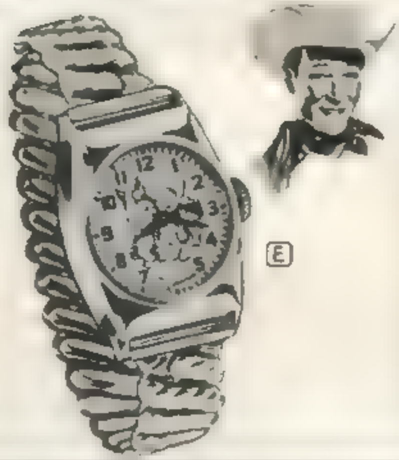
Breakdown, double action, safety latch — Made of metal cast. Bright smooth durable finish. 250 shots — from 2 roll of caps (also shoots standard roll of caps). Beautiful Tu-tone simulated bone grips. 10½ inches long; weight 2-1/8 lbs.

No. 250R—Carded .... Each $1.00





Character Watches by U. S. Time and Bradley



(A) CINDERELLA WATCH by U.S. TIME—For the lovely "princess" in your home. Cinderella is shown on pink and blue dial dressed for the ball. Shock-resistant, has chrome case, unbreakable crystal, stainless steel back. Blue strap. Gift boxed with 3-D picture.

30-1406JX-487.....................Retail $6.95

(B) INGERSOLL WATCH by U.S. TIME—A handsome ever-popular accurate timepiece for boys or girls. Has chrome shock-resistant case, red sweep second hand, stainless steel back. Simulated leather strap for the smart set.

30-5520JX-487.....................Retail $6.95

(C) ZORRO WATCH by U.S. TIME—"Official" timepiece for Zorro fans. Dashing TV adventurer's signature appears on dramatic black dial. Polished chrome case, unbreakable crystal, shock-resistant, stainless steel back. Washable black leather strap has western motif decoration. Packaged with Zorro's hat.

30-4767JX-487. . ...Retail $6.95

(D) JUNIOR NURSE WATCH by BRADLEY—Every aspiring young Florence Nightingale will love this professional-looking watch. Smiling, young nurse is shown on dial. Chrome-plated case, stainless steel back, unbreakable crystal. White nylon and leather expansion wrist band. Gift boxed.

30-5775JX-533 ....Retail $7.99

(E) ROY ROGERS WATCH by BRADLEY—Every boy will be proud to wear this Western watch. Autographed picture of the "King of the Cowboys" and his horse, Trigger, shown on dial. Durable chrome case, stainless steel expansion wrist band fits small wrists. Stainless steel back. Gift box.

30-5776JX-533 .Retail $7.99

Favorite Personal Possessions For Your Favorite Jr. Miss

Date Line
PHOTO SCRAPBOOK
DEAR DIARY
F
MY TREASURES

(F) "DATE LINE" ENSEMBLE by TEEN TIME—Here are 4 popular accessories that every girl will find indispensable. Ensemble includes large 11¾x14" looseleaf Photo Scrap Book with inside pocket for snaps and clippings, 5½x4" Diary Book with lock and key; 6x8½" Treasure Box with lock for souvenirs; 7½x9" Record Carrier for 14 favorite 45 RPM hits. All items are thickly padded, richly colored heavy gauge plastic with deep embossed designs.

10-1825-350 3 lbs Retail $5.30

(G) SCRIBBLE PUP—Here's a real autograph hound in fine cotton stuffed poplin begging for your friends' signature. This scholarly 15" long pup comes with his own ball point pen for autographing his beige colored body. Has plastic eyes and nose, bow ribbon, wears a black felt graduation cap. 2 lbs.

10-1506-210.................Retail $3.00

(H) SHIRLEY TEMPLE "PRETTY PLAY" BEAUTY BAR—The ultimate in a beauty-aid set for the young miss who wants everything for good grooming. Shirley Temple's own brand of quality products, guaranteed safe in a reusable beauty bar stand. Includes: hand lotion with built-in dispenser, atomizer with attractive cologne container, bubble bath, toilet water, cologne, beauty soap and sponge applicator. For ages 6 to 12.

10-2152-145 1 lb.............Retail $2.00

Modern Needs for Little Homemakers

(A) 3-PC. KITCHEN includes 13½" high 2-door refrigerator with ice cube tray and stocked with "food", 11½" wide sink with real running water, swivel faucet, hinged door; 12" high stove with push-button controls, whistling kettle, 4 other utensils. All steel, pink finish. Perfect replicas down to the last detail. 9 lbs.
10-1351-540... Retail **$8.95**

(B) CAMPBELL KIDS PLA-VAC—Really works, absolutely safe! Powered by flashlight batteries, no wires, no plug-in. Picks up dust, crumbs, ashes . . . has real vacuum-cleaner hum! Aluminum 11" long tank includes 24" clear plastic hose, nozzle, and dust filters. Red finish. 1¼ lbs.
10-2141-390 ...Ret. **$6.00**
10-1764-39 2 Batteries. 40c

(C) ELECTRIC RANGE—Fiberglass insulated oven really bakes! 4 quick-heat burners plus separate oven element. Oven window, colored play switches, 6 utensils, and oven rack. All steel with easy-grip handles, green finish. Safety tested. Will delight every little cook and hostess. 12½x11¾x7" AC-DC. 7 lbs.
10-2142-525. Retail **$7.95**

Kitchen Fun for Little Miss

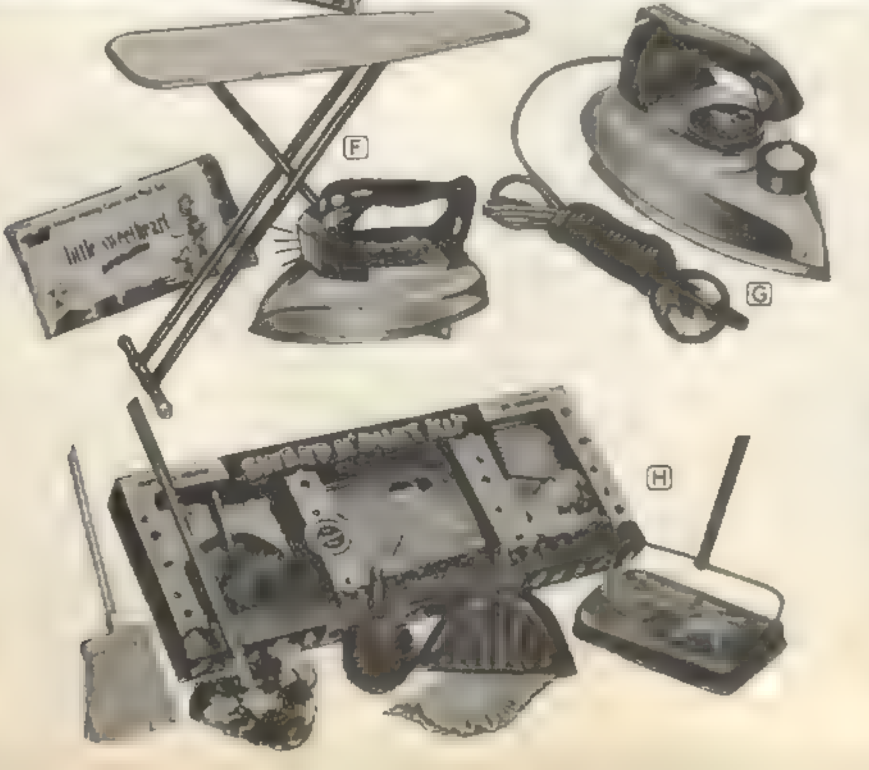
(D) AUTOMATIC WASHER-DRYER—Realistic action for wash day fun. Simple adjustment changes washing action to spin-dry. Decorative control panel, plastic lid, hose included. 8x7¼x10¼" high.
10-1784-265 3½ lbs. .... Retail **$4.00**

(E) STRUCTO AUTOMATIC DISHWASHER—The latest battery-operated roll-out dishwasher. Actually washes dishes just like mom's. Watch action through plastic window. Accessory cabinet has clear plastic sliding doors. Play dishes included. 7x7¼x13" high.
10-2144-465 5 lbs. .... Retail **$6.95**
10-1764-29 Set of 2 Batteries .... Retail **$0.40**

(F) 3-PC. IRONING SET—Steel 8x27¼" ironing board adjusts to 3 heights (up to 24"). Safe electric chrome iron has front handle light. Silicone cover and pad complete set
10-1606-440 6 lbs .... Retail **$6.95**

(G) WESTINGHOUSE ELECTRIC STEAM IRON—Authentically detailed with temperature dial, steam control dial, open handle, etc., chrome body, 7⅜" long.
10-2143-197 1½ lbs. .... Retail **$3.00**

(H) MUSICAL SWEEP 'N' DUST KIT—Fun for mother's helper. There's a large musical metal carpet sweeper, plastic fibre broom, metal dustpan, colorful cotton floor mop, upholstery brush and ruffled edge plastic apron.
10-1765-190 2½ lbs. .... Retail **$3.00**



No. C336—Eiffel Tower Hobby Kit
Exact scale, 12 inches high. Designed and built under French supervision, all plastic, realistically finished in metallic color. Complete instructions, easy to assemble. 6 in a ctn.; wt. 10½ lbs. Each $6.00

No. 5—Bridge & Turnpike Building Set
330 piece all-plastic bridge and turnpike building set. Snaps together without tools. Builds unlimited variety of structures with amazing realism. Box 15½x15½x1¼ inches. May be used with "O" and "HO" gauge trains. 1 in a box; weight 3 lbs. Each $5.00

AMERICAN LOGS

Square "ax-hewn" logs realistically colored for pioneer look . green roof slats and red chimneys . . . all splinter-free wood.

Build sturdy backwoods cabins, trading posts and pioneer villages. Complete instructions in every husky tube.

3/4 inch logs

Set No.	Pieces per Set	Size of Tube	Shpg. Wt. Carton	Doz. Sets Carton	
805	54	12¼ x 4	18	1	1.00
815	103	13 x 5¼			2.00
825	211	13¼ x 7½			4.00

LINCOLN LOGS

SET 1C *Retail Price* **$1.00**
58 wood pieces with 4 page colored design sheet. Excellent for beginners and may be added to or bought as a refill for replacing parts in larger sets.
Standard package 12 cans—weight 17 pounds

SET 2C *Retail Price* **$2.00**
91 wood pieces and 4 page colored design sheet. Individual can container for consumer storage of contents.
Standard package 12 cans—weight 30 pounds.

SET 3C *Retail Price* **$3.00**
129 wood pieces and 4 page colored design sheet. Includes 4 gables. Authentic Lincoln cabin can be built.
Standard package 6 cans—weight 21 pounds

SET 5C *Retail Price* **$5.00**
178 wood pieces and 4 page colored design sheet. The largest set made. Constructs larger buildings or more than one small building
Standard package 4 cans—weight 24 pounds

SET 4CF *Suggested Retail Price* **$4.00**
129 wood pieces, 32 scaled vinyl figures including settlers, Indians, forest animals. 4 page colored design sheet
Standard package 6 cans—weight 27 pounds

Vinyl figures are nontoxic—full colors—scaled for use with Lincoln Logs.

No. 156—Big Boy Tinkertoy
Lots and lots of parts similar to those in smaller Tinkertoy sets, plus longer rods to permit the building of extra tall models. All mechanical actions and engineering structures can be imitated. Big Boy is great fun, because of its ease of construction and the rapidity with which models can be made. Diagrams printed in colors to match rods, so child learns to build by color association. All rods colorsafe. Big 16-page book illustrates models from the simplest to some more challenging. The ideal gift at Each $5.00

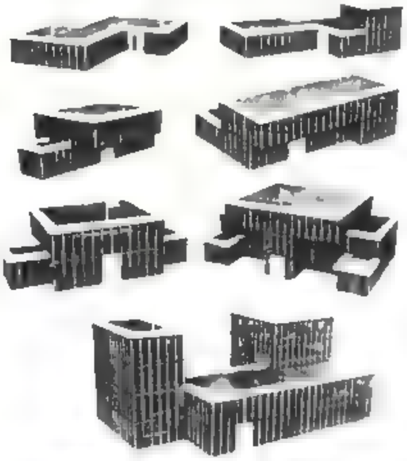
No. 106—Junior Tinkertoy
A beginner's set for ages 2 to 6. The right building toy for this age group, because color association of different colored rods with full color diagrams in the 4-page idea book, simplifies construction. Colorsafe finish. Parts can be assembled over and over again. Larger sets will combine with Junior; all parts are interchangeable. No metal.
Each $0.75

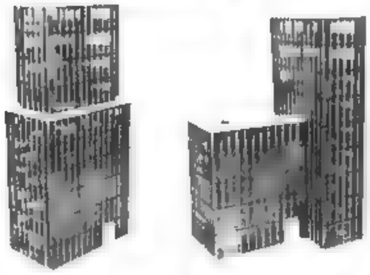
No. 126—Teck Tinkertoy
For little" technicians age 5 to 9; whether they've ever been exposed to smaller sets or not, they'll learn quickly through color association .. colored rods match colored diagrams identifying the proper part to use. 6-page idea book shows many models, also includes a page of fascinating tricks that can be worked with Tinkertoy parts .All parts interchange with other sets and are made of smooth New England white birch. Colorsafe finish. No metal.
Each $1.50

No. 116—Prep Tinkertoy
A beginner's set for ages 2 to 6. The right building toy for this age group, because color association of different colored rods with full color diagrams in the 4-page idea book, simplifies construction. Colorsafe finish. Parts can be assembled over and over again. Larger sets will combine with Junior; all parts are interchangeable. No metal.
Each $1.00

No. 136—Major Tinkertoy
Ages 8 to 12. Windlass drive adds play value with motion. 12-page book of ideas is printed in color to identify the proper colored parts to use. Construction of more complex models becomes easier and colorful models are attractive. Pages of interesting stunts and games and fascinating tricks that can be worked with Tinkertoy parts are also included in direction book. All parts interchange with other sets and are smooth New England white birch. Colorsafe finish. No metal.
Each $2.00

No. 146—Grad Tinkertoy
Ages 8 to 12. Windlass drive adds play value with motion. 12-page book of ideas is printed in color to identify the proper colored parts to use. Construction of more complex models becomes easier and colorful models are attractive. Pages of interesting stunts and games and fascinating tricks that can be worked with Tinkertoy parts are also included in direction book. All parts interchange with other sets and are smooth New England white birch. Colorsafe finish. No metal.
Each $3.00





CURTAIN-WALL BUILDER

Like Tinkertoy this construction set will build a wide variety of different buildings. Sky-scrapers — office buildings — schools — factories — can be erected in many sizes and shapes. Aluminum enameled panels are held rigidly by straight steel verticals. [illegible] A wide variety of different shaped floor plans — set backs and cantilevers are possible. Only 3 basic metal shapes and 3 basic plastic copings make building easy — wall panels come in 3 different lengths and 2 different styles (window or solid). Many door frames, with doors that open. Tinted plastic window material. Colorful roofing. [illegible] book.

No. 610—10¼x4 in. tube. One doz. in pack. Each $2.00

No. 620—12-5/8x4 in. tube. One doz. in pack. Each $3.50

No. 630—14x5 5/8 in. tube. One-half doz. in pack. Each $5.00

BLOCK CITY

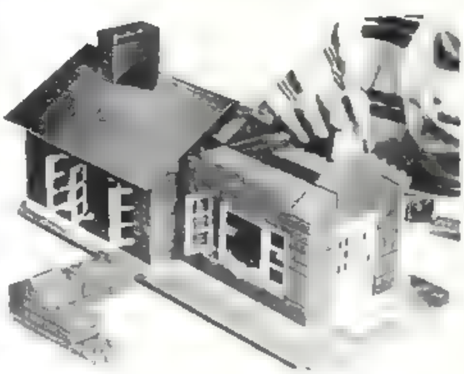
Sturdy, rugged, molded plastic blocks and accessories fit together and interlock. Every set, in sealed tube container, contains enough parts to build hundreds of different structures blocks, half blocks, windows, doors, garage doors, lintels, coping, roofing . . . even fences.

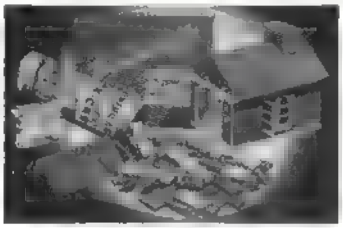
SET B-200 "THE DETROITER"
Retail $1.98
Contains 118 pieces
Packaged 1 doz. per carton
Shipping Wt. 13 lbs.

SET B-300 "THE MIAMIAN"
Retail $2.95
Contains 152 pieces
Packaged 1 doz. per carton
Shipping Wt. 17 lbs.

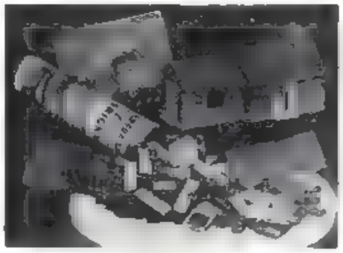
SET B-500 "THE BEVERLY HILLS"
Retail $4.95
Contains 278 pieces
Packaged ½ doz. per carton
Shipping Wt. 15 lbs.

No. 157—Building Blocks and Bricks Jumbo assortment of lightweight, safe, harmless polyethylene building blocks and bricks. Oblongs, squares, triangles, half circles and arches for the kindergarten builder. Lithographed set-up box, size 16¾x11¼x2¼ inches. ½ dozen in a carton; weight 16 lbs. Each $5.00





No. 705



No. 715

No. 725

AMERICAN PLASTIC BRICKS

Brilliant red and white plastic interlocking bricks.

Doors and windows that open and close.

Green roof tops and instruction books included

	Suggested Retail	No. of Pieces	Shpg Wt Per Carton	Packed Dozen Sets Per Carton
No 705	2.00	115	15	1
No 715	3.50	208	13	½
No 725	5.00	290	17	½

CONSTRUCTION BLOCKS

SET No. 100

Large 1¾" white pine blocks finished in three non-toxic colors. Correct shapes and size accurately bored to dowel together. 100 toys in one
Set No. 100 — 52 pcs. — $3.00
Wt. 38 lbs./dz.

Ready for Fun and Extra-Realistic Action

1. 'FARMER BROWN S" Barn yard Set in Polyethylene Plastic. Includes farm wagon "culti-packer", tractor, milk truck, chickens, a crate and two little pigs. Also a tray of six brightly-coloured milk cans. A "raft of fun" at this low, low price
27-B-515 Price, set, delivered 2 79

2. AUTOMOBILE CARRIER with four friction-powered cars. Heavy-gauge, colourfully lithographed Metal. Truck about 28 inches long has eight wheels, two lever-lift upper platforms, hook-on rear ramp, simulated front grille, headlights. Friction-powered cars 5⅜ inches long have plated trim All wheels have rubber tires.
27-B-509. Price, set, delivered .. 4.98

3. B.A.' TRACTOR AND TANK TRAILER an action model designed just like its big 5,000-gallon namesake. Rugged All-Metal construction. Side compartment opens, rubber supply hose reels out. Other features include fuel-flow meters, dummy horns on cab, detachable trailer. Rubber wheels with lug-type treads. About 18½ inches long.
27-B-508. Price................ 1.98

FEATURE VALUE

Fascinating Play Models at Moderate Prices

4. "FRONTIER WAGON TRAIN" a fascinating play set designed to re-create the atmosphere of the old-time west. Includes 5¾-inch "Prairie Schooner", 9½-in. covered supply wagon, two 5½-in. buck boards, selection of cowboys, Indians and horses. All made of hard-to-break Polyethylene Plastic brightly coloured. Horses can be "hitched" to any of the wagons Excellent value for this low price.
27-B-512. Price, set.............. 1.95

5. WRECKER TRUCK—a "live-action" toy that actually tows the "wrecked car" Built from heavy-gauge metal, colourfully lithographed. Wrecker Truck measures about 16⅔ inches in length, has boom assembly with cord and hook. Friction-powered car measures about 8½ inches in length, has plated trim, two-tone finish. Both vehicles have heavy rubber tires and realistic plated hub caps.
27-B-510. Price, delivered...... 3.98

6. "DIESEL" TRACTOR -just waiting to go to work for your little construction man. Rugged Metal construction with brightly lithographed finish. Works from wind-up motor . . just release the "go" lever and watch it chug along just like a real "Cat" Realistic "live action" includes sparks that shoot out of exhaust stack when tractor is moving crawler treads of rubber that allow vehicle to climb over "rough going". Comes with plastic driver and plastic dozer blade. About 8 inches long over all.
27-B-513 Price, delivered . .. 2.69

7. SERVICE TRUCK—a reasonably priced toy for your young "truck operator" Rugged Metal construction, colourfully lithographed in realistic tones of White, Orange and Blue. Wheels clad with big, heavy truck-type tires in rubber. Measures about 16½ inches long.
27-B-511 Price, each........... 1.98

2
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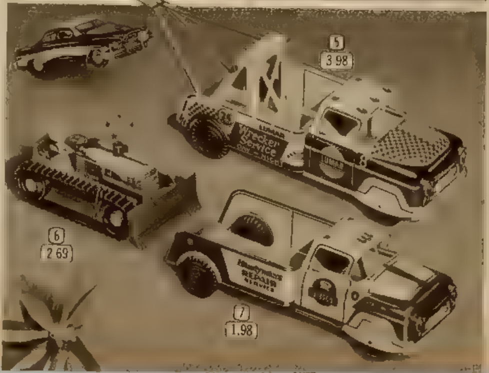
Friction-Powered Tractor-Trailer Set

Rugged Metal Tractor and Trailer hitch-up together "just like the real thing" measure about 16½ inches over all Wheels fitted with realistic, traction-type rubber tires, both vehicles roll along smoothly. Detachable trailer has tail-gate that opens for loading—carries cargo of 12 embossed alphabet blocks. Lustrous enamelled finish
An outstanding buy at this price.
27-B-507 FEATURE VALUE. Price, set.... ..1.79

4
.95
FRONTIER SUPPLY WAGON



Descriptions of items on opposite page

OUR BEST FARM SET

Five Buildings
Hayloft Hoist
74 Farm Animals
9.98 del'd

8. Here is a 154-Piece Farm Set that in our opinion represents one of Canada's best play values this season. Just check these features and compare with any other Farm Set being sold at the same price!

Barn about 18 by 9½ by 14½ inches high features sliding metal door that really works Colourfully lithographed inside and out. Two cupolas and attached shed roof

Farm Equipment includes two cattle feeders, hayloft hoist assembly, tractor, wagon, plough, mower, disk harrow, manure spreader.

Farm Buildings—Barn, two silos, round corn crib, granary, pig sty. All buildings are of metal with rolled edges and openings for safety.

74 Farm Animals include 12 cows and six calves, 12 pigs and four piglets, 12 sheep and four lambs, six horses and six colts, eight hens, two roosters and two ducks.

Farm Accessories—rake, shovel, pitch fork, two weather vanes for barn.

Farm Family—farmer, wife and child (made of plastic). Fence—30 large pieces, 24 small pieces. Farm animals, equipment and fences are of plastic. Easy to assemble—detailed instructions included.
27-B-569 FEATURE VALUE.
Price, set, delivered , . 9.98

Farm Sets and Model Toys To Thrill Young Hearts

9. 9-PIECE TRAILER TRUCK and Animal Set with 7 animals—all made of shatter-proof Polyethylene Plastic. Big truck, 20 inches long, has detachable trailer, removable slotted sides and heavy-duty treaded tires. Cab is moulded in realistic detail with lights, licence, grille and hitching platform. Set of seven animals includes dog to "chase" others into van. Excellent value at this low low price.
27-B-4505. Price, set.......... .... .. 1.49

10. GOOD QUALITY 76-PIECE FARM SET is well-equipped with a BIG, BRIGHT RED BARN—15¾ by 8½ by 10⅜ inches high. Realistic, brightly coloured, lithographed design goes both inside and out; Has sliding metal door. **Farm equipment** includes a 9⅜-inch metal silo, a metal granary, a metal pig sty, 1 plastic tractor and trailer. **Farm animals**—8 cows and 4 calves, 8 sheep and 2 lambs, 4 horses, 8 pigs and 2 piglets, 1 duck, 1 rooster, 4 hens. **Fence**—16 pieces of large fence and 12 pieces of small arrange them any way you like. All animals are made from moulded Polyethylene Plastic. All metal edges and openings are rolled for safety. Full instructions for easy assembly included.
27-B-570. Price, set, delivered........... 5.98

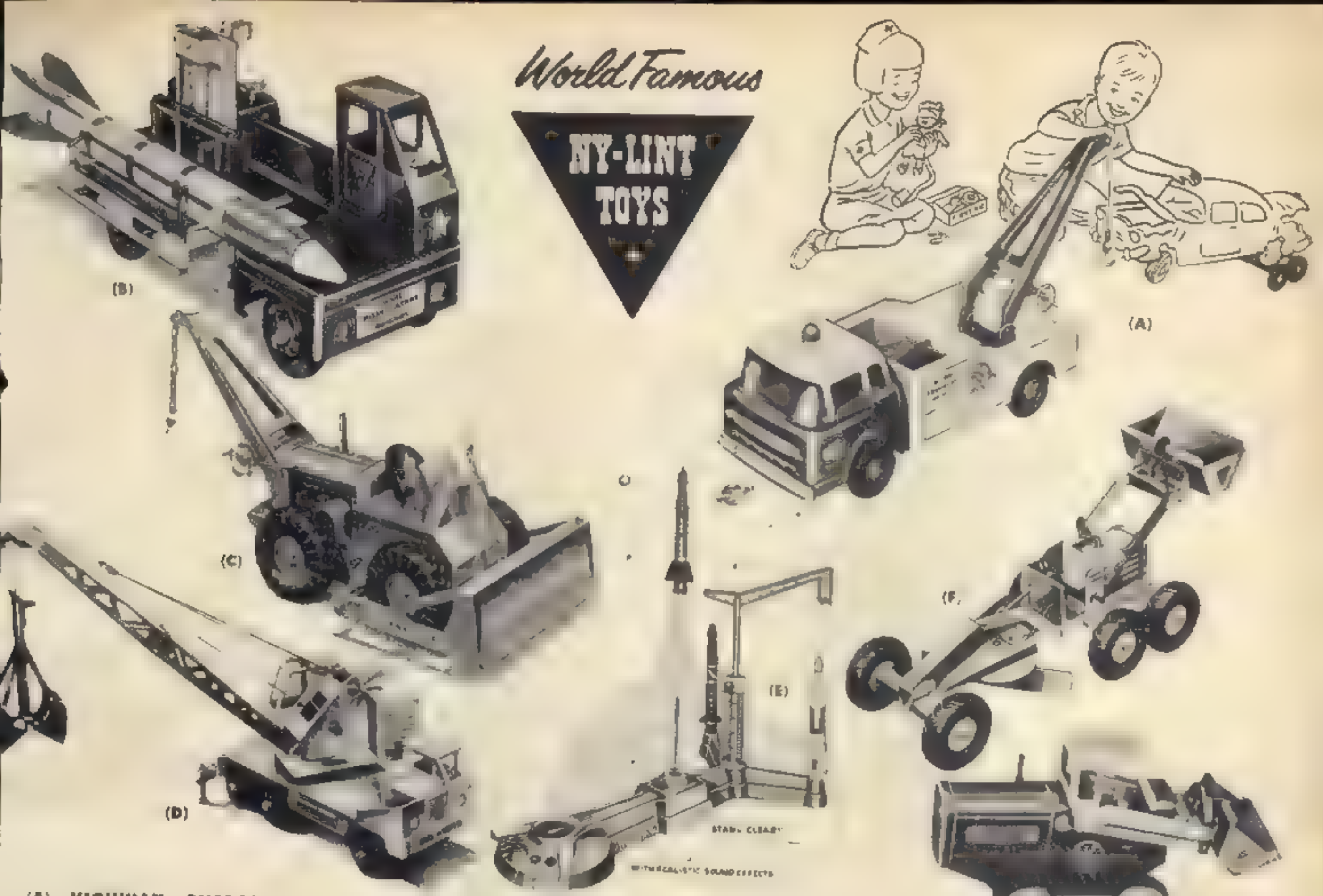
11. ECONOMY-PRICED 54-PIECE FARM SET—exceptional play value at moderate price! Modern, **Metal Barn** with hip roof measures about 13⅞ by 9⅛ by 9¼ inches high. Colourfully lithographed inside and out with edges rolled for safety. Has open doors, and windows with an open hay loft entrance. **Farm equipment** includes Plastic tractor and 2 feeding troughs. **Farm Animals**—6 baby chicks and 2 hens, 6 goslings and 2 geese, 2 roosters, 2 goats, 4 piglets and 1 pig, 2 lambs and 1 sheep, 1 colt and 1 horse, 1 calf and 1 cow. **Fence** interlocks—18 pieces. All animals are made from moulded plastic that should not break Easily assembled.
27-B-516. Price, set, delivered.. .... 3.95

12. FARM AND LIVESTOCK SET at a low price. Colourful realistically lithographed Metal barn, 8⅜ by 4½ by 5⅜ inches high, is hip-roofed with open back, has open door and cupola on roof Exposed metal edges are rolled to help protect little fingers. Yellow metal silo is 5 inches tall. Nine farm animals including sheep, pigs, cows, horses—all moulded in white plastic. White moulded plastic fence surrounds the barnyard. Set is shipped unassembled—do it yourself, it's fun to put together
27-B-517 Price, set..................... 1.69

13. 5-PIECE FARM MACHINERY SET—extra equipment for the junior farmer Sturdily constructed and complete in every detail—all Metal with rubber tires. Set includes tractor, with plough, a cultivator and spreader that can be hooked on to the tractor; truck with high sides. Good value at moderate price.
27-B-514. 5-piece set, delivered.. .... 3.98

Order Now! Avoid Last Minute Christmas Rush

World Famous NY-LINT TOYS



(A) HIGHWAY EMERGENCY UNIT. All steel truck with reinforced rear frame to carry chain hoist to haul away any vehicle. Big tool box with hinged lid. Latest cab design with wraparound windshield, simulated flasher light. An educational toy with much play interest. Length 18⅝". Wgt 6 lbs.
22A-1060 B395 Retail **$5.98**

(C) TOURNADOZER. Rugged scale model double action toy. At one end big adjustable blade locks in any position. Sturdy hoist at other end has lever pawl to hold load at any height. Length 20" Wgt 7 lbs.
22A-1066 B535 Retail **$7.98**

(B) GUIDED MISSILE CARRIER. All steel scale model picks up missile in cradle, moves to launching site, lowers cradle, unloads. Turn wheels to operate. Rocket fires soft-nosed satellite. Wgt. 9½ lbs.
22A-1063 B665 Retail **$9.98**

(D) MICHIGAN SHOVEL. Working scale model of steam shovel. Bucket takes full "bite." Trips automatically when raised. Boom raised and lowered by pawl-stopped winch. Whole house pivots on extra-braced chassis. Length 31½" Wgt 10½ lbs
22A-1065 B665 Retail **$9.98**

(E) COUNTDOWN MISSILE LAUNCHER. Enemy approaches! Radar pinpoints target. Launcher is swiveled and raised by handwheel, loaded and cocked. A touch on firing button — POW! No more enemy. All mechanical, easy to operate, harmless missiles. Length 31½". Ship Wgt. 8⅔ lbs
22A-1064 B395 ..Retail **$5.98**

(F) GRADER-LOADER. Really works to build miniature roads! Scraper adjustable for height at 6 angles. Powerful crank hoist lifts full bucket of dirt or stones. Lever near seat trips bucket. Wheels pivot, follow rough ground smoothly. Exact replica of newest construction equipment. Wgt 6 lbs.
22A-1061 B465..................................Retail **$6.98**

(G) PAYLOADER TRACTOR-SHOVEL. Active scale model machine picks up, lifts and dumps heavy loads of sand or gravel. Bucket rises to 12 inches, dumps instantly at any point by release spring latch. Rides on sure-grip treads with realistic mechanical sound. For road builders.
22A-1062 B535 Wgt 7 lbs . . . . Retail **$7.98**

Buddy L

ARMY INTERCEPTOR UNIT

Everything to intercept enemy attack. Mobile missile launcher. Army transport, sparking tank, jeep, 14 poly soldiers, plastic helmet for the 5 star general himself. Scale models. New exclusive paint finish. Ship wgt 10 lbs
22A-545 B930 . Retail **$13.95**

GMC HYDRAULIC ICBM LAUNCHER

Authentic scale model of latest ICBM Missile Launcher. Launching chute is raised and lowered by real hydraulic cylinder. Separate controls fire plastic missile. Double baked enamel coating for lasting finish. Ship wgt 10 lbs
22A-593 B730 . Retail **$10.95**

SIT 'N RIDE HEAVY DUTY DUMP TRUCK

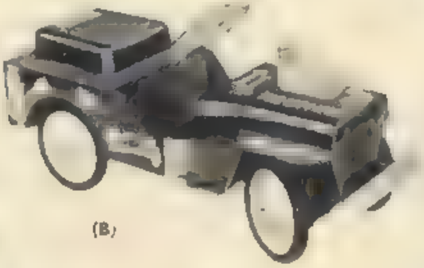
Heavy duty truck with knuckle steering, removable seat. Youngster rides and steers truck or pushes it with seat removed. Safe to ride. Fun. Twice-baked enamel finish to last twice as long! Length 20" Ship wgt 8½ lbs
22A-547 B500 Retail **$7.50**

STRUCTO

(A)

(D)

(E)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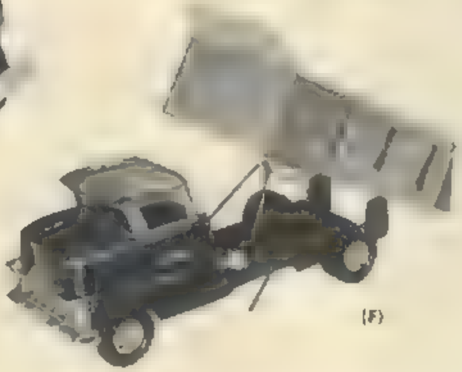
(C)


(F)

(A) POWER SHOVEL. Real action! Die cast wheels raise and lower boom . . . automatically load and unload. 26½" x 7" x 6¾". Wgt. 4 lbs.
22A-947 B265......Retail **$3.98**

(B) RIDE-ER FIRE TRUCK. Crank operated siren mounted on hood makes realistic sound. Steers easily. 25½" x 10⅝" x 12¾". Wgt. 16 lbs.
22A-957, F730.....Retail **$10.95**

(C) HYDRAULIC HOOK AND LADDER. Hydraulic cylinder with a non-toxic, non-stain liquid raises aerial ladder 60°. 31" long. 9 lbs.
22A-956 B730.....Retail **$10.95**

(D) CATTLE TRANSPORT. Large double doors in rear of trailer . . . 2 retractable rubber dolly wheels. 21⅛" x 5⅛" x 7⅝" Wgt. 5 lbs.
22A-948 B265......Retail **$3.98**

(E) DELUXE ROAD GRADER. Front wheels steer; scraper blade rotates, raises, lowers and tilts Floating tandem rear wheels. Wgt. 4 lbs.
22A-946 B265......Retail **$3.98**

(F) DUMP TRUCK. Exciting realism! Dumps and lowers by means of a lever. Sturdy metal construction. 15¾ x 6$\frac{13}{16}$ x 6¾" Wgt. 2 lbs
22A-589 B195......Retail **$2.98**

(A) PICK-UP TRUCK. Solidly constructed for rugged play. Movable tail-gate snaps open or closed. White sidewall tires. Wgt. 3 lbs.
22A-806 B197......Retail **$2.98**

(B) FARM STAKE, 2-HORSE TRAILER. Heavy-duty trailer carries 2 spirited polystyrene steeds. Removable stake panels. 21¾" long. 7 lbs.
22A-805 B465......Retail **$6.98**

(C) DRAGLINE & TRAILER. Dragline moves 4 ways . . . is secured to trailer by chain on winch . . . uncouples from trailer. 26¼" long. Wgt. 9 lbs.
22A-807 B597......Retail **$8.98**

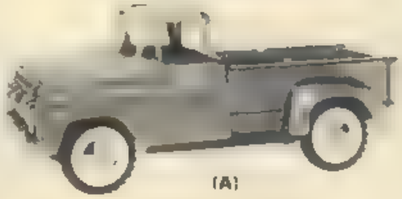
(D) DELUXE SPORTSMAN TRUCK. Boat hitches to truck, miniature motor attaches to boat. Couples and uncouples with a click. Wgt. 5 lbs.
22A-803 B332......Retail **$4.98**

(E) FARM SET. Truck and trailer rental for the young "gentleman farmer." Includes farm stake truck, pick-up, 2 trailers. Wgt. 11 lbs
22A-808 B667......Retail **$9.95**

(F) BOAT TRANSPORT. Big, durable semi-trailer transports 4 unbreakable polyethylene boats and 2 motors. 28" x 9" x 6". Wgt. 6 lbs
22A-940 B535......Retail **$7.98**

Tonka Toys
MOUND, MINNESOTA

(D)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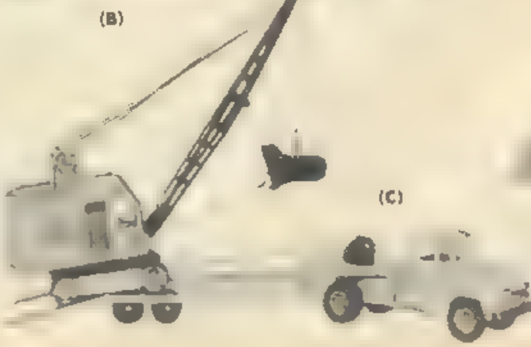
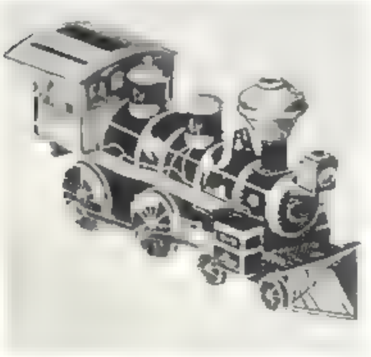

(C)

(F)

MODEL 602 HUFF N PUFF LOCOMOTIVE
It rolls, puffs smoke, clangs bell with [illegible] and vertical rods! Twenty-two inches of locomotive and tender detailed to the last rivet. And it's unbreakable [illegible] polyethylene. Pack: [illegible] Wt. 16 lbs. Each $3.0[illegible]



No. 819/692—Battery Oldtimer Locomotive
Smokes and has chugging sound. 10¼ in. Two dozen in ctn.; wt. 27 lbs. Each $3.00

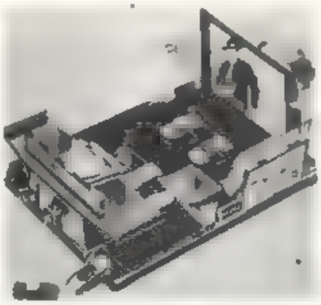
No. 965

AUBURN UNION STATION

Vinyl

Safety engineered for the smallest child. Consists of an engine-tender, coal car, gondola, caboose and 3 trainmen. Train is 32¼" long. Locomotive black, 3 cars assorted yellow, blue and red. Positive hitch connections, no track required. Packed in 2-color corrugated display box that forms station for added play value.

Packed 1 doz. in a 23.0 lb shipping carton. Each $1.00

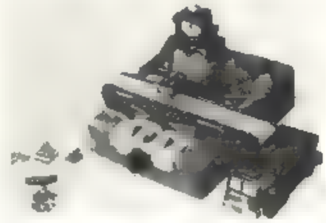


MOVIE LAND DRIVE-IN THEATRE
NO. 303

- Parking lot holds 6 cars (included)
- Projection booth contains battery operated projector
- Giant screen, marquee, ticket window
- Set includes 6 films
- 13⅜" long, 9½" wide, 6⅞" high
- Operates on 2 "D" batteries (not included).

Standard Pack 6 only
Shipping Weight 8 lbs

Each $6.00



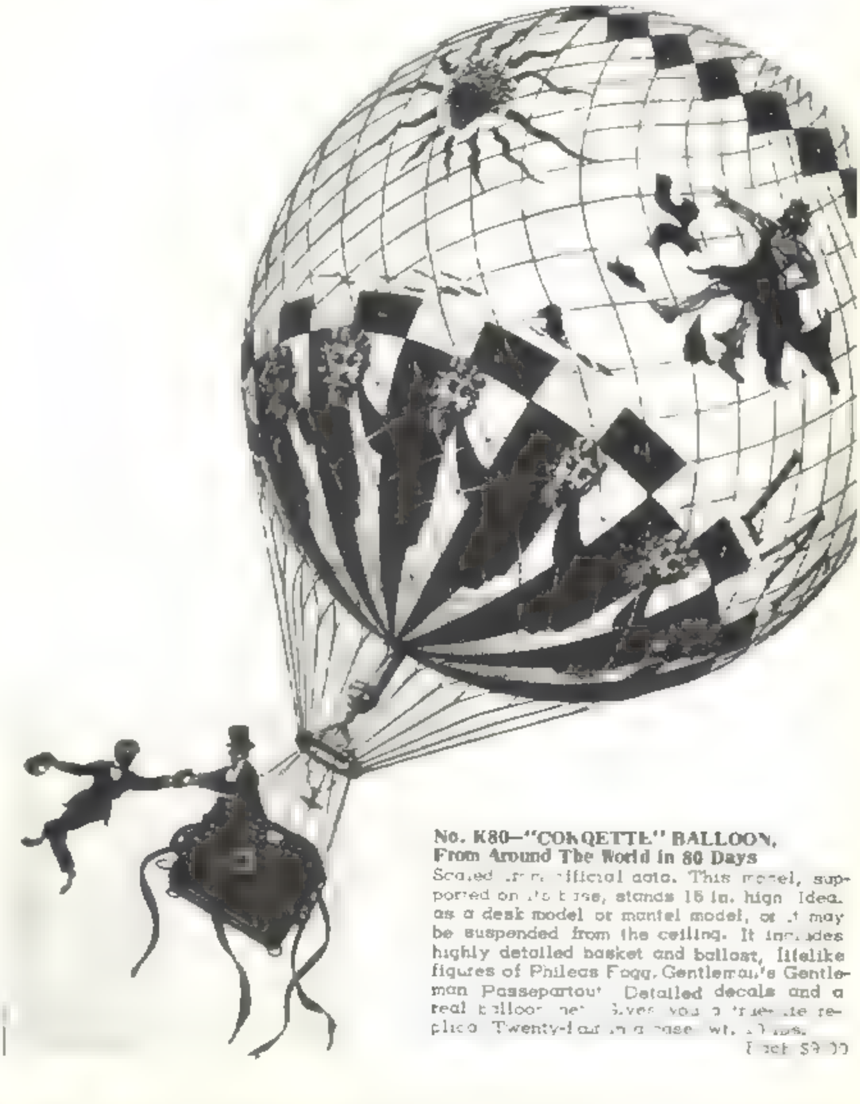
Big Max No. 401

- Turn Big Max 360 degrees
- Pick up metal ingots (included) from the bins
- Light on head goes on when electromagnet is operating
- Operate motorized conveyer forward or reverse so that it will dump ingots into beautifully styled truck

Overall dimensions 2" long, 12" deep, 8½" high.

Standard Pack 3 only
Shipping Weight 10 lbs

$8.98

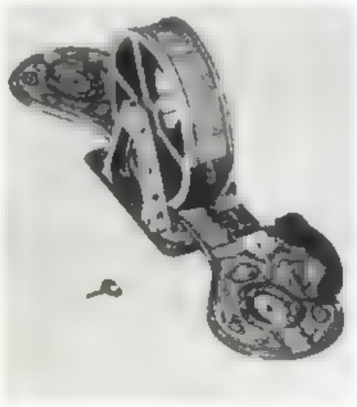


No. K80—"CORQETTE" BALLOON, From Around The World in 80 Days
Scaled from official data. This model, supported on its base, stands 16 in. high. Ideal as a desk model or mantel model, or it may be suspended from the ceiling. It includes highly detailed basket and ballast, lifelike figures of Phileas Fogg, Gentleman's Gentleman Passepartout. Detailed decals and a real balloon net. Gives you a true-to-life replica. Twenty-four in a case; wt. [illegible] lbs.
Each $9.00

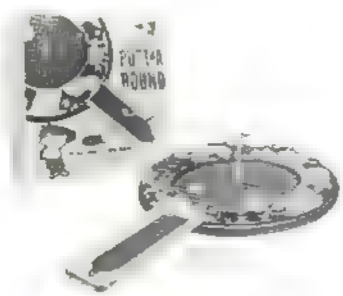
No. 270 CHIPPER CHIPMUNK
(Mechanical)

Cute little Chipmunk with stop and go lever scoots around path into treadmill, which revolves sending Chipmunk on his way again. Strong clock spring movement. Continuous action and play value for busy little hands. Four color bright lithography. Each in attractive folding box

Size—Base: 4⅝" wide x 19⅝ long
Treadmill 6⅝" in diameter
Chipmunk: 3½ long
Pack.—Each in box
1 dozen in carton
Shipping Wgt.—15 pounds
Each $1.98



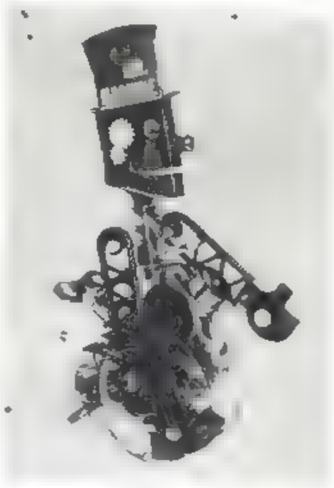
81/552 MECH. RUNNING SQUIRREL REVOLVES TREADMILL. OVERALL 20". Each $2.00



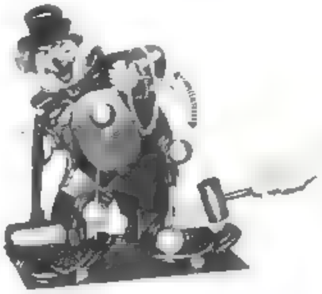
850 PUTT-A-ROUND

Here's an amazing 9-hole miniature golf game—each hole more challenging than the other! Consists of 4 plastic golf clubs, 4 golf balls, a round velvet-like "green", detachable fairway, and a flag marker. A delight for the children and hours of entertainment for their parents

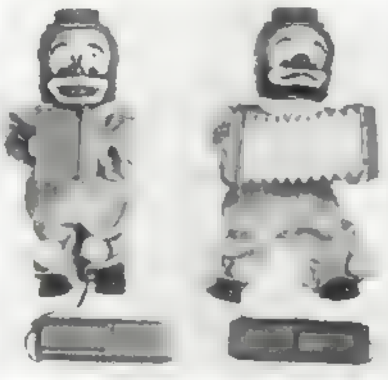
Length 27¾". Width 18⅝".
1 doz. per ship. carton.
Weight 14½ lbs. Each $3.00



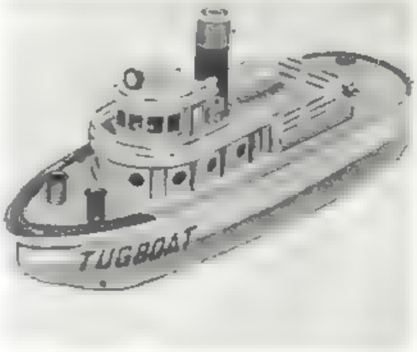
No. 4844/7—Mr. Machine
18 in. high. Clear plastic body with visible gears. When wound, he walks swinging his arms, ringing a bell. Mouth opens and closes and every 15 seconds a siren sounds. Easily taken apart and reassembled. 4 in a carton; wt. 20 lbs. Each $12.00



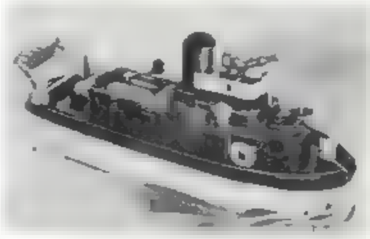
No. 905—Flip-Flop Clown
For the pounding urge. Polyethylene with wooden hammer. A light touch on the foot flips the first section through the hoop. A heavy blow sends all three. 5⅝x11⅛x12½ inches. Boxed, 6 in a carton.
Each $3.00



No. 189—Happy 'N Sad Clown
Operates on 2 flashlight batteries. Changes facial expression, plays the accordion and walks, with the push of a button. 10½ inches high in orange corduroy suit and felt hat. 36 in a carton; weight 51 lbs.
Each $4.00



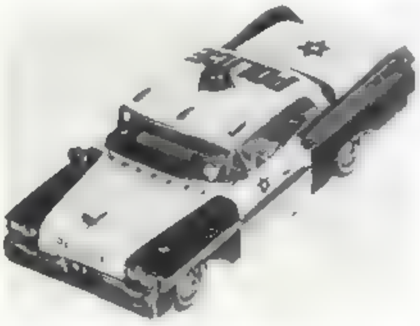
No. 819/684—Battery Tugboat
Runs in water, has chugging sound and blows smoke. 12 in. One doz. in ctn.; wt. 30 lbs. Each $4.00



No. 4714—Ideal's Water Shooting Mechanical Fire Boat—The fire department's heroic fire boat is the model for this new, realistic Ideal Toy Boat. Two rotating fire guns pump out water in steady long-range stream, and screaming siren adds to the fun. Metalized deck accessories. Life boat in rear can be lowered into water by working davit. Made of high impact plastic. Windlass raises and lowers anchor. Size 15 in. long. Packed each in box, ½ dozen to carton, weighing 12 lbs.
Each $5.00

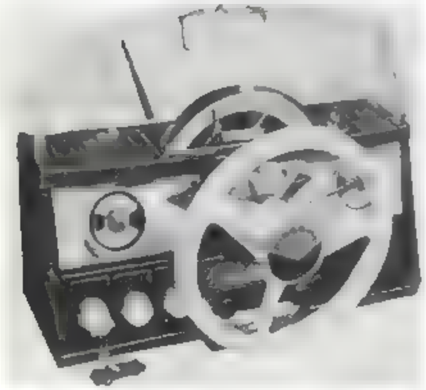
MODEL 601 PUMPER FIREBOAT
Unbreakable polyethylene. It [illegible] and pumps jets of water from a 12 inch hose at the press of a finger. Beautifully detailed colorful. Pack. ½ doz [illegible]
Each $1.00

No. 1170—tootsietoy Medium Assortment
Self-selling self-service display box with assorted medium size cars and trucks. Die-cast metal in baked enamel finishes. Rubber wheels. 3 dozen to display carton, 24 dozen to shipper. 42 lbs. . . . . . . $.20



81/272 FRICT. POLICE & FIRE CHIEF CARS. 11½". 2 ASST.

Each $2.00



FIREBIRD 99

Overall dimensions 13 x long 6¾ deep, 9¼" high. Operates on 2 "D" flashlight batteries (not included)

No. S282—Frict. Highway Patrol Car
with moving simulated light. 3 color. Four dozen in carton, wt. 30 lbs.
Each $1.00

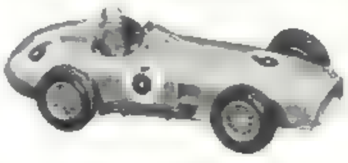
No. 185 Magic-Eye Moon Car
This futuristic vehicle presents a new concept of dramatic styling, coupled with unprecedented fully remote-control features. Mounted on the Moon Car is a crystal dome housing "the magic eye" which rotates constantly, searching for travel direction or enemy target ... motor-driven mechanism powered by two flashlight batteries permits completely controllable movement, forward or reverse, left or right, angles or circles . . . a simple flick of the control antenna by the "Space Wand" sends the car in any direction that the eye happens to point in true 360 degree control. Also, at the command of the "Space Wand", two flying rockets can be launched into space. So eye-compelling design, enhanced by thrilling play features and gleaming blend of color in the compact, makes the Magic-Eye Moon Car the most dreamed about futuristic toy of '58. Packaged in colorful corrugated box. Dimensions: 12½x7x9¾ in.
$12.95 Each

This toy is completely motorized and battery operated

Beautifully designed, the authentic modern automobile dashboard allows the child to ... insert and switch on the ignition key ... turn on and operate the motorized windshield wiper ... steer to the right or left ... right and left directional signals blink in the direction you steer ... real horn blows ... adjust rear view mirror ... check glove compartment for road map ... watch speedometer accelerate and decelerate ... Have a perfectly wonderful trip in your Firebird 99

Style #240
Standard Pack 1 only
Shipping Weight 7 lbs

$7.98 retail



D40 MERCEDES-BENZ

One of Germany's famous championship racers. All plastic scale model assembly kit, with electric motor and precision gear transmission. Dimensions when assembled 6½" long x 2¾" wide. Packed in full telescope display carton 11¼" x 7¼" x 2½". 2 dozen per case. Weight 15 lbs. per case. Retail Price $2.00

D42 MASERATI

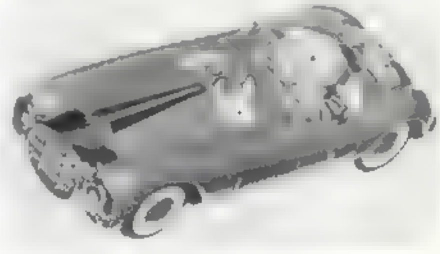
All plastic scale model assembly kit of famous Italian Racer, with electric motor and precision gear transmission. Dimensions when assembled 6½" long x 2¾" wide. Packed in full telescope display carton 11¾" x 7¼" x 2½", 2 dozen per case. Weight 15 lbs. per case. Retail Price $2.00

D44 "D" JAGUAR

A British internationally famous racer. All plastic scale model assembly kit with electric motor and precision gear transmission. Dimensions when assembled 6½" long x 2¾" wide. Packed in full telescope display carton 11¼" x 7¼" x 2½". 2 dozen per case. Weight 15 lbs. per case. Retail Price $2.00

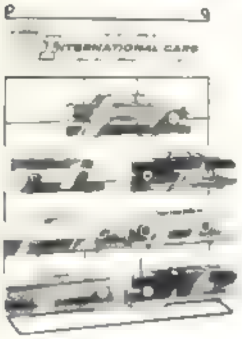
D52 FERRARI

All plastic scale model assembly kit of famous Italian Racer with electric motor and precision gear transmission. Dimensions when assembled 6½" long x 2¾" wide. Packed in full telescope display carton 11¾" x 7¼" x 2½". 2 dozen per case. Weight 15 lbs. per case. Retail Price $2.00



81/292 FRICTION SPORT CAR 9" w/MOVING VINYL HEAD ANIMAL DRIVERS. 3 ASST.

Each $2.00

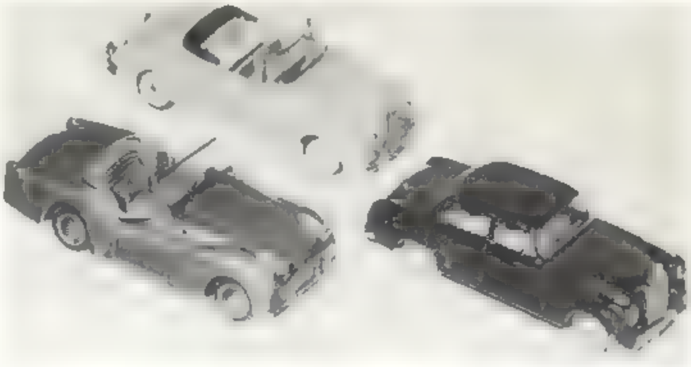


Deluxe Scale Model Cars

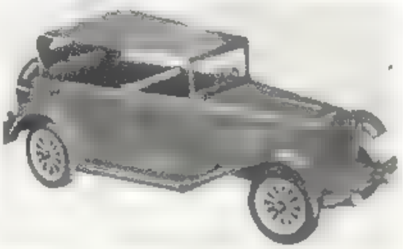
These are superbly crafted new 1960 1/24th scale models. With matching interiors, seats, instrument panel, steering wheel and easy-view windows and windshield. White wall tires. Made of cellulose acetate in approved colors. Authentically designed and complete in all details including chrome-plated grille, front bumpers, rear bumpers, headlights, taillights, fender ornaments, and wheel hubs. Fully detailed chassis showing frame, muffler, tailpipe, differential, transmission, etc. Each car is equipped with completely enclosed powerful friction motor. Use of trademarks and car design approved and authorized by each manufacturer. Individually boxed in new type attractive full-view carton which also serves as a display case for the hobbyist.

No. 120A Display Assortment—
Contains 17 International Models with display rack. Wt. [illegible] 3 lbs.

Per assortment $3 [illegible]



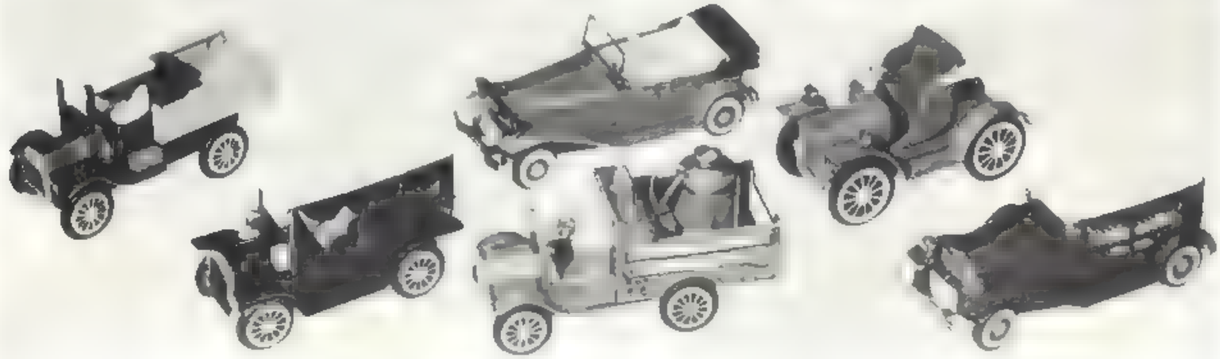
81/303 FRICT. FOREIGN CARS. 8". 6 ASST.
MERCEDES-BENZ - SEDAN & CONVERTIBLE
JAGUAR - SEDAN & CONVERTIBLE
TRIUMPH - ROADSTER & HARDTOP Each $1.01



No. 700 TOURING SEDAN

Colorful symbol of the roaring twenties with folding fabric roof, removable tires and wheels, and a trunk full of handy tools. Beautifully detailed, made of polyethylene. Size 19½" long, 9" high, 8" wide
Pack ½ dozen per master
Weight: 11 pounds

[illegible] $4 [illegible]



700 33 FRICTION OLD TIMERS 6½"
6 ASST. STYLES.

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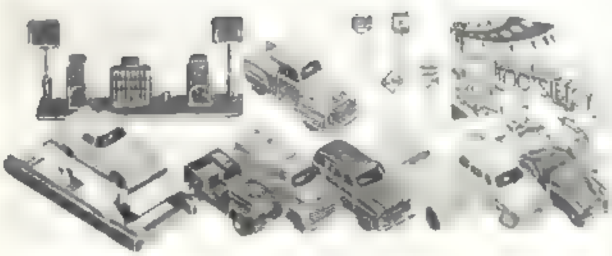
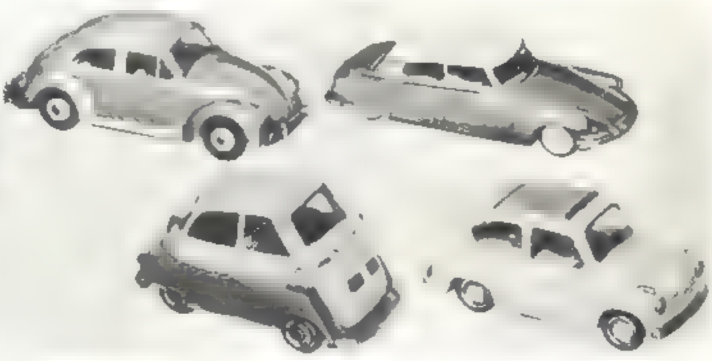


No. 4200—tootsietoy Service Station Set

8 die-cast metal X-act model cars and trucks in durable baked enamel finish. Accessories of die-cast metal including 2 position grease rack, gas pumps and 4 road signs. Each in colorful gift box; one dozen to shipper, 20 lbs. **$2.00**



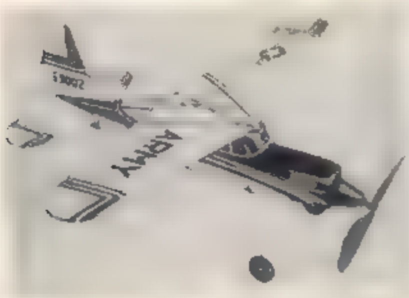
No. 819/373—Frict. Foreign Cars
4 Asst. Frict., Isetta, Volkswagon and Citroen. Average size 7" in. Four dozen in carton weight 31 lbs.
Each $1.00

hobbycrafts . . . . . on parade

FLYING BOXCAR kit is a model of a World War II plane which ferried cargo, carried wounded back from the front, dropped paratroops behind enemy lines. Aurora Plastics, 44 Cherry Valley rd., W. Hempstead, L. I., N. Y.

COBRA MARK II is a flying air car in kit form. Car rises, hovers, darts across all surfaces on a cushion of air. Electric motor, Powr-wire control. $1.50. Hawk Model, 4600 N. Olcott ave., Chicago, Illinois.

HALIBUT DIVING SUBMARINE kit contains sub 2' long with battery activated motor. Remote or pre-programmed control to dive, surface, turn, fire Regulus missile. $10.00. ITC Modelcraft, 200—5 ave., New York, N. Y.



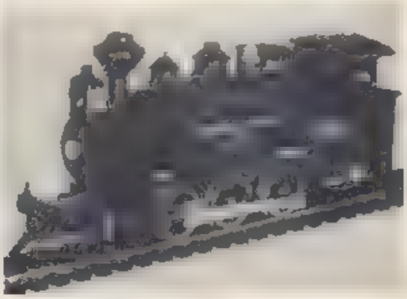
LANCER ARMY PURSUIT FIGHTER #911 is a ready to fly vacuum formed model with wing span of 18¾". Shock resistant, rubber band powered, free flight. $1.49. Lindberg Products, 8050 Monticello ave., Skokie, Ill.

THERMOPYLAE can be assembled under full sail as a Clipper or more lightly rigged as a barque. Canvas is duplicated in set of full-bellied, preformed plastic sails. $11.95. Revell, 4223 Glencoe ave., Venice, California.

FOKKER DR-1 TRIPLANE has 20 wing span; for rubber or ¼A gas power. Plastic wheels, propeller, nose cowl. Die-cut balsa parts, plywood fire wall for gas powered flying. $2.95. Paul K. Guillow, Wakefield, Mass.

MR. MULLIGAN features new material Lamilite, plastic cowl, true pitch prop, nose button, wheels, wheel pants, windows, etc. White and black & orange details. $1.49 Monogram Models, 3421 W. 48 pl., Chicago, Ill.

THE LAST SUPPER is 3-dimensional relief, paint-by-number plaque. Frame is kiln-dried Appalachin poplar carved in Florentine design. Kit includes paint. $7.95. Plaque Craft, 3031 James st., Baltimore, Md.



OLD TIME SWITCHER is an all metal die cast ready-to-run 0-6-0 engine with working headlight & NMRA coupler. Retail $7.95. Aristo Craft Distinctive Miniatures, 184 Pennsylvania ave., Newark, N. J.

From "EASY TO SELL" Package to take off in 45 seconds

Packaged for Profits!

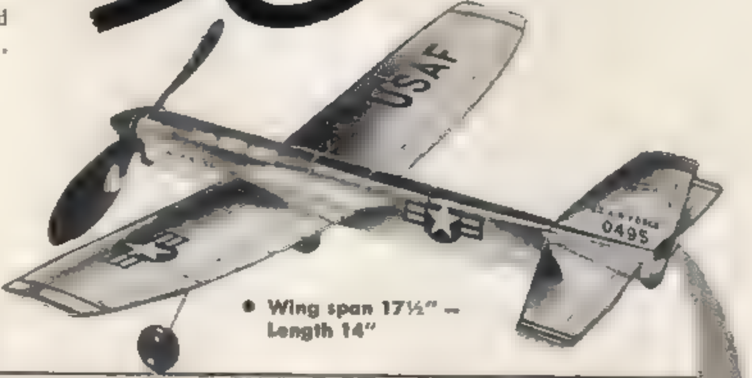
Exciting . . . colorful . . . four-color packaging.

All parts are attached to a rigid 3-sided tray and completely enclosed in protective poly wrapper . . . ideal for pegboard, shelf or counter display.

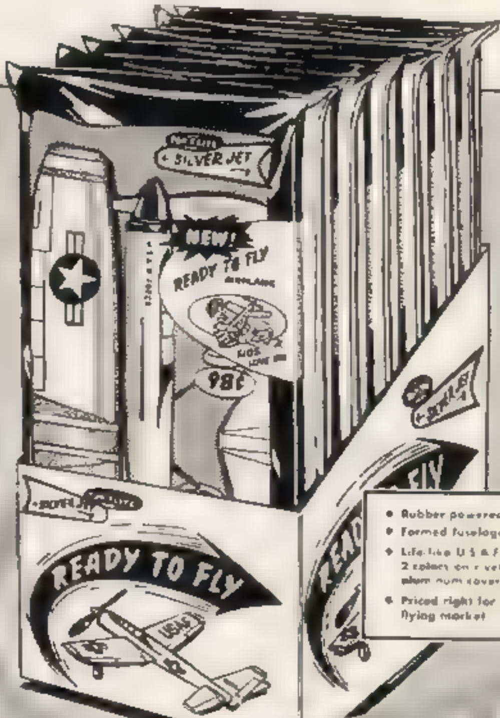
NEW! 6-PACK COUNTER DISPLAY

***with built-in* RE-SALE APPEAL**

only 98¢ RETAIL


USAF
0495
New! Ready to fly "Silver Jet"

- Wing span 17½" — Length 14"



- Rubber powered
- Formed fuselage
- Life-like U.S.A.F. trim in 2 colors on rivet-marked aluminum covering
- Priced right for today's flying market

KIDS BUY 'EM...LOVE 'EM

They'll be back for more . . . and their friends will follow because:

1. *Ready* to FLY in less than a minute. Just slip in wing and stab, and snap gear in place. Wind the prop—and let 'er go.
2. TOP FLITE know-how means the Silver Jet is designed to *really* fly . . *longer, higher* and *better.*
3. DURALUME® construction. Balsa wood reinforced with aluminum covering . . . stronger — lasts longer. No "first time crack-up" to kill future sales.

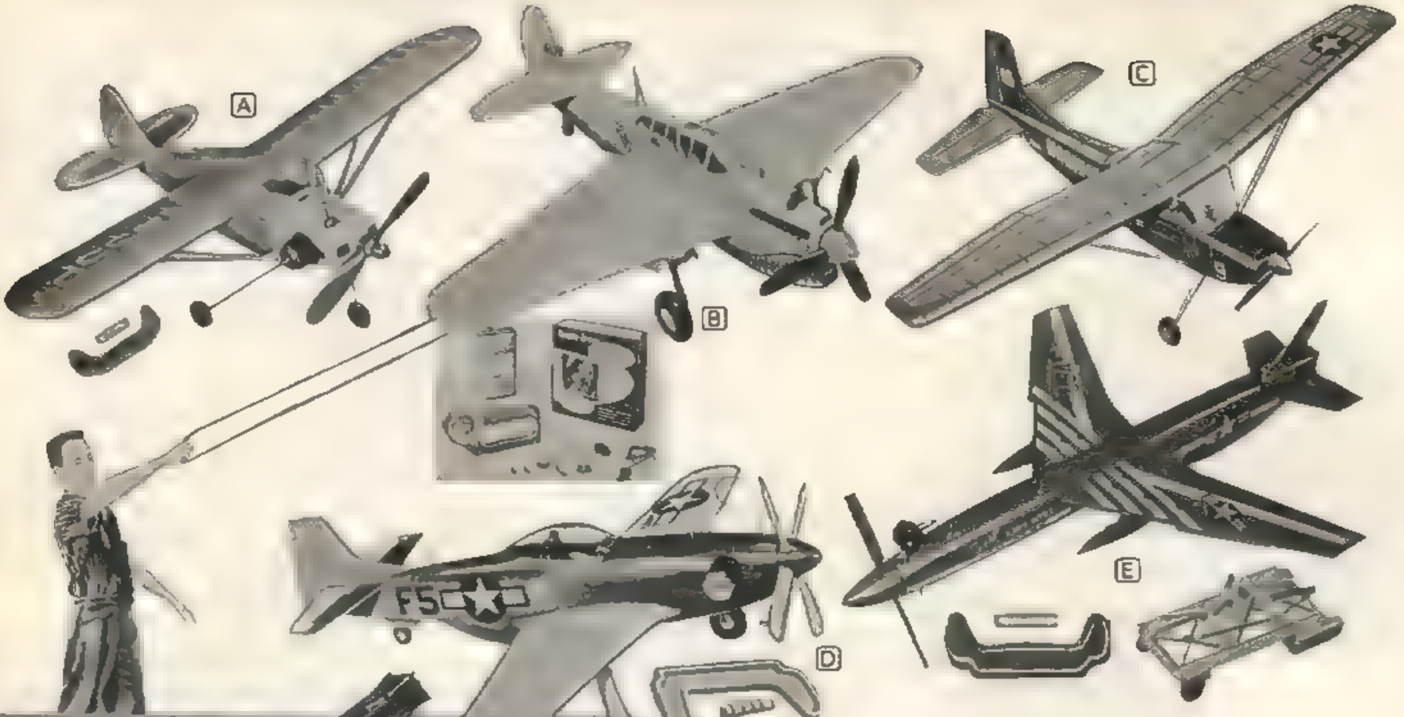
DURALUME® . . . is Balsa wood reinforced with aluminum

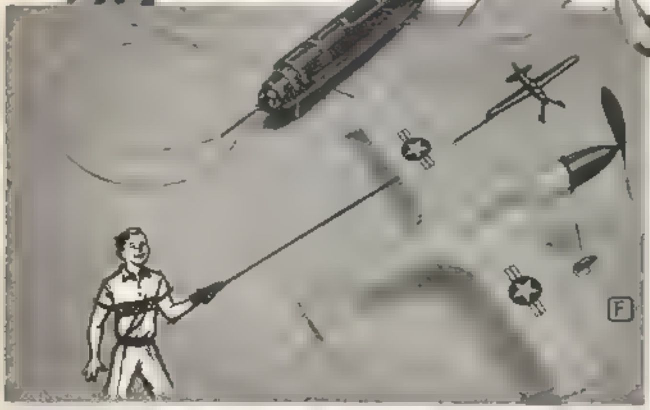
ITEM NO.	RETAIL PRICE EACH	UNITS PER DISPLAY	DEALER COST PER DOZ (2 DISPLAYS)	UNITS PER CASE (8 DISPLAYS)	SHIPPING WT. PER CASE
F-3	.98	6	$7.20	48	16 lbs.

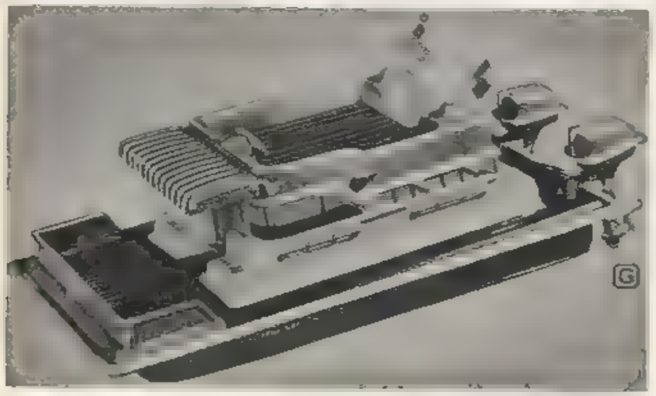
TOP FLITE MODELS INC.

2635 S. WABASH AVE.
CHICAGO 16, ILLINOIS
VICTORY 2-3381

• ORDER FROM YOUR JOBBER •







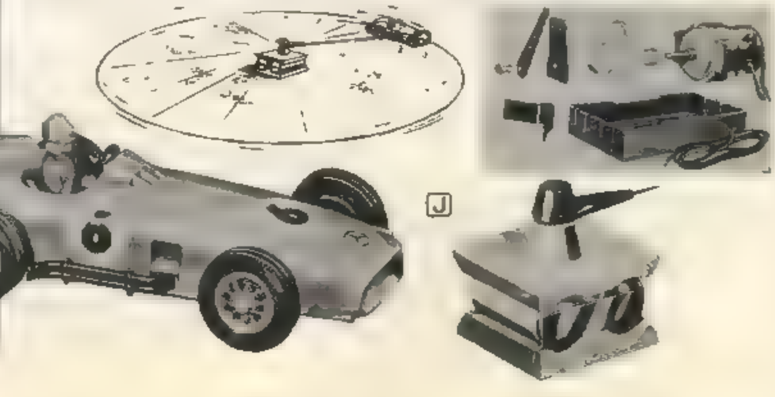
(A) PIPER TRI-PACER—True to scale reproduction that's ready to fly. Easy starting Cub 049 gas engine with twist cord starter. Control handle and lines are included. Tricycle landing gear with rubber tires. Blue and orange tough plastic with vivid details. 11¾" long, 16" span. ½ lb.
10-1871-520 . Retail **$7.95**

(B) P-40 FLYING TIGER—A flying replica of the famous WW II fighter. Powered by extra powerful Super-Bee Thimble-Drome engine. 20" span, hi-impact styrene body, highly maneuverable.
10-2231-650 2 lbs. ......Retail **$9.95**
ACCESSORY KIT—Everything needed for power model operation (except battery): skylon reel with lines, fuel, clip, filler cap, etc.
10-2232-197 1 lb Retail **$2.98**

(C) FLYING CESSNA—Authentic replica of famous Marine Corps plane. Assemble in minutes as a scale hobby kit from numerous plastic molded parts · rubber band powered for real flying! Virtually unbreakable. 20" span. No painting necessary.
10-2240-145 ¾ lb.......Retail **$1.98**

(D) MUSTANG F-51—Our proudest fighter of World War II. Has recoil starter—pull cord, motor starts, coil rewinds. 049B Cub gas engine, 4-blade prop, 16" wing span, about 14" long. High-impact plastic, striking 2-tone color scheme. Handle, control lines included. Gift box.
10-1439-840 7½ ozs... Retail **$12.95**

(E) SNARK GUIDED MISSILE—A flying scale version of the Air Force's intercontinental missile. Complete with 6-wheel launcher, .049B Cub gas engine, with auto-recoil starter. High-impact plastic in rich red and yellow. Control handle and lines are included. Your youngster can launch, then actually fly this superbly maneuverable guided missile. 18⅝" long, 13 9/16" swept back wing span. 7¼ ozs.
10-2233-970 Retail **$14.95**
(F) REMCO FLYING FALCON—Motorized plane flies, loops, dives, on its own power. Hi-impact plastic, attached by flexible cable to plastic control case.
10-2082-197 ½ lb.......Retail **$2.95**
10-1991-45 Set Batteries........**$0.60**
(G) MOTORIZED BOAT—Realistic model of a 34-foot luxury boat. Has powerful twin electro jet motors powered by two batteries (not included). 17" long x 7" x 6". Ready to sail.
10-2236-650 3½ lbs .. Retail **$9.98**
10-1762-29 Set of Batteries.... **$0.40**
(H) MOTORIZED CRUISER—Colorful 14" scale model of 28-foot cruiser with powerful electric motor operated by batteries (not incl.). 14" long. Ready to sail.
10-2235-325 2 lbs ...... Retail **$4.98**
10-1762-29 Set of Batteries..... **$0.40**
(J) MERCEDES-BENZ RACING CAR ASSEMBLY KIT WITH POWER PYLON—Assemble this famous racer, add 3 volt magnetic motor (included!) attach to pylon cord, and watch it speed around the track! 6½".
10-2237-197 1 lb ....Retail **$3.00**
10-2277-49 Set of batteries..... **$0.70**



(A) BATTERY POWERED 8MM MOVIE PROJECTOR Completely encased, portable projector with self contained screen and it really shows movies! Powered by batteries (not included), hand operated. Easy threading, focusing and rewind. Roll of film and take-up reel included of high-impact styrene—takes up to 50-ft. reel

10-2360-530 2 lbs. 3½x7x7" Retail $8.00
10-1764-29 Set of batteries for above $0.40

(B) 8MM FILMS For kids 3-12 yrs. **TUG BOAT MICKEY**—All Disney cast, full of laughs. Mickey Mouse as skipper
10-2374J-140 (50-ft. Black and White) Retail $1.95
10-2375J-355 (50-ft. color) Retail $4.95

DONALD'S LUCKY DAY—Messenger boy Donald Duck discovers he's delivering a bomb - - - -
10-2376J-140 (50-ft. black and white Retail $1.95
10-2377J-355 (50-ft. color) Retail $4.95

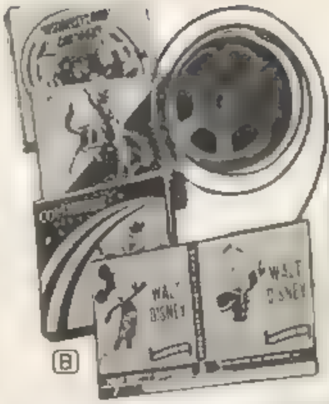
MICKEY PLAYS SANTA The Christmas Spirit with fun
10-2378J-195 (100-ft black and white) Retail $2.95

ROY ROGERS "LOADED GUNS" With Dale and Trigger.
10-2379J-140 (50-ft. black and white) Retail $1.95

LAUREL & HARDY "DOUBLE TROUBLE" A riot!
10-2380J-140 (50-ft. black and white) Retail $1.95

(C) U. S. MAP PUZZLE An entertaining way to learn geography. Colorful plastic inlaid map of the U. S, now contains Alaska and Hawaii. Set includes plastic flags of state capitols and principal products for insertion in each state 19½x12½x 1". 2 lbs. Age 7 to adult.
10-2373-197 Retail $3.00

to Build Alert Young Minds



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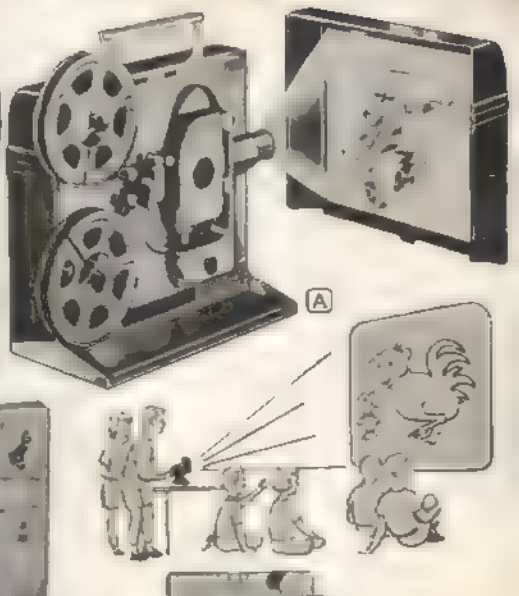
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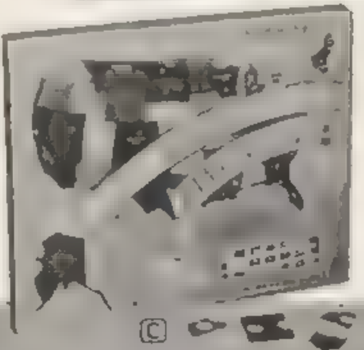
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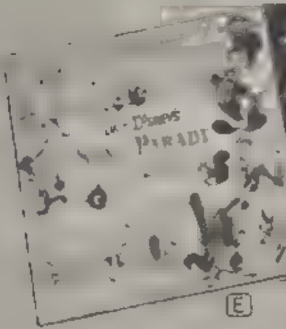


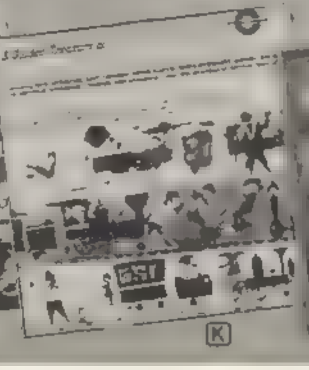
E

Fairy Tales
F

G

CAPTAIN KANGAROO
Bob Keeshan
H

J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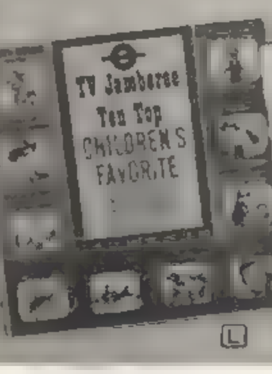

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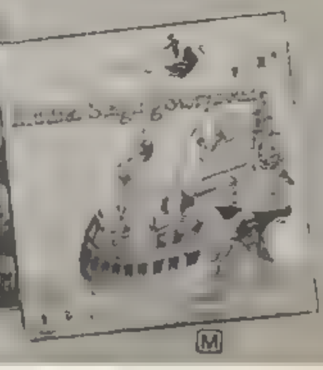

M

(D) HI-FI LANGUAGE SETS—Teach your child to speak a foreign language. New "Hear, Repeat, Speak" method makes it quick, easy, and fun for ages 7-15. Devised by outstanding authorities of foreign language education. Each set consists of two 33⅓ LP records, and large, complete illustrated manual.

FRENCH LANGUAGE RECORD SET
22-1758J-332 ....Retail $4.95

SPANISH RECORD SET
22-1759J-332 ....Retail $4.95

GERMAN LANGUAGE RECORD SET
22-1760J-332 ....Retail $4.95

ITALIAN RECORD SET
22-1761J-332 ....Retail $4.95

GOLDEN LP 33⅓ RPM 12-INCH RECORDS

(E) WALT DISNEY'S SONG PARADE—Jiminy Cricket introduces 26 favorite songs from Disney's greatest movies: Cinderella, Peter Pan, Alice in Wonderland, Uncle Remus and a great many others. Mitch Miller is the musical director. 4 to 9 years.
22-1342J-149 .... Retail $1.98

(F) FAIRY TALES—A collection of child favorites of all time: Hansel and Gretel, Jack and the Beanstalk, The Three Bears, etc.
22-1753J-149 2 to 7 years........Retail $1.98

(G) MOTHER GOOSE SET—Includes 45 famous Mother Goose traditional nursery songs and stories, such as: Cinderella, Goldilocks, Snow White, Hansel and Gretel, Red Riding Hood, Alice in Wonderland, Jack and the Beanstalk, 3 Little Pigs, and dozens of others. With music.
22-1345J-149 3 to 8 years........Retail $1.98

(H) CAPTAIN KANGAROO and Mr. Green Jeans present 16 best-loved children's songs with Mitch Miller's orchestra: Say Si Si, Waltzing Matilda, Erie Canal, I Went To The Animal Fair, I Love a Parade, etc.
22-1349J-149 2 to 10 years...... Retail $1.98

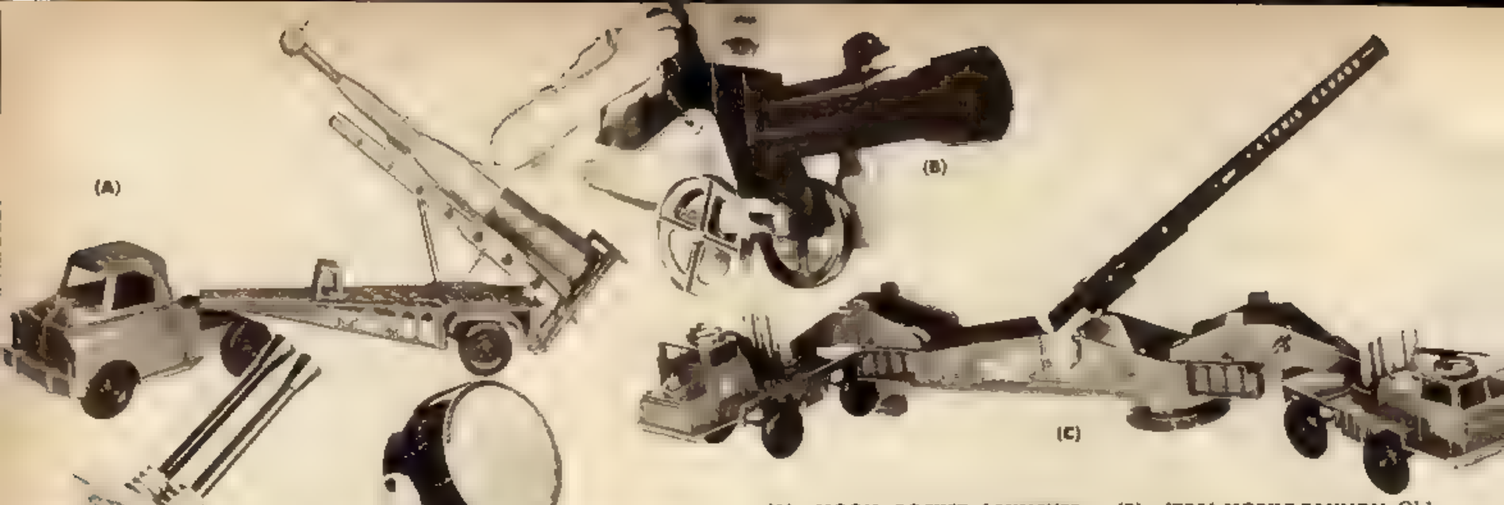
(J) GOLDEN BOOK FAVORITES—10 all-time favorite Golden Books put on one record: Taxi That Hurried, Five Little Firemen, Pokey Little Puppy, and others about animals, people and machines, and what they do.
22-1755J-149 4 to 10 years ......Retail $1.98

(K) TREASURY OF TRAIN SONGS 16 all-time favorites: Casey Jones, Down by the Station, I've Been Working on the Railroad, etc.
22-1754J-149 3 to 9 years ....Retail $1.98

(L) TV JAMBOREE—Features 12 favorite TV characters in action and music: Lassie, Rin Tin Tin, Wyatt Earp, Popeye and others.
22-1756J-149 3 to 11 years.......Retail $1.98

(M) KIDDIES SINGING STORYBOOK—Music and stories of famous Gilbert & Sullivan operettas, and Mother Goose stories. The Mikado, Three Little Pigs, etc.
22-1757-107 4 to 9 years... Retail $1.49

For More Records, See Page T86



(D)
(E)
IDEAL
GLIDER BOMB
(G)

(A) MOON ROCKET LAUNCHER. Fires four stage rocket from a plastic truck or trailer. Assemble rocket, raise to different launching positions and fire! Use it over and over again. 2 missles and 1 satellite are included. It's IDEAL for young scientists!
22A-826 B330 .....Retail **$5.00**

(C) IDEAL ATOMIC CANNON. An authentic copy from Army blueprints! Tin cabs move 17-inch cannon in either direction. Cannon elevates, traverses and rotates—shoots shells with soft poly tips. Six shells. Has sturdy rubber tires. Size: 43" x 6" x 7". high.
22A-688 B530 .....Retail **$8.00**

(E) SELF-PROPELLED CANNON. Giant polyethylene tank carries 17" cannon which shoots harmless shells. Cannon elevates and tank moves on simulated treads. Four shells are carried on rear of this finely detailed tank.
22A-827 B330......Retail **$5.00**

(G) STEVE CANYON GLIDER-BOMB. Plastic truck — the metal launching platform raises and lowers. Spring-activated launcher sends glider soaring far into air. Glider-Bomb has plastic wings and safe, soft nose. Steve Canyon emblem on glider.
22A-825 B265......Retail **$4.00**

(J) IDEAL SATELLITE LAUNCHER. Mechanical launching device throws polyethylene satellite "into space." Satellites soar and spin. Launcher can be tilted 45° Driver's cab enclosed in clear plastic bubble – rotates 360°. Elevating radar screen.
22A-687 B330.... .Retail **$5.00**

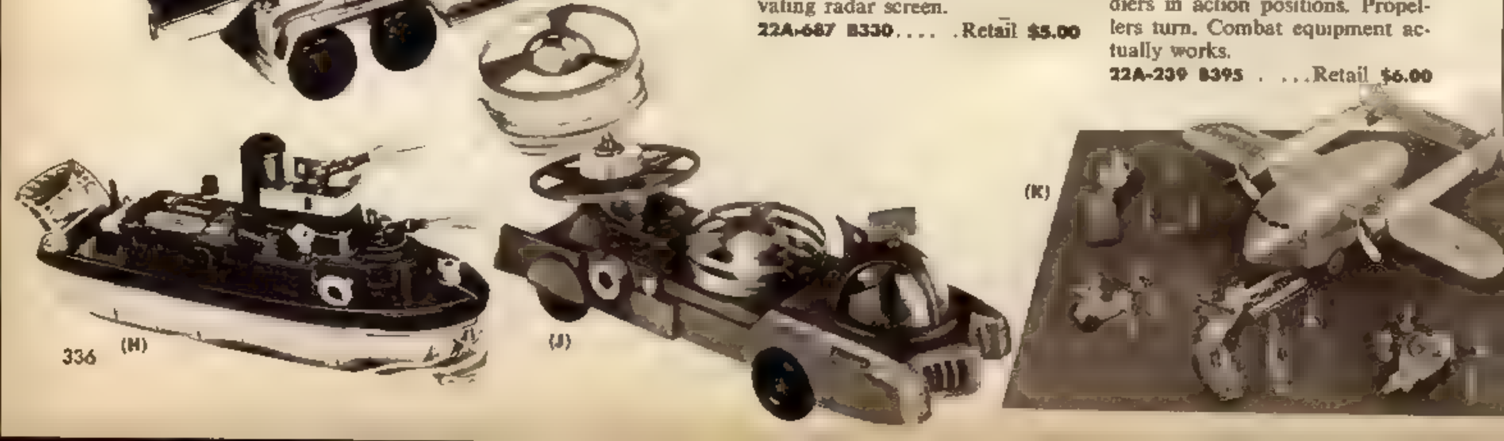
(B) IDEAL MOBILE CANNON. Old-fashioned cannon in modern construction. All polyethylene . . . prevents marring of floors or furniture. Shoots five harmless plastic balls from elevated cannon at touch of lever. 19¼" long. Especially nice for younger children.
22A-874 B195......Retail **$3.00**

(D) SEARCHLIGHT AND ACK ACK GUN. Plastic tractor and trailer carries searchlight and ack ack gun. Searchlight rotates, elevates, throws powerful beams. Gun barrels elevate, rotates, move back and forth and fire with recoil action when crank is turned.
22A-828 B395......Retail **$6.00**

(F) IDEAL BOP ROCKET. Compressed air funnel on truck connected to launching pad. Hit funnel with fist to release guided missles. Attached voice microphone lets you give "siren" warning. Includes three missles. 19" long. Fun for youngsters.
22A-875 B195......Retail **$3.00**

(H) IDEAL FIRE BOAT. Two rotating fire guns pump water in long-range streams. Siren screams. Life boat in rear can be lowered into water. Metalized deck accessories. Windlass raises and lowers anchor. Made of high impact plastic. Overall length 15".
22A-703 B330......Retail **$5.00**

(K) IDEAL FLYING BOX CAR. High-impact plastic, two-engine plane w/safety-metal wings. Cargo ramp opens for loading and unloading 6 pieces of combat equipment plus unbreakable soldiers in action positions. Propellers turn. Combat equipment actually works.
22A-239 B395 . ...Retail **$6.00**



toys

DELUXE TOY PFAFF SEWING MACHINE IN CASE

Any little girl would take pride in learning to sew on her own miniature copy of a famous German machine. Stitches neatly as fast as she turns the wheel. Set includes scissors, thimble and thread, also lovable baby doll with material for dress, nightgown, diaper, bib. Handsome gift box.

22A-468 B330 Wgt. 3 lbs. ....Retail **$5.00**

ACTIVITY BASKET FOR GIRLS

She'll feel very grown-up and busy with her pretty work basket which holds materials for much feminine handwork. There are patterns and material for wedding and traveling dresses for the 8" doll model, knitting needles, crochet hooks, yarn, embroidery hoops. Scissors, of course, measuring tape, needle threader, pincushion and thimble.

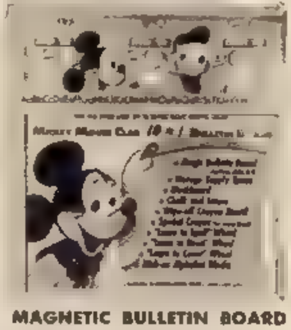
22A-467 B330 Ship. wgt 1¼ lbs . . . . . Retail **$5.00**

"OLYMPIC" BOWLING SET. Ten lightweight polyethylene pins, two plastic balls. Fun, safe and almost noiseless. Weight 2 lbs.

22A-556 B195 9½" pins............................Retail **$ 3.00**

22A-557 B265 11½" pins, can be filled with water for weight ....Retail **$ 3.95**

22A-921 B860 Deluxe set, 15" pins, regulation size balls that can be filled with water for extra weight or used lightweight ....Retail **$12.95**



MAGNETIC BULLETIN BOARD

Children can put up pictures, school work, blocks, just by pressing against Masonite surface. Removable black board slides in. Set includes chalk, eraser, colored alphabet blocks. Overall: 22" x 24". 9 lbs.

22A-472 B530 ..Retail **$8.00**

MEDICAL KIT. Traditional doctor s bag holds everything young medico needs: stethoscope, clinical thermometer, rubber gloves, reflex hammer, otoscope, even a diploma.

22A-469 B199 ......Retail **$3.00**

CIRCUS WAGON POUNDING BOARD

Small children have fun pounding pegs into holes, then pull the gaily painted wagon. Movable clock hands teach them to tell time. Set has wooden mallet, 8 sturdy pegs. Non-toxic paint

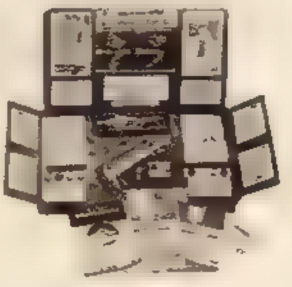
22A-364 B200 2 lbs. Ret. **$3.00**

GAME-O-RAMA
77

77 GAME-O-RAMA

Everything needed to play 77 popular games, all packed in one sturdy cardboard case. Has plastic chessmen and board, checkers, even marbles. Bingo with automatic number dispenser for faster play. Wonderful for parties or for dull what-shall-we-do-now afternoons. There's always something new and fun—or familiar and fun. Easy instructions for all games. Wgt. 5 lbs.

22A-474 B330 ..Retail **$5.00**



4-IN-1 COMBINATION HOBBY SET

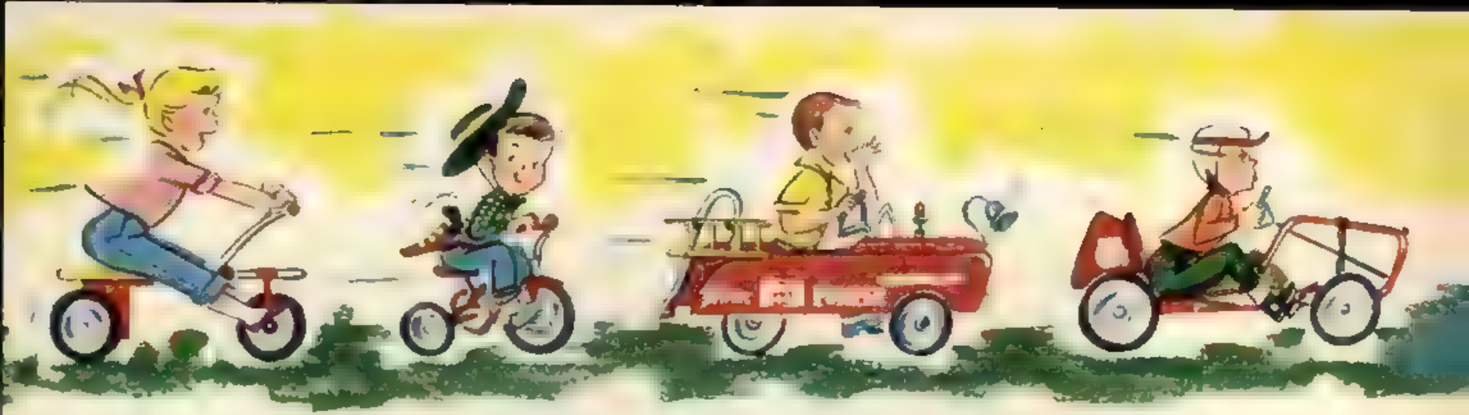
An introduction to metal-tapping, woodburning, embossing and color painting. Equipment and materials for 4 lifelong hobbies. Ages 5-16. Hours of fun. Wgt. 3 lbs.

22A-274 B330 ....Retail **$5.00**

ROLY POLY CLOWN

Children love this fat, jolly little clown. Knock him over, he pops right back, beaming and playing a cheerful tune. Height 11½" Wgt. 1⅓ lbs.

22A-771 B155 ....Retail **$2.29**



H25 FLY AN ELECTROMIC FLASH

Takes off, climbs, dives, loops, does figure 8's and makes 3-point landings. High-impact plastic fuselage, laminated wings and stabilizer, snap-on landing gear and replaceable propeller. 6 ft. cable attached to motor that operates on 2 D flashlight batteries*. By Stanzel, for 4 to 10 yr. olds **$2.98**
ELECTROMIC JET PLANE **$4.98**

J25 SPORTY LARK VELOCIPEDE

2 to 4 yr. olds wheel in real style on handsome 10" LARK heavy gauge steel velocipede. Adjustable saddle seat and handlebars, safe and sturdy with puncture-proof semi-pneumatic tires and riveted steel spoke wheels. By AMF SPECIALLY PRICED **$12.77**
12" LARK VELOCIPEDE Specially Priced **$13.77**
16" LARK VELOCIPEDE Specially Priced **$15.77**
LARK SIDEWALK BIKE Specially Priced **$29.88**

K25 RIDE THE COASTER HORSE!

Tots 1 to 4 gallop away safely in all directions on Rich's Palomino Coaster Horse! Sanitary plastic body on 4 full swivel lucite casters; hardwood handles and footrest. 20½" long, 16" high **$5.98**

L25 THRILLS WITH LARK SCAT CAR

Real action and ultra smooth riding on streamlined scat car. Pedal drive with adjustable 5-position ball-bearing pull straps and semi-pneumatic puncture proof tires. Safety-first construction of ¾" steel tubing with baked enamel finish. Ages 3 to 7 can speed along or use footrest for smooth coasting—it's a thrilling ride either way! 39" long; smartly styled by A.M.F. SPECIALLY PRICED **$12.88**

M25 LARK HEAVY DUTY TRACTOR

Heavy gauge steel, with true-to-life details—real fun for busy "farmers" 4 to 9. Sturdily built by AMF, with puncture-proof semi-pneumatic tractor tread tires, adjustable spring seat, and bicycle-type chain drive for easy riding. Its powerful trailer hitch can pull a real load, and youngsters enjoy putting it to use! SPECIALLY PRICED **$17.99**

Use Our Lay-Away Plan

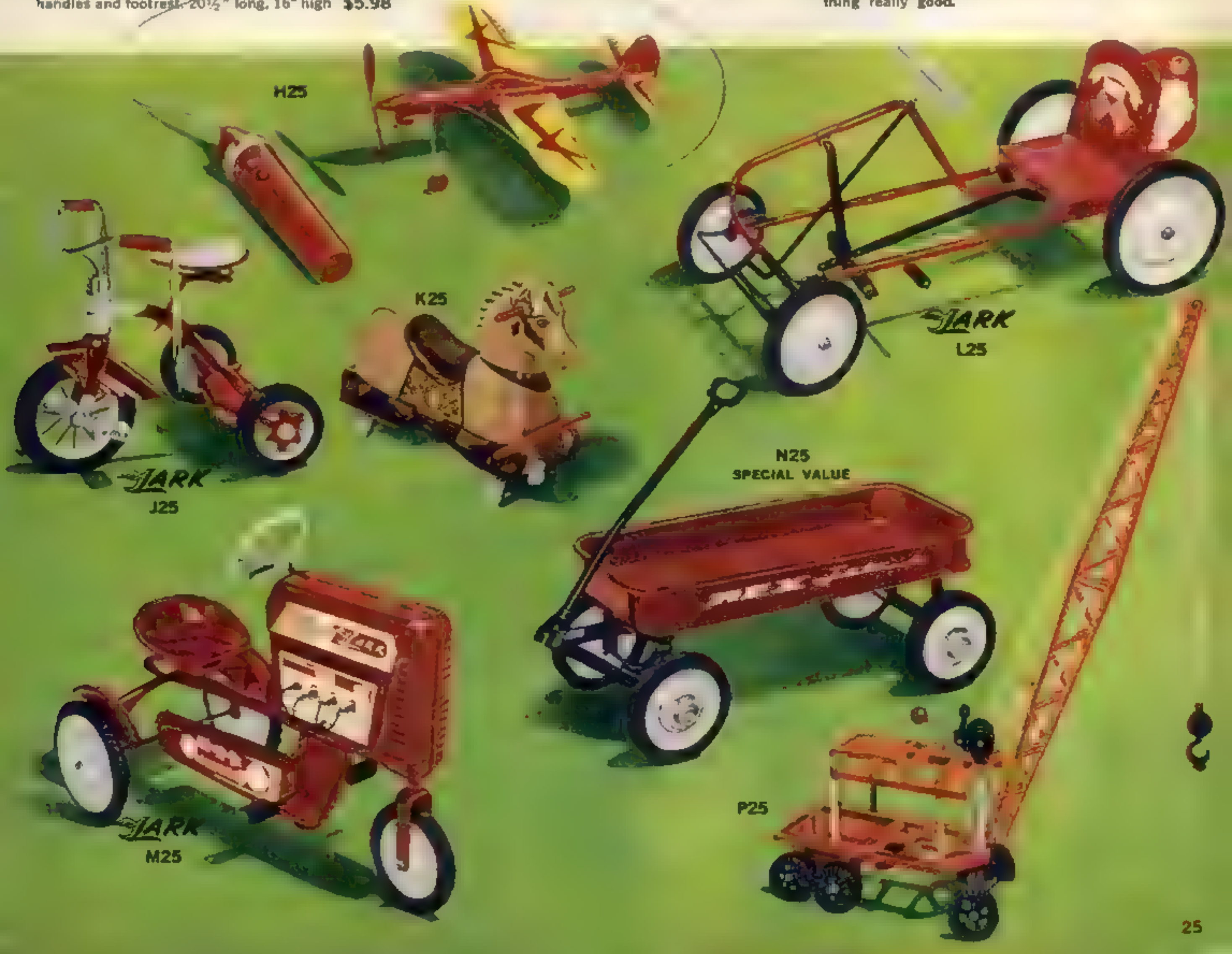
N25 REX JET, SPEEDY WAGON

Sturdy steel wagon takes lots of wear 'n tear. Torture-tested "Congo" Graphite bearings never need oiling, steel sleeve bearing support, ½" axles, double-disc wheels, puncture-proof, semi pneumatic tires. 34"x15½"x4½". By Radio Steel 3 to 8 yrs. **ATTRACTIVELY PRICED**
SEE OUR COMPLETE LINE OF WAGONS

P25 STEER AND RIDE JUMBO CRANE

There's lots of action for 2 to 9 yr. olds with Knickerbocker's huge, safe ride-on crane. Steers easily; reinforced boom raises, lowers, separate control for loading hook. Unbreakable poly and aluminum; heavy-duty non-marring wheels **$9.98**

LOOK FOR THE LARK —our own proud label—only the finest toys can wear it. Skillfully designed of quality materials, they help stimulate your child's imagination and hold his interest over a number of years. Because "LARK" toys are made to our exacting specifications for safe, dependable wear, they are good investments. Look for the "LARK" label—buy with confidence when you find it—you've got something really good.



WEE-GEE No. 100

midget water gun

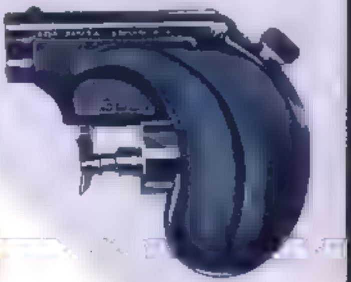
One of the most spectacular developments ever offered in the water gun line! Easily hidden in any pocket . . . fits into palm of hand. Assorted opaque colors. Size 3"

Retail
25c

DEE-GEE
No 101

double nozzle midget water gun

Squirts 2 streams of water simultaneously. Palm-size, easily concealed. Hi-compression recessed nozzles. Assorted opaque colors. Size 3"

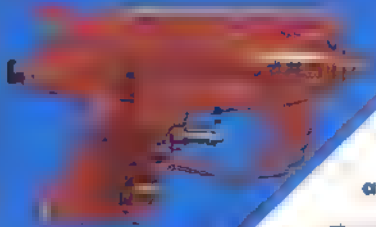


Retail
29c

SQUIRT RAY
No. 103

automatic water gun

300 shots without refilling . . . Hi-compress on nozzle . . . visible water supply. Assorted transparent colors. Size 5½"



Retail
39c

"250" REPEATER

automatic water gun

No. 102
Retail
39c

Pocket-size automatic . . . 250 shots without refilling . . . visible water supply . . . Hi compression nozzle. Assorted opaque colors. Size 4¾"

NEW FOR 1960

DERRIN-GEE *palm size water gun*

No 121

This attractive Derringer is the most popular sized gun for hiding in pocket and hand. Made in assorted opaque colors. Actual size 3".

Retail
29c

LU-GEE
No 106

junior size Luger water gun

Reproduces the Luger in miniature detail. New recessed nozzle. Assorted opaque colors. Size 4¼"

Retail
39c

water SUB MACHINE GUN No 105

POWERFUL!

Authentic-styled Thompson repeater. Hundreds of shots without refilling! Long range. Jet black. Scaled size 19" long

Retail
98c

Authentic scale model. Perfection of detail — with new recessed, Hi-compression nozzle. Shoots a long fine stream of water. Large water reservoir. Assorted opaque colors. Size 7½

Retail
49c

Park PLASTICS CO. LINDEN, N. J.

QUALITY TOYS FOR CHILDREN OF ALL AGES

WEE-GEE No. 100

PACKING: 3 dozen to counter tuck. 1, 2 and 3 gross to a shipper. 9, 17 and 25 lbs.

DEE-GEE No. 101

PACKING: 3 dozen to counter tuck. 1, 2 and 3 gross to a shipper. 1, 19 and 28 lbs.

"250" REPEATER No. 102

PACKING: 2 dozen to counter tuck. 12 dozen to a shipper. 14 lbs.

SQUIRT RAY No. 103

PACKING: 2 dozen to counter tuck. 12 dozen to shipper. 18 lbs.

LU-GEE No. 106

PACKING: 2 dozen to counter tuck. 1 gross to a shipper. 12 lbs.

water SUB-MACHINE GUN No. 105

PACKING: 6 guns to a display rack. 1 dozen to a shipper. 8 lbs.

Available individually boxed. Must be specified. 1, 2 and 4 dozen to shipper. 6.4, 12.7 and 24 lbs.

DERRIN-GEE No. 121

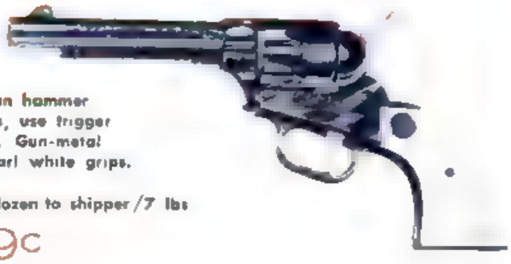
PACKING: 2 dozen to counter tuck. 1 and 2 gross to a shipper. 9 gross = 18 lbs.

standard LUGER *water gun* No. 107

PACKING: 1 dozen to counter tuck. 1 gross to a shipper. 20 lbs.

all water guns 100% WATER TESTED with GUARANTEED WORKMANSHIP and PARTS

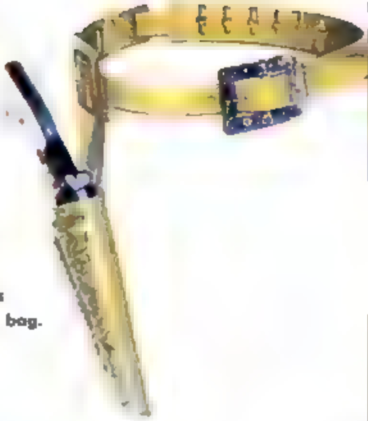
No. 115 **Park's**
FANNING WATER GUN



Colt design. Fan hammer for rapid shots, use trigger for single shot. Gun-metal black with pearl white grips. Size: 9¾".
PACKING 2 dozen to shipper/7 lbs

retail 79c

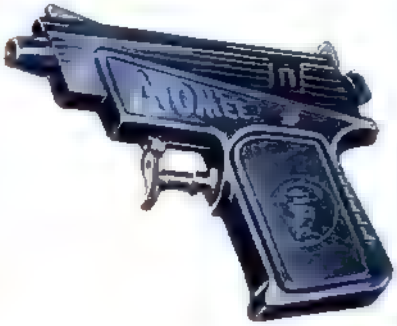
No. 117 **Park's**
QUICK DRAW HOLSTER SET WITH WATER GUN



Heavy weight molded polyethylene holster. Looks and feels like leather . . . but more durable. Deep Western motif. Adjustable belt for ages 3 to 15. Big silver metal buckle. Realistic colors
PACKING Individually carded in poly bag. 1 dozen/7 lbs.

retail $1.49

No. 114 **Park's**
ATOMEE
Nuclear Water Gun

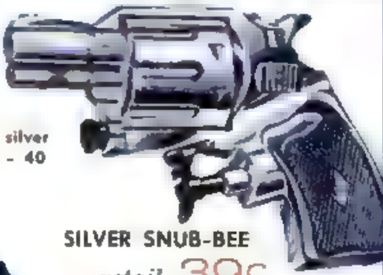


Futuristic design. Size 5"
PACKING. 2 dozen to counter tuck carton
2 gross to shipper/24 lbs

retail 39c

No. 113 **Park's**
SILVER SNUB-BEE

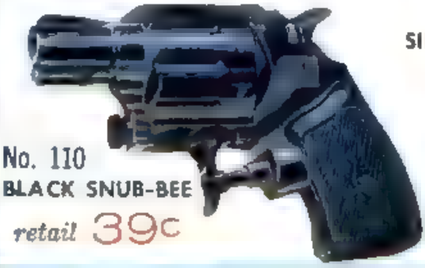
Revolver style water pistol. Glittering silver plated snub nose revolver. Shoots 30 - 40 ft. accurately. Size. 4¾"



SILVER SNUB-BEE

retail 39c

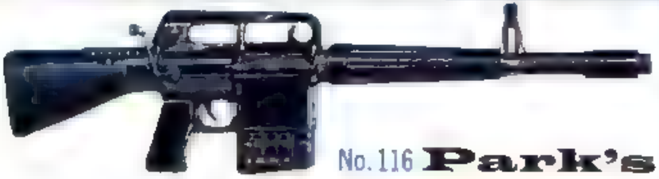
PACKING. 2 dozen to counter tuck carton. 2 gr
to shipper/24 lbs.



No. 110
BLACK SNUB-BEE

retail 39c

Assorted colors. PACKING: 2 doze
to counter tuck.
2 gross to shipper/23 lbs.

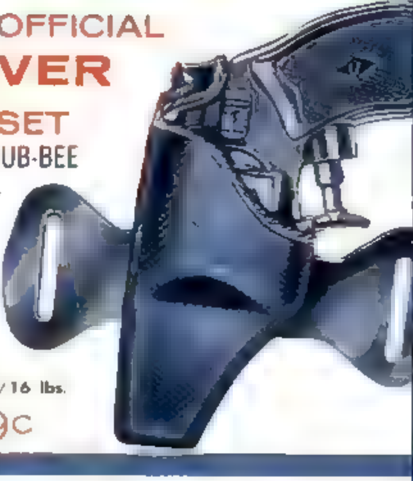


No. 116 **Park's**
WATERMATIC
WATER MACHINE GUN
4 way action

Shoots 4 ways . . . turn crank for 1200 water bursts per minute, with rat-a-tat. Sound may be set on or off. Also use crank without water . . . use trigger for single shots. 25" long, jet black plastic.
PACKING: 6 to counter rack display. 1 and 2 dozen to shipper/13 and 25 lbs.

retail $1.69

No. 120 **Park's** OFFICIAL
UNDERCOVER HOLSTER SET
with Black revolver style SNUB-BEE



A new type undercover holster . . . can be worn anywhere on any belt out of sight. Reversible holster may be worn on left or right side, or on back. Black embossed polyethylene, complete with black Snub-Bee WATER gun. Inside Pack. 1 dozen
Shipping pack: 1 gross to shipper/16 lbs.

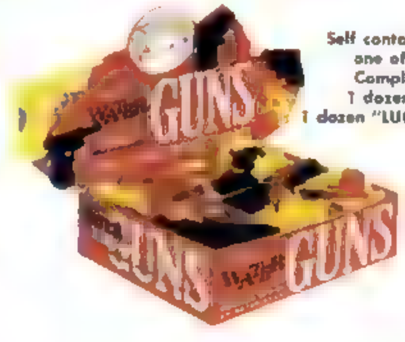
retail 49c

No. 123 **Park's**
COMBINATION WATER GUN PACK

New 3-D water gun easel display in every pack. Complete impulse sales package . . . display box on counter and easel in window. Attractive colorful 20 x 14 x 5" corrugated display box contains 13 x 19" easel, holds one of each gun in pack . . . 1 dozen "WEE-GEE", 1 dozen "ATOMEE", 1 dozen "LU-GEE", 1 dozen "250 REPEATER", 1 dozen black "SNUB-BEE", 1 dozen Standard "LUGER", 1 dozen "DERRIN-GEE" and 3 only "SUB-MACHINE GUNS"
shipping weight 8 lbs.
4 to shipper/35 lbs

retail $34.08

No. 119 **Park's**
WATER GUN ASSORTMENT



Self contained display package . . . mounts one of each gun on display easel cover. Complete with . . . 1 dozen "WEE-GEE", 1 dozen "LU-GEE", 1 dozen "SNUB-BEE", 1 dozen "LUGER" and 1 dozen "DERRIN-GEE".
shipping weight 6 lbs.
4 to shipper/ 24 lbs.

retail $21.72

SHERAM

PUPPETS by Luci

The Barnyard Series—10 For "Kids" of All Ages!

PUPPETS Six Barnyard Action Puppets—Bully Bull, Pinky Pig, Harry Horse, Rudy Rooster, Reddy Fox, and Gabby Bird. Packaged Ply-O-Film bags and holders—6 doz. assorted to a carton. Shipping weight under 6 pounds. F.O.B. Columbus

98c Retail

12 PUPPETS in the line Six show above.

Luci
puppet stage

PUPPET STAGE

Adds to the fun of the puppets and the profit for you. Sturdy construction, conveniently packaged . . . folds for storage. 52" high, 36" wide. Packed 1 dozen — Shipping weight 45 pounds F.O.B. Columbus

$2.98 Retail.

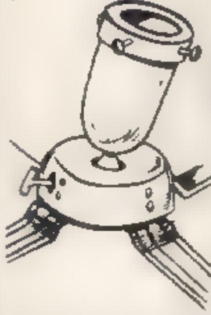
WRITE TODAY FOR ADDITIONAL INFORMATION ABOUT SHERAM PUPPETS

SHERAM puppets

2666 Tremont Rd., • Columbus 21, Ohio

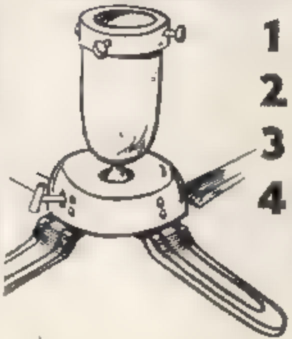
Page & Bland 225 Fifth Ave New York 10, N Y
Pearsall Associates, 804 Hawthorne Lane Geneva, Ill.
Crawford Sales Co., 2 37 Blandra St Fort Worth Texas
S-ton Sales P O Box 8117, Atlanta 8, Georgia
J R. Davidson Sales, P.O. Box 295, Downey, Calif
Gerson Sales, 304 North Roosevelt Ave Columbus 9 Ohio

New Idea IN XMAS TREE STANDS



SWIVEL HOLDER

sells on sight because its better 4 ways:

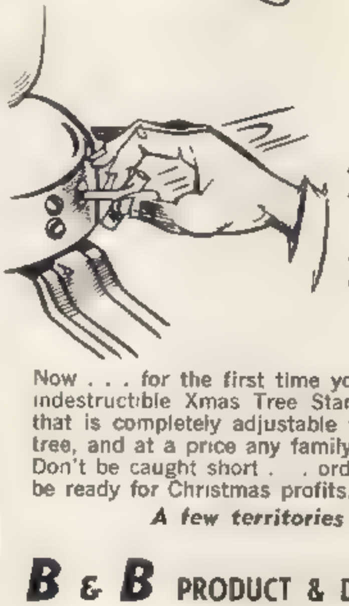


1. Aligns tree regardless of trunk angle
2. Holds tree trunk of approximately 4 inch diameter
3. Heavy metal construction for durability
4. Holder made of aluminum alloy.

Individually boxed 6 boxes to shipping carton. Weight 40 lbs.

$6.98 suggested retail

Fast and Easy to put up:



1. 8 screws for securing legs to base
2. Insert tree in holder, push down on sharp point and tighten thumb screws to hold tree trunk
3. Slightly tighten "T" screw, align tree in position then lock "T" screw.

Now . . . for the first time you can offer a sturdy, indestructible Xmas Tree Stand . . . the only one that is completely adjustable to the contour of the tree, and at a price any family can afford.
Don't be caught short . . . order a supply NOW and be ready for Christmas profits.

A few territories available

B & B PRODUCT & DEVELOPMENT CO.

8407 Clinton Road Cleveland 9, Ohio

Doughboy

America's Most Wanted Line!

POOLS AND POOLSIDE TOYS

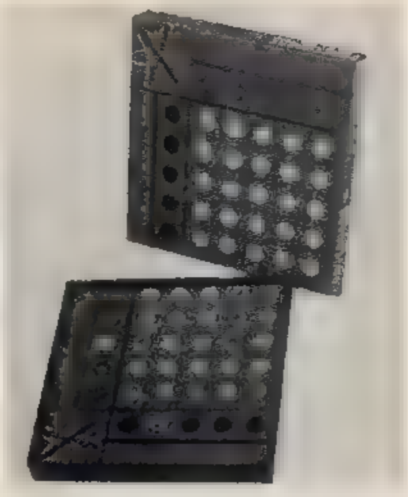
America's most wanted, best liked, best bought brand! Playrings, water toys, inflatable action toys, inflatable pools, tubular frame pools, rigid-side circular splasher pools . . . plus proved merchandising aids. All retail priced for fast action . . . all carrying America's best known name!

Send for this Catalog Today!

Shows the complete line in full color
Write
DOUGHBOY INDUSTRIES, INC.,
New Richmond, Wisc., or call your nearest Doughboy Sales Representative.

DOUGHBOY SALES REPRESENTATIVES

NEW YORK, N.Y. . Eyerly Associates, Room 964, 200 Fifth Ave. Bldg.
ATLANTA GA. . . . The Dennis Co. 1069 Briarcliff Rd N.E.
CHICAGO ILL. . Eyerly Associates, 1442 Merchandise Mart
CLEVELAND OHIO. . . Eyerly Associates. 2516 Newbury Drive
DALLAS, TEXAS. . . . Forrest Ford Sales Organization. 1242 Dallas Trade Mart
KANSAS CITY MO. . . Eyerly Associates. 4406 West 71st Terrace
LOS ANGELES, CALIF. . Ward Francis Co., 1533 Wilshire Blvd
MINNEAPOLIS, MINN Leslie E. Taylor, Merchandise Building
ST PETERSBURG, FLA . . . The Dennis Co 4500 Burlington North
SAN FRANCISCO, CALIF . . . . Ward Francis Co., Western Merchandise Mart
SEATTLE WASH . . . Ward Francis Co., Terminal Sales Building



CROSSROADS is a new game developed by a mathematician for spare time mental exercise. A form of junior chess, it is easy to learn, trains the mind to plan ahead.

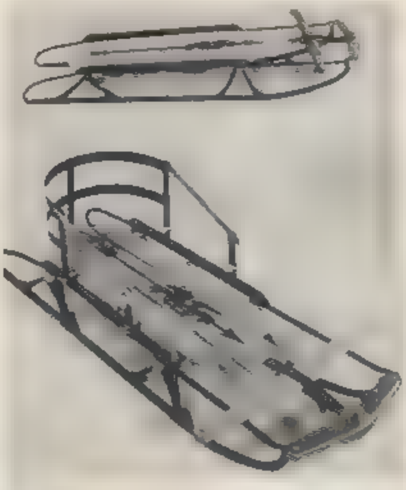
age. Preston's scientific colleagues play it during lunch hours at Atronics.

"Crossroads" is played by two people in 10 or 15 minutes per game. When Preston's 14 year old son began beating him, the inventor knew he had developed a genuinely stimulating game of entertaining mental exercise for all ages.

Blockhouse, Inc., is now distributing "Crossroads" coast-to-coast.

No collapsible sleds, as yet

When it comes to progress in sled design the S. L. Allen & Co., Inc., Philadelphia, is on top of the heap. The fact that they are not the innovators Toys & Novelties made them out in the August issue is no reflection on the firm's ability. To the contrary, a "collapsible sled" would not be the handiest gadget to coast down a hill. We are sorry to have caused this confusion and trust the photo below will straighten this out.



FLEXIBLE FLYER model no. 47, shown above, is midrange in S. L. Allen's line of eight models. No. 47 is 47" long with distinctive chrome bumper. Lower sled shows a Sled Back mounted on a Flexible Flyer; back adjusts easily to any width sled and Sled Back collapses and folds for storage.

TOTSY

TOPS 'em all!

Set Sales Spinning to New Highs with the Best Selling Most Complete Line of

DOLL CLOTHES & ACCESSORIES

Everything for Every Doll 8" to 36"

Two New DISPLAY RACKS Loaded With SURE FIRE SALES SIZZLERS

Maximum profits from minimum space . . . these displays promote peak self-service impulse sales!

America's Leading Doll Clothes Line

TOTSY

TOTSY MFG. CO., INC.
891 State St., Springfield, Mass.

New York:
H. J. Blumberg Co., 915 [illegible]
West Coast:
J. K. Robertson Co., Box 41015, Los Angeles, Cal.
D. A. Robertson Co., Box 31, Lafayette, Cal.

There's Nothing Like It!

RODEO-GO-ROUND

MOTOR DRIVEN!

No MGR-H 56

FOR KIDS UP TO 9 YEARS

EXCLUSIVE FEATURES
- Textured Body . . . feels like horsehair
- Life-like Tail and Mane
- Formed Wood Horses • Realistic Eyes
- Simulated Leather Cushioned Saddles
- Complete with Stirrups and Harness

WRITE TODAY FOR CATALOG SHEET!

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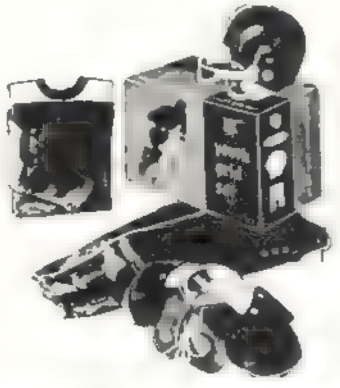
QUALITY ACTION TOYS

23 Geneva Street • Indian Orchard, Mass.

Hobby Horses, Merry-Go-Rounds, Toy Chests, Desk-Toy Chests, Shoo Flies and Rockin' Strollers

FOOTBALL SPORTS SETS 5

D & M



Attractively packed in a sturdy carrying case. Consists of the following items —

DE494G Helmet—Scarlet with white stripes. Complete w/double face guard.

DH332 Shoulder Pad

DC686X Football Pants—Scarlet w/Royal Blue on white side trim. Small, medium and large.

DK664 Jersey—Scarlet w/white insert. Small, medium and large.

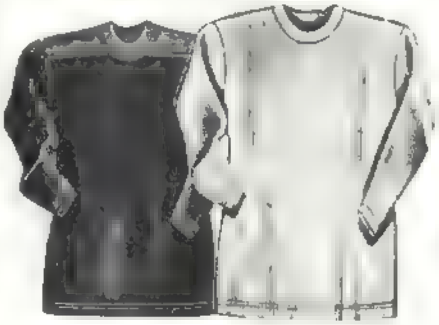
	Per set
No. **DHC66—Set** consists of 4 pcs. .	$12.95

#38 De-Luxe Four Piece Football Set — Helmet — White with two Scarlet stripes and double bar plastic face guard. Shoulder Pad — Cantilever style with Armor Lite flaps, caps and arches; Jersey—Scarlet with White, Royal Blue. White UCLA style shoulder insert and Stylon number on front; Pants—One-piece Scarlet pants with quilted padded hip pads, knee pads and thigh guards. **Sizes.** Small, Medium, Large

List $12.95

FOOTBALL JERSEYS 5

D & M

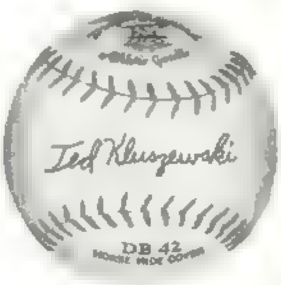


Boys'

Medium weight cotton. Colors—royal blue body with white shoulder insert, light gold body with royal blue shoulder insert and scarlet body with white shoulder insert

	Each
No. **DK664**(DK464)—Sizes, small (24-26), medium (28-30) or large (32-34) ...	$2.50

Official Little League
DB 36C



• DB36C—"Official Little League"

Made to give Major League performance in Little League play, the DB36C complies in every respect with Little League specifications and is approved by Little League Baseball, Inc. Cushioned Cork Center. Wound with wool yarns with double needle stitched alum tanned horsehide cover. Individually boxed and sealed.

Each $2.25

• DB42—Ted Kluszewski League

Compressed felt center, finished with twine. Horsehide cover cemented to ball, double needle stitched with red waxed thread. One dozen to a box

Each $1.00

• DB68—Big League

Tough all weather rubber cover with simulated stitches over compressed felt core. Packed one dozen to a box.

Each $ .75

Official Pony League
Lewis W. Hays COMM
Draper Maynard
DB35C

DB35C—Official "Pony League"

Built to the specification of Pony League rules, you can depend upon it for consistent uniformity of performance, a feature of every Draper-Maynard baseball. High quality throughout. Cushioned cork center. Wound with wool yarn and covered with double needle stitched alum tanned horsehide cover. Individually boxed and sealed

Each $2 25

FIELDERS' GLOVES

D & M FOUR-FINGER MODELS

Jack Jensen Model

An excellent glove for the star of tomorrow. Low price full size glove with welted palm. Good quality glove leather, leather lined palm and fingers. One-piece leather tunnel web, [illegible] wrist, adjustable finger lace. [illegible] box.

Each

No. DG920—Wt. each about 1½ lbs. . . $6.35

Johnny Knucks Model

High quality glove with full welted palm. Good quality glove leather, lined palm and fingers. Leather tunnel web, adjusting laces at finger tips, closed wrist. Inner processed greased pocket. Not [illegible].

Each

No. DG921—Wt. each about 1½ lbs . . . $5.[illegible]

Gus Bell Junior Model

Juvenile model with full welted streamline palm and thumb. Genuine leather with lined palm and fingers, felt pad. Leather tunnel web. Adjusting laces at finger tips. Closed wrist.

Each

No. DG942—Wt. each about 1 lb. . . $4.50

Gil McDougald Junior Model

Juvenile model with streamlined thumb. Genuine [illegible] leather [illegible] lined palm and felt pad. Leather tunnel, web and lacing. [illegible] wrist. [illegible] box.

Each

No. DG923—Wt. each about [illegible] . . $[illegible].50

BASEMEN'S MITTS

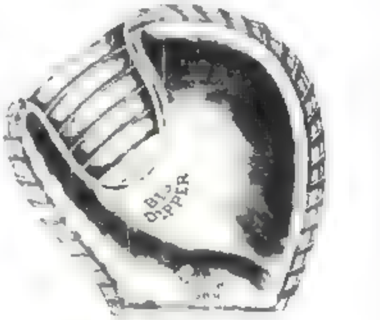
D & M

Ted Kluszewski Youth "Trapper" Model

An excellent [illegible] player slightly smaller than a regular [illegible] mitt. [illegible] leather [illegible] leather lined palm, very [illegible].

Each

No. DG957—Weight each about 1½ lbs. $8.35



Frank Torre "Big Dipper"

An excellent mitt for beginners. Scaled down from a regular size mitt, this model is made of [illegible] with [illegible] palm and fingers [illegible] with large [illegible] web provides a large [illegible] pocket. Not [illegible].

Each

No. DG830—Wt. each [illegible] lb. . . $4.[illegible]

STAN MUSIAL BAT
SAFE
FUN!

No. 22115—Stan Musial Bat and Sok-Ker Ball

Unbreakable polyethylene bat, 30 inches long — with soft ball. Each display boxed, 6 in carton, wt. 6 lbs.

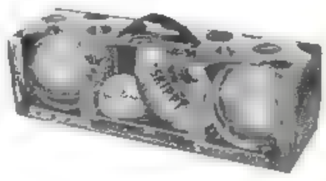
Each $1.98

ATHLETIC SPORT KITS

These colorful Sport Kits contain combinations of balls for a variety of games.

Handy carrying-case design serves as lasting accessory for storage when balls are not in use.

Kits are priced to sell in most popular price ranges.



BARR'S
SKIPPY
LITTLE LEAGUE

Per kit

No. F150-003—Kit, contains volleyball, Basketball, Baseball and Football $2.00

No. F150-004—Kit, contains Football and Basketball $1.00

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most publicized magnifier projectors

focus on PROFIT!

DISPLAY and SELL

traffic-stopper display
for Year 'Round SALES in TOY . . .
CAMERA . . . and HOBBY Dept.
Write for FREE Display Kit.

PROJECTS ILLUSTRATIONS
in COLORS and BLACK & WHITE

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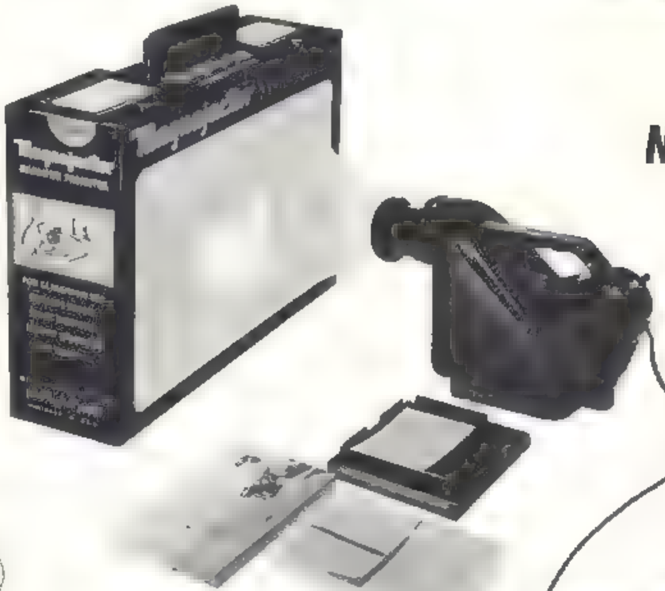
- Picture-Lok® Card Positioner
- Screen 32" x 36"
- Carry-Case with screen back



NEW!

DELUXE KIT

MJ-102 . . . . $9.95
Magnajector magnifies illustrated copy in color or black and white. Uses 60 watt household bulb. (Bulb not included). Durable smooth plastic. U. L. Approved. 6 to shipper. Wt. 24 lbs.

Rainbow Crafts, Inc. VISUAL AIDS Dept. Cincinnati 12, Ohio

ideal for . . .
- *nursery school
- *scout meetings
- *"show and tell"
- *sunday school
- *club meetings
- *party showing

AMERICA'S FAVORITE *playtime* IDEA!

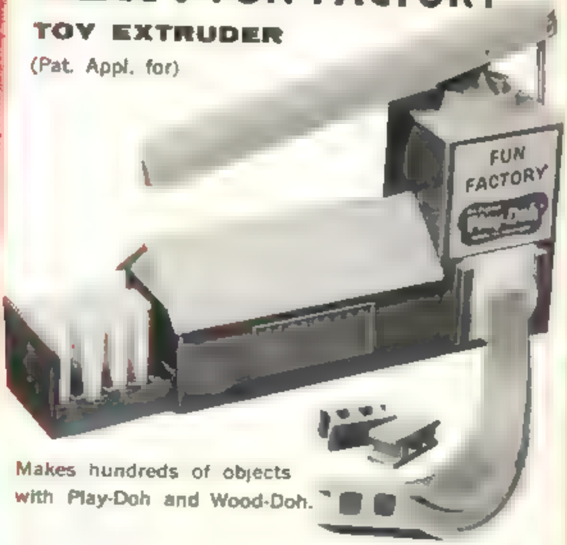
COLORS BLEND!
EXCLUSIVE!
NEW FORMULA!
The Original Play-Doh
MODELING COMPOUND
AIR DRIES COLOR TRUE
CLEAN
NON TOXIC
READY TO USE

FAMOUS FOUR PAK
(FUN FACTORY REFILL)
PD-259......$1.00

Clean, non-toxic, pliable modeling compound. Four colors; red, blue, yellow, white. 12 to shipper Wt. 30 lbs.

NEW! FUN FACTORY

TOY EXTRUDER
(Pat. Appl. for)


FUN FACTORY
Play-Doh

Makes hundreds of objects with Play-Doh and Wood-Doh.

PD-550 Deluxe Set	**$5.00**

With 12 extruder dies and four cans modeling compound. 6 to shipper. Wt. 24 lbs

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WOOD-DOH TRI-PAK

W-656 ...... $1.00
(Fun Factory REFILL)

For scouts, teen age hobbyists! Pliable compound . . . dries like wood. Red—brown—yellow. 12 to shipper. Wt. 24 lbs

captain kangaroo

12 BIG WEEKS
SEPT. 13 thru DEC. 1
139 CITIES . . .
CBS TV NETWORK
New Demonstration . . . ON FILM!

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TV BONUS

PLAY-DOH will be seen on "ALCOA PRESENTS" ABC TV NETWORK on
OCT. 25

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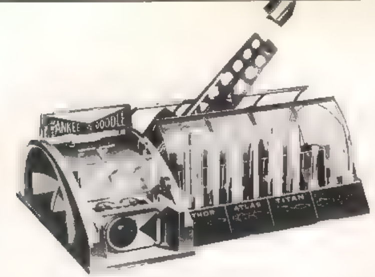
PLAY-DOH
ADVERTISING SCHEDULE

- PARENTS' Magazine . . . October Edition . . Full Column. Seen by more than 2,000,000 mothers.
- The INSTRUCTOR . . . September Edition . . . Half-Page Back-to-School buying guide for teachers.
- PLUS . . . Consumer Catalogs to more than 20,000,000 families!

COMMENDED PARENTS MAGAZINE

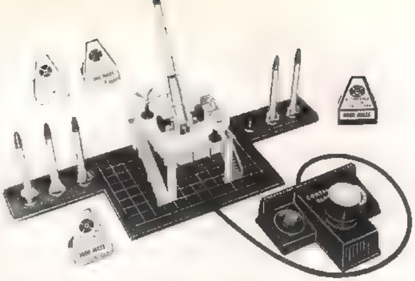
Rainbow Crafts, Inc.
Cincinnati 12, Ohio



REMCO "YANKEE DOODLE" SECRET ROCKET TEST CENTER. Amazing new electronic toy blasts off rockets and satellites! Warning siren sounds when ready for launching. Pull lever . . . doors automatically open and launcher rises majestically Rocket moves into position as automatic clock ticks off countdown. At count zero, rocket and satellite fire automatically Made of high impact plastic Includes 3 rockets, 3 satellites to assemble in any combination

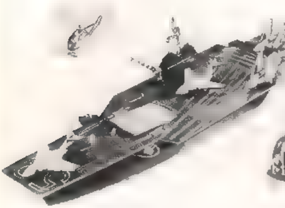
89-1804 B695 Rocket Test Center, 17½x11½x8" high **$9.98**

Operates on 2 "D" batteries (not included). See page 302 for batteries.



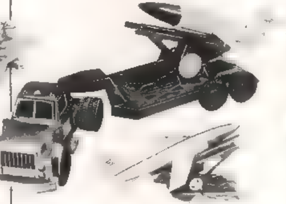
ICBM MISSILE LAUNCHING STATION Get set for plenty of thrilling action! Just press the button and watch your ICBM missile zoom 30 feet straight to its target Resets automatically You adjust flight angle and control the distance. Remote-controlled launcher operates by compressed air, has no batteries or springs Made of sturdy plastic. Consists of launching pad, 6 missiles with safe rubber noses, 4 target markers with stands and the remote control panel Can be used indoors or outdoors. Size of launcher: 15x10" deep

89-7918 B210 ICBM Missile Launching Station... .... **$2.98**



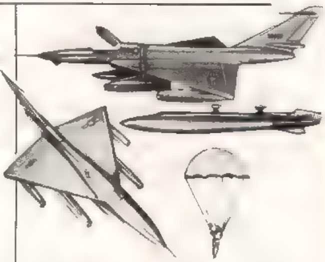
AIRCRAFT CARRIER with Flying Helicopter. It rolls . . . it floats . . it's made of unbreakable plastic! New Big Poly® ship has a real catapult on deck for launching the four fighter planes, a hatch that opens up for storage, guns that swivel on turrets. Helicopter really flies, fighter planes have folding wings. Giant size . . . 23" long

89-5847 B210 Carrier, Helicopter. . **$2 98**



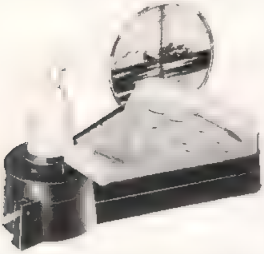
MATADOR MOBILE UNIT. Man the launcher! Turn the elevation crank for directional firing. Start the countdown firing wheel. Missile really takes off at count zero This unbreakable polyethylene Big Poly® toy is an authentic Air Force Matador-type missile with launcher on flat-bed trailer. It's pulled to any site by a husky truck cab

89-5854 B210 Unit, 22½" long overall **$2.98**



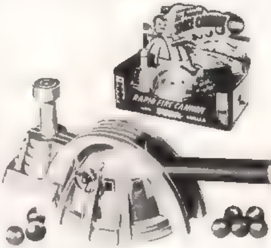
SUPERSONIC BOMBER. Stratosphere giant carries 9" long guided missile, fires it at pull of trigger! Press a button and pilot is ejected to parachute safely to earth. U.S. Air Force model has 4 massive jet engines, retractable landing gear. Practically indestructible . . polyethylene in silver color finish 2 ft. long from nose to tail

89-5839 B210 Supersonic Bomber **$2.98**



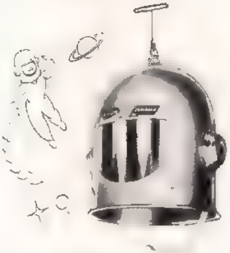
ATOMIC SUBMARINE TORPEDO TARGET. Enemy ships sighted . . . and you're the one who mans the torpedo! Look into the large plastic periscope . . . as one would do on a real submarine. Line up the ships and pull the trigger. BOOM! You can blast a ship right out of the "water". Lots of skillful fun and excitement for 6 to 16 year olds

89-7553 B280 12x10x5" high **$3 98**



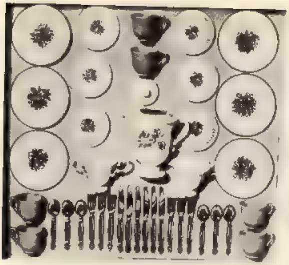
SPACE CANNON. Get ready to fire! Big cannon shoots "atomic blasts" in quick succession. 16" gun muzzle loads and holds 8 "atomic" rounds (harmless plastic balls) Rapid striking of plunger causes rapid firing of ammunition Made of high impact plastic Target included. Perfectly safe to use in or outdoors . . . will not break glass.

89-6480 B210 Space Cannon **$2.98**



SATELLITE EXPLORER HELMET by MIRRO. Perfect for pint-size adventurers exploring outer space Rustproof aluminum with adjustable chin strap. Has see-through Cosmic Ray protecto-shield that lets youngster look out . but no one can see in With make-believe antenna and earphones to keep spaceman "in contact" with his ship.

89-2299 B275 Explorer Helmet . **$3.95**



FLAKO
FLAKO
FLAKO
B

FLAKO
FLAKO
FLAKO
FLAKO
FLAKO
FLAKO
C

(A) VIOLETS 40-PIECE TEA SET—Service for 6. Gold metallized utensils. Includes 6 each. plates, saucers, cups, forks, spoons, knives. Plus one each: sugar, creamer, pitcher, cover. Dishes with lovely violet motif. 3 lbs

1T140X265 . ...**Retail $4.00**

(B) FAMOUS NAME BRANDS BAKING-MIX SET—A Junior Chef set for making real cakes, pies, gingerbread men, muffins, loaves of bread and even pancakes. Brands included are Flako, Swans Down, Aunt Jemima, etc. With cooking utensils. 10 boxes.

1T139X197 2½ lbs. ....**Retail $3.00**

(C) DELUXE FAMOUS NAME BRAND BAKING-MIX SET—A real giant-size baking kit for making all tasty and frosted pastries. With Swans Down, Flako, Aunt Jemima mixes plus all necessary cooking utensils including a skillet Log Cabin Syrup and frosting mixes. 22 boxes!
1T138X335 5 lbs. ....**Retail $5.00**

AMERICAN MODERN
PLAY DISHES
Russel Wright
E

SHIRLEY
TEMPLE
F

(D) RICKSHAW 41-PIECE TEA SET—Service for six Oriental design; silver metalized utensils. 6 each: plates, saucers, cups, forks, knives, spoons. One platter; sugar; creamer, pitcher; lid
1T143X265 2½ lbs .. ..**Retail $4.00**

(E) IDEAL 21-PIECE RUSSEL WRIGHT TEA SET—Durable, mottled plastic finish, metalized utensils. Service for 3 plates, saucers, cups, forks, knives, spoons. Plus covered sugar and creamer
1T142X197 2⅓ lbs . . ..**Retail $3.00**
(1T142X177 in lots of 3)

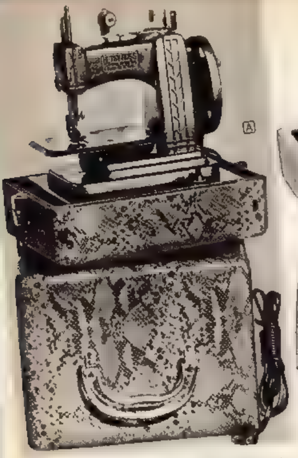
(F) IDEAL SHIRLEY TEMPLE 20-PIECE TEA SET—Service for 3. Metal plates and saucers with Shirley Temple monogram. Plastic cups, teapot and creamer have her cameo. Plus 3 each: forks, knives, spoons.
1T141X197 2 lbs . .. .**Retail $3.00**

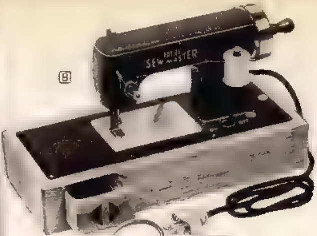
(G) MIRRO 47-PC. TOY TREASURE CHEST—4 each: plates, saucers (embossed with kittens), cups, knives, forks, spoons, napkins, cooky cutters, 1 pan, percolator, cake pan, double boiler, etc.
1T147X265 2¼ lbs. ....**Retail $2.95**
(1T147X238 in lots of 3)

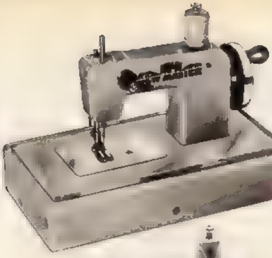
(H) REVERE WARE AMERICAN HERITAGE SET—Copper-clad stainless steel mixing bowl, skillet; covered sauce pan; covered sauce pot, covered coffee pot; teakettle.
1T145X665 3¾ lbs. ....**Retail $9.98**
Colonial Set—Bowl, skillet; pan; pot and cover
1T146X335 2 lbs. . . .**Retail $4.98**
(J) DREAM GIRL 3-IN-1 TEA SET—42-pc. service for 4 in metal carry case that converts to table or cupboard 22x16x14" open; 11x16x6" closed
1T144X533 8 lbs. . . ..**Retail $8.00**
(1T144X480 in lots of 3)

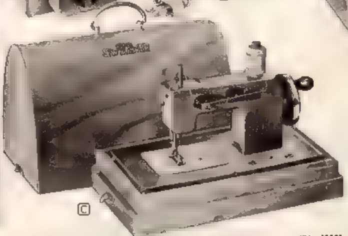
REVEREWARE JUNIOR COPPER-BOTTOM SET

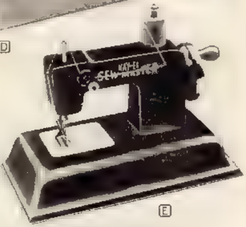
REVERE WARE
H











(A) BETSY ROSS ELECTRIC SEWING MACHINE—The time, work, and money-saving precision sewing machine that actually sews all lightweight fabrics! Not a toy—made in a factory that produces standard size machines! Full gear-driven mechanism with self setting presser foot. Looper, feed pawl and timing like standard machines. Positive adjusting tension and stitch length. Full size sewing plate provides 50% more sewing surface. Sturdy, stable die cast Zamak in streamlined design that features smooth operation All in a handsome red alligator-look case. With cord, plug. AC motor. 8¾ x 6 x 9".
1T148X1250 .. .. **Retail $19.95**

(F) "DATE TIME" ENSEMBLE—Clever set with teen pictures on pastels. 4-piece set includes: 4¾ x 6" autograph book; 11¼ x 14" photo scrapbook; 10½ x 17" waste basket; 15 x 20" bulletin board.
1T153X475 Set ....**Retail $7.00**
(1T153X427 in lots of 3)

(G) PLA-VAC ELECTRIC VACUUM CLEANER—Battery operated! Completely safe—no wires, no plug-in! 11" aluminum lightweight body 24" hose. On-off switch. 3½-volt safety-sealed motor. Removable cloth dust collector. Safety designed plastic fan. Batteries not included.
1T154X397 .... **Retail $5.98**

(B) KAYanEE ELECTRIC SEWMASTER—Precision built steel machine is completely safe—has protective presser foot. Comes threaded, ready to sew strong chain stitch. 2 needles included. Simplified operating instructions. Large sewing platform with drawer, cord set. 110V, AC. 11¾ x 5 x 7¼".
1T149X1250 ....**Retail $19.95**

(C) KAYanEE BATTERY-OPERATED SEWMASTER—Precision built with protective presser foot and strong chain stitch. Automatic clutch for hand operation. Hardwood base. Less batteries. 9⅛ x 5 x 7½".
1T150X997 ....**Retail $14.95**
(1T150X897 in lots of 3)

(H) LITTLE MISS CLEANING SET—Complete set with plastic bristle broom; plastic carpet sweeper with dust catcher; dust mop; dust pan; apron; bowl and brush, polishing cloth; Vel powder, Brillo; sponge; S.O.S., Dottie Duster; Kleenex tissues.
1T155X197 . ...**Retail $3.00**
(1T155X177 in lots of 3)

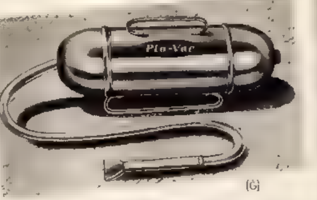
(J) BISSELL "LITTLE QUEEN" HOUSEKEEPING KIT—Deluxe set includes famous little sweeper just like mom's; plastic bristle broom; washable dust mop; metal dust pan; apron; DuPont sponge. All in Rose Red.
1T156X448 Kit . . ..[redacted]
1T157X252 "Little Queen" Sweeper only..**Ret. $3.98**

(D) KAYanEE DELUXE SEWMASTER—Precision built steel machine on hardwood base with metal clamp to hold to table top. Sews chain stitch. Comes threaded and ready to sew, with easy operating instructions. 8¾ x 4¾ x 6¼".
1T151X497 ....**Retail $7.50**
(1T151X447 in lots of 3)

(E) KAYanEE SEWMASTER—Sturdy steel body. Precision built for smooth operation. With metal clamp for attaching to table top. Threaded, ready to work. Sews chain stitch. With simplified instructions for operation. 7⅞x4⅝x6¼".
1T152X350 . . . .**Retail $5.25**
(1T152X315 in lots of 3)

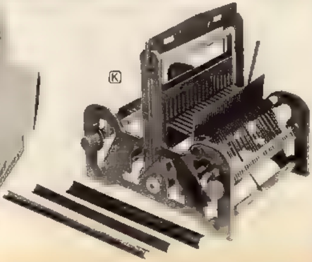
(K) HASBRO "WEAVE-RITE" LOOM—An amazing new toy that combines play value plus educational value. Teaches children coordination of hand and fingers and provides them with the thrill of making something special all by themselves. Incorporates many of the automatic features found in professional looms, with special settings for children's small fingers. The warp (lengthwise threads) spreads automatically with the use of a single lever. Loom comes complete with warp already installed, 3 filled shuttles and easy instructions. Perfect for all ages from 8 to 80. 10 x 10¾ x 10¾".
1T158X335 ... ...**Retail $8.00**

AUTOGRAPHS
date line
PHOTO SCRAPBOOK
F



Little Miss
CLEANING SET
Little Miss
VEL
Brillo
H

J
BISSELL
Little Queen
HOUSEKEEPING KIT
HOUSEKEEPING KIT



(A) KADETS TRAINERIFLE. With manual of arms and drill instructions. Walnut finish stock, operating bolt action, click trigger, web sling, detachable bayonet. 40¼". Wtg. 4 lbs.
22A-599 B265................Retail **$3.98**

(B) SHOOT-RITE GUN. Real shot gun styling, 2-piece wood stock. Front and rear sights. Adjustable sling and manual. Shoots corks. 35"
22A-600 B365 Wgt. 3 lbs......Retail **$5.50**

(C) DAISY PUMP ACTION BB GUN. Famous forced-feed repeater. Adjustable peep-and-open sight. "Engraved" oval stock. Length 37".
22A-208 B665 Wgt. 4 lbs. ...Retail **$9.95**

(D) DAISY EAGLE WITH 2X SCOPE. 850 shot lever action repeater. Leather sling. Front and rear sight. 2 packs BBs. 37".
22A-207 B935 Wgt. 4 lbs.....Retail **$13.95**

(E) STAGECOACH SET. Winchester saddle gun, fanner pistol with holster. Winchester loads and ejects bullets. Both fire 50 perforated caps. Gun, 33" Fanner, 10¾".
22A-569 B795 Wgt. 4½ lbs....Retail **$12.00**

(F) SHOOTIN' SHELL SHOWDOWN GUN AND HOLSTER SET. Includes Buckle Gun, Rolling Block Rifle, Fanner 50 pistol. Top cowhide belt and holster. 30 safe bullets.
22A-853 B665 Wgt. 4¼ lbs. ..Retail **$10.00**

(G) WELLS FARGO PONY EXPRESS HOLSTER SET. 16 pieces. Includes 2 holsters, 2 repeating guns, handcuffs, spurs, cuffs, badge, kerchief, clasp, jail keys. Wgt 4¼ lbs.
22A-1094 B465... .... Retail **$7.00**

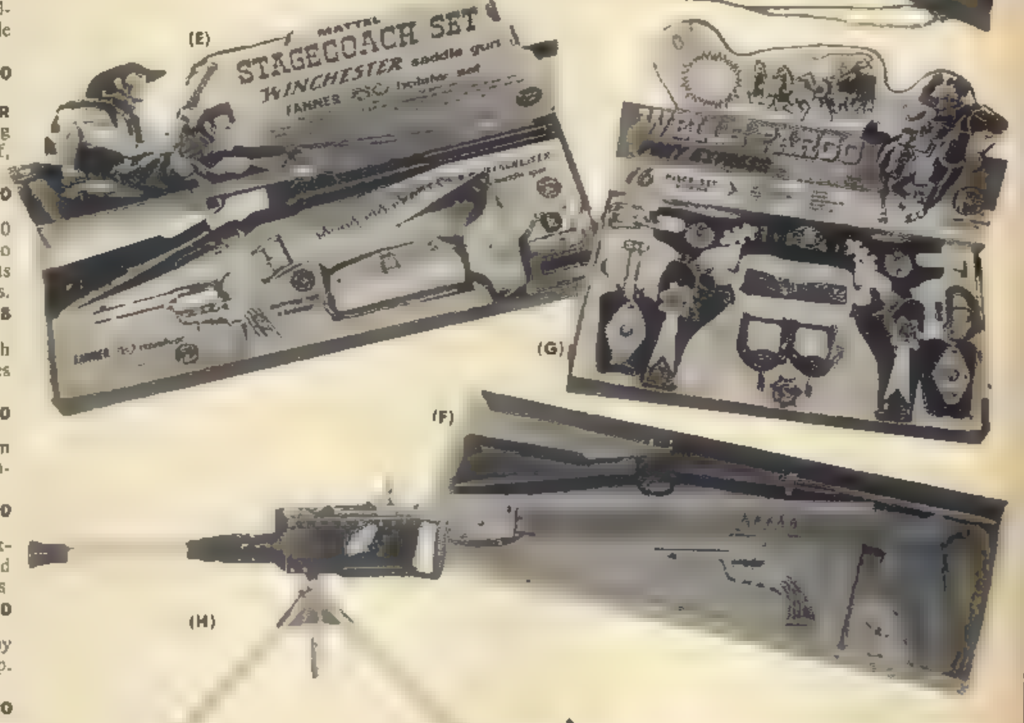
(H) MARK II MACHINE GUN. Life-size 30 calibre automatic machine gun. Push button to fire. High impact, tough polystyrene. Shoots standard caps, long or short bursts. Wgt. 2 lbs.
22A-715 B395.................Retail **$5.98**

(J) INDIAN SCOUT RIFLE SET. Comes with bandolier and scabbard. Easy to carry. Fires Shootin' Shell safe bullets. Ship. wgt. 2 lbs.
22A-849 B395..................Retail **$6.00**

(K) FIREBOLT 2-WAY GUN. Switch from smoking cap action to vibrasonic sound chamber. Bolt action. Uses perf. roll caps. 27-in.
22A-846 B330 Wgt. 2¼ lbs....Retail **$5.00**

(L) THUNDERBURP GUN. No caps! No batteries! Pull trigger for machine gun sound and vibration. Realistic. Safe. Length 15½ inches
22A-829 B195 Wgt. 1⅗ lbs... Retail **$3.00**

(M) MATTEL MACHINE PISTOL. Rugged toy pistol with machine action. Metal parts. Ship. wgt. 2¼ lbs.
22A-833 B265 with holster... .Retail **$4.00**

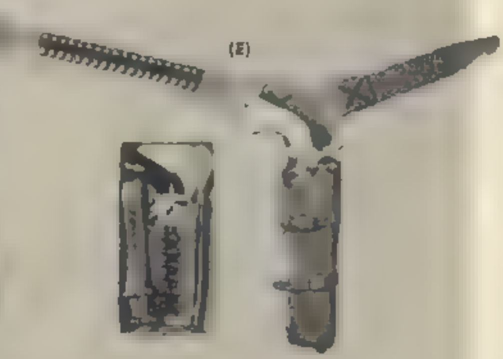


(A)

(B)

(C)

(D)


(E)

(F)

(G)

(H)

(J)

Toy RIFLES and GUNS

(A) SHOOTIN' SHELL INDIAN SCOUT RIFLE. For frontiersmen — or Indian chiefs — accurate copy of rolling-block rifle used in battles in the Old West. When loaded with Stick-M Greenie caps, fires real (safe) bullet, comes with 2 cartridges, 6 bullet noses. Ship. wgt. 1⅓ lbs
22A-848 B195....................Retail **$3.00**

(B) WINCHESTER SADDLE GUN AND BANDOLIER. For sharp-shooting range-rider, an authentic Winchester repeating cap rifle with secret trigger. Adjustable real leather bandolier with 32 play bullets to fit rifle. Eject bullets after firing. Length 33 inches. Ship. wgt. 2½ lbs
22A-847 B530....................Retail **$8.00**

(C) RIFLEMAN RIFLE AND BANDOLIER. Decorated wood grain stock and metal work. Double sight. Fits into leather scabbard with brass ornaments. Bandolier holds 30 metal bullets which can be loaded and ejected after firing. Rifle can be slung from shoulder.
22A-1055 B530....................Retail **$8.00**

(D) LITTLE SMOKY DOUBLE HOLSTER WITH DERRINGER. He'll be a match for all the Bad Guys with this double holster set and snub-nosed derringer. Pistol butt with steer's heads and Circle T brand, derringer with Lone Star. Top grain leather holster and belt. Extra bullets. Ship. wgt. 1 lb.
22A-1095 B135....................Retail **$2.00**

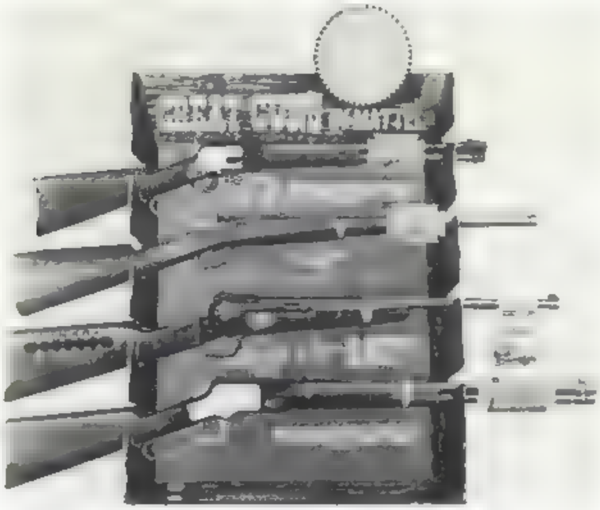
(E) COLT .45, LARGE. A six gun, complete with bullets, fan hammer. Genuine cowhide holster and adjustable belt to fit any waist. For the man who always carries a dependable shooting iron, keeps it under his pillow at night. Ship. wgt. 3 lbs.
22A-672 B530....................Retail **$8.00**

(F) THE RIFLEGUN. All-purpose shooting iron for Wild Westerners. Loads and ejects cartridges. Fires 50 caps without reloading. Die-cast metal with simulated wood stock. It fans! It twirls! Length 17½". Ship. wgt. 1¼ lbs
22A-1054 B265 . ... ..Retail **$3.98**

(G) SHOOTIN' SHELL FANNER. Handsome copy of a real Old West fanning pistol. Loads and shoots six Shootin' Shells with Greenie Stick-M caps. Revolving barrel. Stag handle with built-in loader. Gun is die-cast metal. Fan them or trigger single shots. Length 9". Wgt. ¾ lb.
22A-850 B195....................Retail **$3.00**

(H) S.S. BUCKLE GUN, WESTERN STYLE BELT. No hands firing! Looks like western buckle on handsome leather belt. An outward push of the stomach and authentic copy of Remington Derringer flips out, fires Shootin' Shells. Safety lock prevents misfire. 2 cartridges, 6 bullet noses. Wgt. 9/10 lb.
22A-852 B195....................Retail **$3.00**

(J) STEVE CANYON MILITARY HOLSTER SET. Ready for anything with this U. S. Army .45 repeating pistol in Air Force Holster. Belt with American eagle, pilot wings. Comes with picture of Steve himself. Ship. wgt. 1½ lbs
22A-1093 B195....................Retail **$3.00**



WESTERN RIFLE DEAL

Stock #678. Retail Value: $86.00
Rack up the sales with this rack full of rifles! A regular arsenal of Mattel's famous TV-promoted frontier rifles in counter display assortment. Added business sure as shootin'. Consists of the following, all packed in one shipping carton:
6 ea.—#661 Shootin' Shell* Winchester**
1 ea.—#544 Winchester** Saddle Gun
1 ea.—#607 Shootin' Shell* Indian Scout Rifle
6 ea.—#663 Shootin' Shell* Colt® 6-Shooter Rifle
3 ea.—#672 Shootin' Shell* Buffalo Hunter Set
12 ea.—#609 Shootin' Shell* Pak
Handsome display as pictured. Instruction and retail price sheet included. Std. Pack 1 ea. Approx. Wt. 31 lbs

K-2 KADET T[illegible]

The [illegible] rifle Wood stock walnut finish [illegible] Complete with adjustable heavy [illegible] and detachable rubber bayonet Also has 36 [illegible] Kadet Handbook Overall length 40." Packed 1 2 d[illegible] 44 lbs per doz
Each $4.00

K-2 KADET T[illegible]

Authentic style [illegible] rifle [illegible] finish [illegible] detachable rubber bayonet and 36 page Kadet Handbook with instructions on military drill and the manual of arms Overall length 36" Packed 1 2 doz in ctn 39 lbs per doz
Each $3.00

the PURSUER
25
WANTED

*.2 THE "PURSUER" SAWED-OFF RIFLE
Really shoots soft, safe rubber-like bullets. Supply of 25 bullets included in blister pack with target on back of card. Shoots five bullets in one loading.
Each $2.00

No. 661—Shootin Shell Winchester Shotgun
Another authentic Winchester** rifle—now with Shootin' Shell* action and other new features. (1) Load a Shootin' Shell* with Greenie* Stik-M-Cap* into the chamber, (2) pull the trigger or cock the lever—this fires the Greenie* Stik-M-Cap* and shoots a safe bullet-nose through the barrel, (3) cock the lever and cartridge is realistically *ejected*, (4) Use Greenie* Perforated Roll Caps. Trigger Single shots or blazing rapid-fire action with secret automatic trigger. (see diagram) Secret compartment in the barrel for storing extra Shootin' Shells*. Rifle has wood grain stock and grip, all-metal mechanism. Shootin' Shell* Target for competitive target shooting also included Comes with 2 Shootin' Shell* cartridges, 6 safe bullet-noses. Individually packaged.
Size· 26" long Std Pack· 1 doz. Wt., 13½ lbs. *Retail Price: $3.00.*

No. 200—Skeets Shotgun
Made of high Impact Polystyrene with Polyethylene stock. Simultaneously fires standard caps and 'Skeets'. Magazine [illegible] with 30 'Skeets'. Barrel can be removed and the stock unscrewed converting the shotgun to a pistol. Packed 1 doz. (2 racks) wt. 9¼ lbs
Each $2.00

No. 760—Daisy Rapid Fire Shot Gun
The first and the only smoke gun with famous "pump and slide" cocking action. Rifle 3[illegible] inch. All steel except "non slip" grooved forearm, stock. Looks and lasts like a Daisy Air Rifle — but shoots only harmless smoke and loud bang! Metal is beautiful gun-grey color. Each in a colorful carton, 12 in shipping container; 34 lbs. Each $4.98

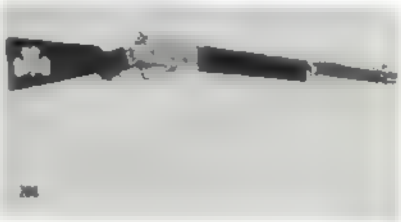
No. 334—"The Rebel" Official Scatter Gun Rifle
The [illegible] Scattergun Rifle as used by "Johnny Yuma" on "The Rebel" TV series. New [illegible] toy rifles — a double barrel rifle that shoots two rolls of perforated caps either separately or simultaneously. High impact wood grain styrene stock and barrel. Die cast metal working parts neatly engraved. Stock has storage compartment to keep extra supply of caps. One in a box, 12 in a carton; wt. 20 lbs. Each $3.98

No. 607—SHOOTIN' SHELL INDIAN SCOUT RIFLE

Another exciting new gun-idea from Mattel! An authentic replica of the rolling-block rifle used by the Army Cavalry, and a favorite of Indian Scouts Buffalo Hunters and Frontiersmen of the Old West It shoots Shootin Shells,* fires Greenie* Stik-M-Caps* has front and rear sights Bullet-loader in stock for assembling Shootin' Shells.* Blue steel barrel, zinc die cast mechanism, wood grain stock and grip. Comes with 2 Shootin' Shell* cartridges and 6 bullet-noses. Individually boxed with target on back

Size, 29¼" long Std. Pack· 1 doz. Wt. 16 lbs *Retail Price $3.00*

#24 PURSUER' SAWED-OFF RIFLE
With Swivel Action Holster
Really shoots soft, safe, rubber-like bullets Supply of 43 bullets with each set Shoots five bullets in one loading. Gift box. Each $3.00



No. 206—Kelly's Rifle
32 inches long. Shock-resistant, black plastic butt and stock engraved with Kelly's trademark. Shoots smoke thru the gray steel double barrel, metal magazine Boxed, 6 in a carton. Each $5.00

WINCHESTER** SADDLE GUN AND BANDOLIER

Stock #592, Retail Price $8.00

Authentic lever-action, repeating cap rifle with secret trigger Adjustable, genuine leather Bandolier with 32 all-metal play bullets that fit the rifle Rifle loads and ejects bullets. Individually packaged

Size. Gun, 33" long· Bandolier, adjustable Std Pack. 6/12 doz. Wt., 15 lbs

WINCHESTER** SADDLE GUN BY MATTEL

NOW WITH RAPID-FIRE ACTION!

Stock #544 Retail Price· $5.00

The famous Winchester** Saddle Gun by Mattel — now with a secret automatic trigger for blazing rapid-fire action! Push the secret trigger, and rapid-cocking of the lever automatically fires and ejects up to 8 all-metal play bullets without pulling the trigger Can be fired with single-shot action, too. Fires 50 Greenie* perforated roll caps. Smoking action! Front and rear sights, blue steel barrel, zinc die cast mechanism, wood grain stock. 8 all-metal play bullets in Bullet-Pak.* Individually packaged

Size. 33" long Std. Pack· 6/12 doz. Wt. 11½ lbs

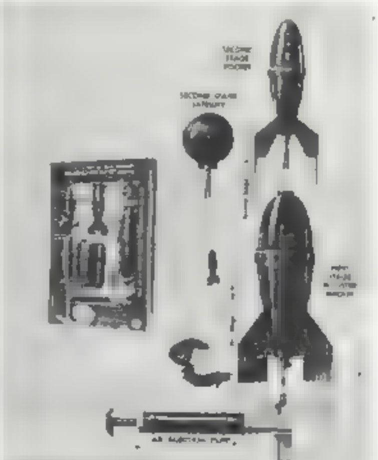
203 "Flip Special" Rifle
Replica of rifle used on "The Rifleman" Television Program. Special shock resistant walnut colored plastic butt and stock, richly engraved. All working parts nickel plated and set off by beautiful detailed engraving. This unusual gun shoots regular roll caps with an automatic lever action. Shoots smoke through the barrel. Packed 1 in an eye-catching 7-color counter display box. 6 to a carton. Weight per carton 19 lbs. Each $5.00

No. 205—Lunar-1 Two Stage Moon Rocket
Most exciting action toy rocket of the year. Ready for launching. Safe propellant. Two stages are remote launched to soar into the sky, where second stage blasts off to 3000 feet. Ages 10 and over . doz. in a ctn.; wt. 26 lbs. Each $4.98

No. 509—Salvo Rockets
Have a sturdy 13½ in. launching platform ... the air pressure pump is built into the launching platform. Rockets are filled with water, placed in position and locked, ready for blast off. Pull the rocket release cord and fire one ... two ... or all three together in salvo, whoosh off they go up to 200 feet. Safe! Uses water as fuel! Each package contains one launching base with built in pump, three 6 in. rockets, fuel funnel and 2 anchoring pins. 4 ft. launching cord. Individually boxed in a multi-color, mylar window package. One dozen to a shipper, weight 11 lbs.
Each $3.00

No. 510—Parachute Rocket with Nose Cone Recovery
Takes off in a vertical flight to 150 feet and up ... at the peak of its flight trajectory, the nose cone containing a parachute and space man is released and floats gently back to earth. Converter nose cone may be used in place of parachute for single stage flight. Made of practically indestructible plastic. Safe, uses water as fuel. Package contains 13 in. Rocket, nose cone with parachute, converter nose cone, fuel funnel and an air injection pump. Set complete, individually packaged in colorful mylar window box. One dozen to shipper, weight 10 lbs.
Each $3.00

No. 35—Refill Kit
Containing one drum "Fuel" and one bag "Oxidizer", sufficient for 16 launchings. Each $0.35



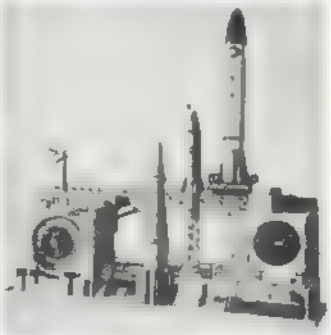
Park's Two Stage Rocket

No. 507—Park's Two Stage Rocket
First stage rocket soars up to 300 feet ... then second stage rocket is released and blasts off to even greater heights. Identical in action to the exciting Rockets and Missiles currently on the lips of everyone the world over. Set contains booster first stage rocket, one second stage rocket, one second stage satellite, a fuel supply tank and an air injection pump. Made of Butyrate plastic, practically indestructible. Simplified operation that permits any child to use it. Safe, uses water as fuel. Packed individual, one dozen to a shipper. Weight 13 lbs. per dozen.
Each $3.00

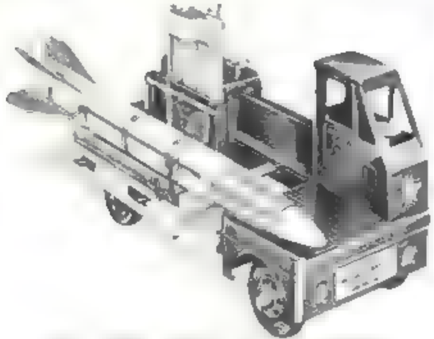
ALPHA-1
BALLISTIC
MISSILE

No. 203—Alpha-1 Ballistic Missile
Designed by missile engineers, this is the famous action toy missile propelled by safe bicarbonate-citric. After 30-second count down Alpha-1 is remote launched to soar over the treetops. Can be launched over and over again. 10 in. flame red missile with rubber nose cone, complete with launching pad, pivot pin, launching manual, measuring tank, remote launching cord, and sufficient "Fuel" and "Oxidizer" for 6 flights
Each $2.98

No. 35—Refill Kit
Containing one drum "Fuel" and one bag "Oxidizer". suffient for 16 launchings. Each $0.35

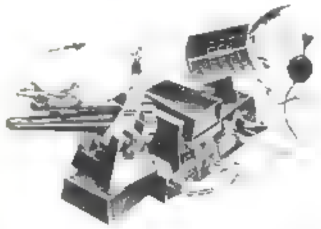


No. 4802—Count Down
An electronic missile control base. Radar scanner operates emitting realistic radio signals. Battery-Operated flat car transports rocket on track to the launching pad. When count down lever is depressed, the count down mechanism lights up and starts its revolution. When it reaches firing position, "fire" lever is pressed and the rocket blasts off up to a height of 35 feet. The radar screen lights up and simulates the tracking of the rocket into space. Set comes with Moon Missile, Lunar Probe and Giant Atlas rockets. 22 in. long, 15 in. high, 8 in. wide. Three in a ctn. approx. wt. 23 lbs. Each $13.00



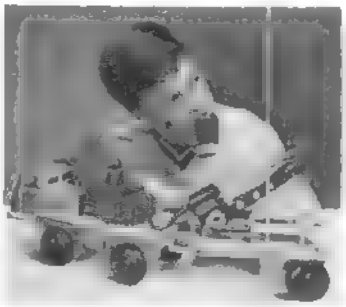
No. 2800 Guided Missile Carrier— "[illegible] rockets—get the launching pad ready!" Here is a scale model, all-steel, Guided Missile Carrier just like the real machine used to carry missiles and rockets to the launching platforms. Pick up your ballistic missile on its cradle, raise, drive to site, move cradle out and lower it, then set missile in position (See detailed drawings of operations). When not handling missiles, The Carrier is a versatile side-lift fork truck for palleted loads of lumber, logs, stone, or other toys. Carrier is all-mechanical, with steerable front wheels, locking handwheels to operate saddle lift and platform traverse, separate cradle that inverts to form rocket, [illegible] 20 gauge and heavier welded steel construction, durable, rugged, realistic, built for long wear. Size 5-5/8 in. long, [illegible] in. wide, [illegible] in. high with platform raised. Weight per dozen: 120 lbs.
Each $9.9

No. 4860—Atomic Cannon T-10
Giant authentic copy of Army [illegible] cannon. [illegible] in either direction [illegible] detached from cannon platform. [illegible] cannon elevates, traverses and rotates. Shoots shells with soft poly tips. Six shells included. 4[illegible] in. long. Boxed, ½ dozen to carton. Weight 28 lbs. Each $8.00

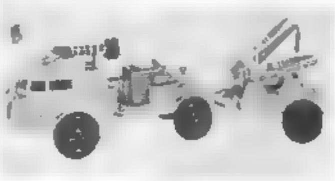


No. 109—Radar Rocket Cannon. Giant electronic cannon. . . launches flying rocket plane. Moving airplane targets appear on TV screen. Large radar warning antenna rotates automatically and picks up beep signals. complete electronic communication center with regulation microphone and head set . . . permits aircraft spotter to talk with radar operator. Telegraph key for code. Packed 6 to carton. Weight 18 lbs.
$7.98 Each

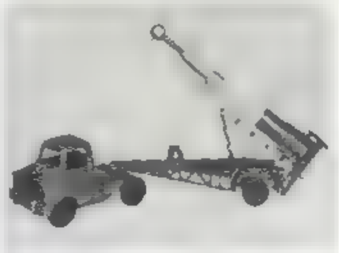
No. 4874—Satellite Launcher Truck
High impact plastic truck in bright colors with mechanical launching device and four polyethylene satellites that soar into the air and spin around in graceful arcs. Rear of truck houses launcher and storage area for four satellites. Launcher device can be tilted 45 degrees by turning dial control. driver's cab is enclosed in clear plastic bubble and rotates 360 degrees by means of turning dial. Cab has elevating radar screen. Satellite launcher also has, metalized grille and elevating knob. 17 in. long x 6¾ in. high x 6½ in. wide. Each in box, ½ dozen to carton Weight approx. 16 lbs. Each $5.00



No.4856—Bop Rocket
Pneumatic [illegible] truck is connected to [illegible] [illegible] Youngsters [illegible] comes with three missiles, [illegible] long. Six in a carton; wt. [illegible]
Each $3.00



No. 4801—Moon Explorer
Huge polyethylene truck has audio (beeping) and visual (flashing lights) detectors when Geiger counter is in contact with metal. Rockets on twin launching platforms are simultaneously raised and lowered by a crank. When button is pressed, rockets soar into air. Morse Code messages are transmitted with operating telegraph key. 28 in. long. Six in a carton; wt. 18 lbs. Each $7.[illegible]



No. 3027—Moon Rocket Launcher
Plastic truck and trailer carries huge four stage rocket similar to those being used by the armed forces. Rocket can be moved into different launching positions and last stage of rocket fires a missle or satellite. Rocket can be disassembled into three stages. Included are 2 missle and 1 satellite. Size 30 inches long. One-half dozen in a carton; wt. 17 lbs.
Each $5.00

5675—BUDDY "L" GMC NIKE DEFENDER UNIT

Thrilling new GMC Scale Model* Nike Defender actually shoots off two safety-tipped, authentically scaled Poly Nike missiles. Spring-action twin missiles are trained on the target—in blast-off position—ready for enemy approach. Rugged steel construction in truck, safe, soft Poly in missiles. 4 Poly "Non-Mar" tires. Brite-plate grille. Buddy "L" Lasting-Lustre paint finish.

Color: Rocket Red
Dimensions: L. 15¼", W. 5¾"; H. 12
Packing: Individ. Corr.; ½ Dz. to Ctn.
Shipping Weight 28½ lbs. Each $5.00

No. 620—Mobile Anti-Missile Unit
Fully operative launcher has 3 separate firing tubes. Press button 1, 2 or 3 and missiles are individually launched many feet into the air. Launcher revolves 360°. Elevation knob lowers and raises firing tubes. 2 missile racks include 6 plastic missiles with rubber tips. Searchlight swivels 360° and is adjustable for desired elevation. Powerful light with 3½ in. polished reflector throws a beam more than 20 feet. Works from regular flashlight batteries. L. 27 in.; W. 7-5/16 in.; H. 11¼ in. Individually cartoned, 6 per shipping case. Weight, 39 lbs. Each $6.95

You're Invited to a Tea Party!

WORCESTER BUFFET SET—35 PIECES

Every little hostess will love this deluxe buffet set of safe unbreakable polyethylene dishes in assorted colors. Golden "metallized" utensils and percolator. Service for four includes four each: plates, saucers, cups, knives, forks, spoons. Chafing dish with cover and warming stand, covered percolator, salad bowl, salad fork and salad spoon, tidbit tray, candy dish, and tablecloth.
87-2663 A 339—Set. Wt. 2½ lbs...Retail **$4.98**

RUSSEL WRIGHT 26-PC. SET BY IDEAL

Large enough for real use! Fiesta-colored plastic. Three each plates, cups, saucers—aluminum knives, forks, spoons Creamer, platter, 2-pc. gravyboat. Sugar bowl, teapot, casserole with lids.
87-9833 W 349—Set. Boxed. 4½ lbs. Retail **$4.98**

As above, but without casserole, gravyboat, and platter. Also, smaller size plates
87-9437 A 200—Set. Boxed. 2½ lbs. Retail **$3.00**

RAGGEDY ANN 32-PIECE TEA SET

For her make-believe world—plates and saucers showing Raggedy Ann and Andy in some of their most capricious moments. Scenes are colored in bright shades of orange and yellow. Service for four includes four each: metal plates and saucers, polyethylene cups and tumblers, silver-like knives, forks, spoons. Also polyethylene teapot with lid, creamer, and sugar bowl.
87-6748 A 210—Set. Boxed. 2½ lbs......**$3.00**

40-PC. TEA SET BY WORCESTER

Graceful modern tea set that every young "hostess" will be proud to use. Beautiful modern design —gleaming golden wheat design on off-white cups and dishes. Golden "metallized" utensils and percolator. Made of unbreakable polyethylene Service for six includes six each: plates, saucers, cups, knives, forks, spoons. Covered percolator, creamer, sugar bowl.
87-2630 A 289—Set. Wt. 3 lbs....Retail **$3.98**

"PARISIENNE" 61-PC. TEA SET

A gift she's sure to cherish always! Paris motif decorates pink plates and saucers. Service for six includes six each: metal plates and saucers, styrene cups and goblets, silver-like knives, forks, and spoons. Also two 3-tiered silver-like candelabra with six "candles," styrene napkin holder with six paper napkins, teapot with lid, creamer, and sugar bowl.
87-2671 A 335—Set. Wt. 4½ lbs...Retail **$4.98**

DIRECT IMPORT

"LITTLE DUCHESS" 23-PC. TEA SET

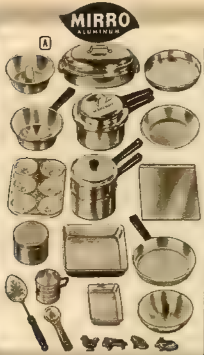
Lovely imported china set with "Golden Wheat" pattern on white. As fine as mother's best dishes —it's elegant enough for the most regal company. Makes "party serving" so realistic. Service for six includes six each: large "dinner" plates. cups, saucers. Covered teapot, creamer, and covered sugar bowl. So complete—meets every important occasion in "good taste."
87-0212 A 325—Set. Wt. 5 lbs.....Retail **$4.95**

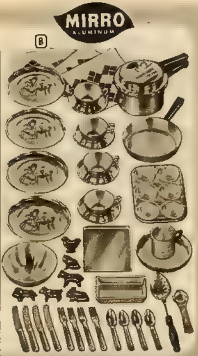
ORIENTAL DRAGON 23-PC. TEA SET

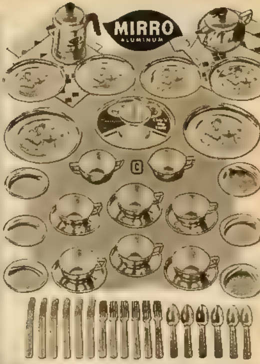
Delightful additions to her make-believe serving accessories. A lovely imported set that's sure to be her playroom pride and joy! Made of lustrous tan-colored china beautifully decorated with raised dragon pattern in white with colorful accents. Service for six includes six each: plates, saucers, cups. Attractive covered teapot, creamer, and covered sugar bowl.
87-0220 A 229—Set. Wt. 3 lbs.....Retail **$3.50**

All merchandise in this catalog is mailable unless otherwise indicated

. . . for Little Cooks Who Like Realistic Toys!







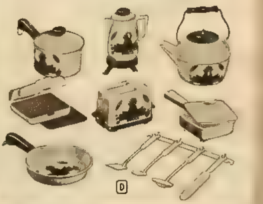
Ⓐ 21-PC. MIRRO COOK-BAKE SET
Complete Mirro utensil set will bake, fry, roast, and boil real food! Includes pressure cooker and lid, large-size double boiler, sauce pan, muffin pan, angel cake pan, flour canister, measuring cup, roaster, round cake pan, fry pan, pie pan, square cake pan, cookie sheet, mixing bowl, bread pan, measuring spoon, mixing spoon, and four cookie cutters in animal shapes. Durably made of unbreakable aluminum with cool non-burning plastic handles.
87-2531 A 269—Set. 2 lbs. Retail **$3.98**

Ⓑ 44-PC. MIRRO COOK-SERVE SET
Miniature cookware with service for four! It's lightweight, unbreakable—yet it cooks and serves real food. Set includes pressure cooker with lid, fry pan, cookie sheet, bread pan, cake pan, mixing bowl, muffin pan, measuring spoon, mixing spoon, measuring cup, six cookie cutters in animal shapes, and four each: plates, cups, saucers, knives, forks, spoons, napkins. Aluminum with cool plastic handles.
87-2556 A 200—Set. 1½ lbs. Retail **$3.00**

Ⓒ 54-PC. MIRRO TEA-COFFEE SET
A practical serving set—and so pretty! Little hostesses can have afternoon tea and coffee parties just like mother's! Complete tea and coffee service for six in lightweight, unbreakable aluminum. Set includes six each of plates, cups, saucers, butter plates, knives, forks, spoons, and napkins. Also 4-cup covered percolator with non-burning plastic handle, tea pot with lid, creamer-sugar set, serving tray, chip and dip bowl, and cake knife.
87-2523 A 200—Set. 1½ lbs. Retail **$3.00**

Ⓓ DEKOWARE 17-PC. SET
Bright and cheerful appliance set has everything needed to make a full-course meal for breakfast, lunch, or dinner. Beautiful white plastic decorated with colorful modernistic design. Practical set includes square waffle iron with two grids, ladle, spatula, pea strainer, turner, frying pan with lid, tea kettle, coffee pot, "pop-up" toaster, skillet, sauce pan with lid, and trivet. Complete with handy utensil rack.
87-9825 A 269—Set. 2 lbs. Retail **$3.98**

DEKOWARE 17-PC. APPLIANCE SET



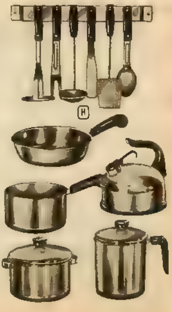
Blends food instantly!

YOU SAVE MORE!
DIRECT IMPORT
...ONLY AT GMC!

Mixes at a safe speed

YOU SAVE MORE!
DIRECT IMPORT
...ONLY AT GMC!

Realistically designed kitchenware imported from Japan—priced for savings!

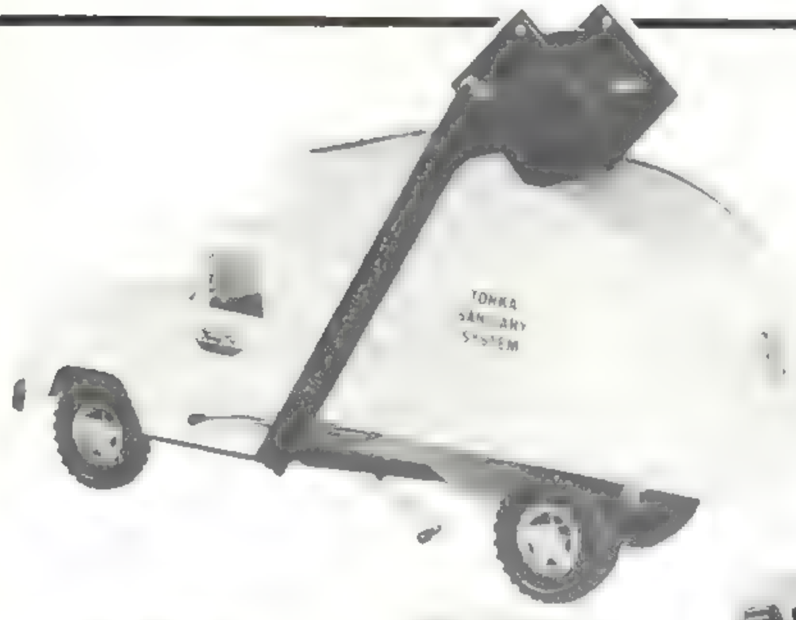


Ⓔ "TR-O-STAR" BLENDER
Imported from Japan—a realistic blender for little cooks! Now you can blend your favorite drinks and instant puddings at a safe slow speed. So much fun for parties! Clear plastic container tinted with rainbow colors—when blender's on, colors whirl beautifully. Red cover, white base. On-off switch. Operates on two "D" batteries (not included).
87-0196 A 229—Wt. 1 lb. . . . **$3.50**

Ⓖ "PRINCESS" FOOD MIXER
Designed for little "bakers"— imported from Japan. Top is removable—mixer converts easily to a hand-mixer for quick mixing jobs. Mixer is powered by two 1½-volt batteries (not included)—will mix at a safe slow speed, won't hurt child's hands. Blue enameled finish. Complete with metal mixing bowl and two metal beaters. 7¼ in. high.
87-0188 A 229—Wt. 1 lb. . **$3.50**

Ⓗ 12-PC. KITCHEN SET
Miniature kitchenware set imported from Japan. All the essentials little kitchen helpers need to cook a perfect meal. Durable polished metal construction. Set includes sauce pan, fry pan, sauce pot, coffee pot with lid, and tea kettle. Pans have copper-tone bottoms. Utensils include potato masher, two spatulas, fork, spoon, soup ladle. Hanging rack.
87-0345 A 259—Set. 1½ lbs. **$3.95**

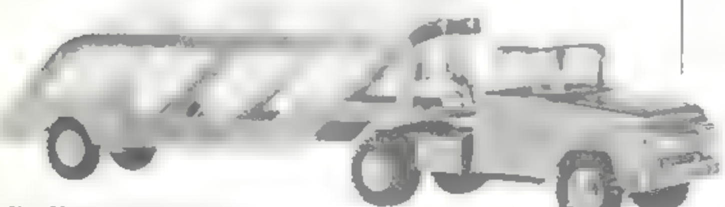
All merchandise in this catalog is mailable unless otherwise indicated



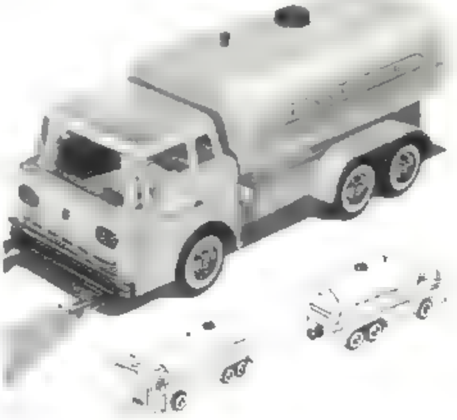
NO. 140—NEW SANITARY TRUCK This scale-model truck will make "cleaning up" fun for children. He puts refuse in hopper at front, trips hydraulic lever and watches parallel bars raise and dump load in back. Drives to "dump" and pulls front lever to out position to hydraulically dump through swinging door in back. 19½" long, 7⅝" high, 7¼" wide. Packed 4 to a shipper, weight 30 lbs. **$7.98**

No. 33—Farm Stake With 2-Horse Trailer
Offers youngsters endless play situations. Heavy duty Horse Trailer carries two spirited polystyrene steeds. The Farm Stake Truck is a big cross country hauler with removable rounded-edge stake panels for taking on odd-shaped loads. Horse Trailer couples and uncouples easily. White sidewall tires on truck and trailer. 21¾ in. long, 7 in. high, 6 in. wide. Packed 4 to a shipper, weight 26 lbs. Each $6.98

No. 601—Deluxe Camper, Battery Operated Outboard Motor
New fleetside camper truck with boat and trailer. Trailer has crank operated winch to load and unload boat. Wooden boat is powered by battery operated motor. Operates from one regular flashlight battery (not included). Boat will go in any direction or in circles. Steered by simply positioning motor. L. 29 in.; W. 5-7/8 in.; H. 6 in. Individually cartoned, 6 per shipping case. Weight 29 lbs. per case. Each $8.00



No. 41—Boat Transport
The first in the toy industry. The ideal outfit for the youngster who is fascinated by the newest American sports craze — boating. Big, durable semi-trailer transports 4 unbreakable polyethylene boats and 2 motors to nearest backyard "lake." Bars swing out so boats can be removed easily. 28 in. high, 9 in. long, 6 in. wide. Packed 4 to a shipper, weight 24 lbs. Each $7.99



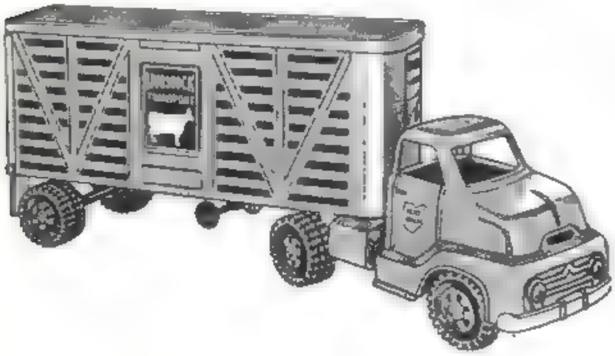
No. 3700
NY-LINT STREET SPRINKLER

The real McCoy! Another fabulous scale-model *action* toy that really works! Big tank holds generous supply of water, is easily filled. Pressure pump is built-in, works smoothly. Two aerated nozzles produce powerful sprays when operating lever (on top of tank) is pushed down. FORD Model C-600 tilt truck cab. Wrap around windshield Durable rigid construction, white wall tires, chrome plated hub caps, simulated motor. Baked enamel finish, lots of play appeal. Size 17⅞" long, 6⅛" wide, 7" high. Weight, 6 in shipper, 34 lbs.

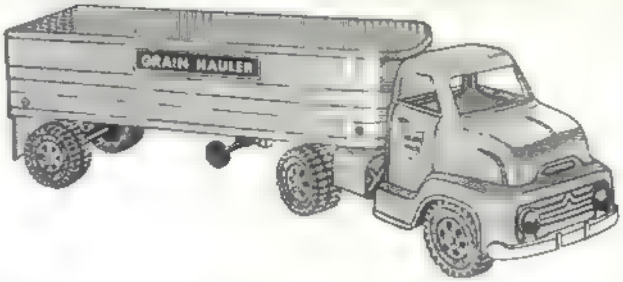
$8.98

No. 22—Deluxe Sportsman
Here's one of the most exciting Tonka Toys ever offered. Youngsters thrilled with boats and trucks can get both in one ingenious combination, plus motor that attaches to boat. Boat Trailer tracks husky Sportsman like a shadow — couples and uncouples with a click. Plastic strap holds boat on. Boat has deck and windshield. White sidewall tires on truck. 22¾ in. long, 5½ in. high, 5½ in. wide. Packed 6 to a shipper, weight 2[illegible] lbs. Each $4.98

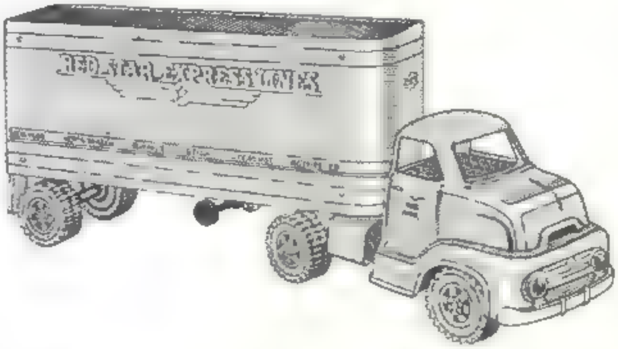
No. 40—Car Carrier
Motor transport with automatic unloading device. Everyone is intrigued by an auto transport especially kids. Here's a perfect replica of a real car carrier to thrill little "long-distance haulers." 3 unbreakable polyethylene cars on top with room for 2 more cars inside. Just pull a lever and the cars roll automatically down the ramp. 29 in. long, 8½ in. high, 6 in. wide. Packed 4 to a shipper, weight 35 lbs. Each $7.98



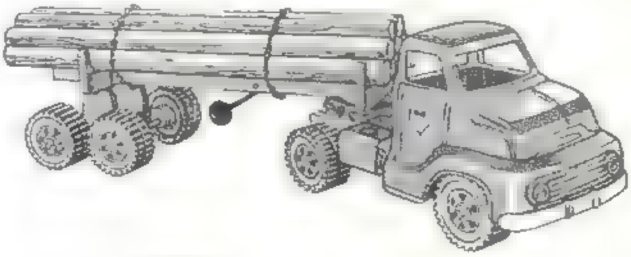
No. 776—Livestock Trailer
Livestock Trailer ... Authentically detailed. Holds toys, many other items. Equipped with mud guards. Size: 9¼ in. high, 6¼ in. wide, 24 in. long. Individually packed. 4 to a shipper. Weight, 31½ lbs. Each $6.00



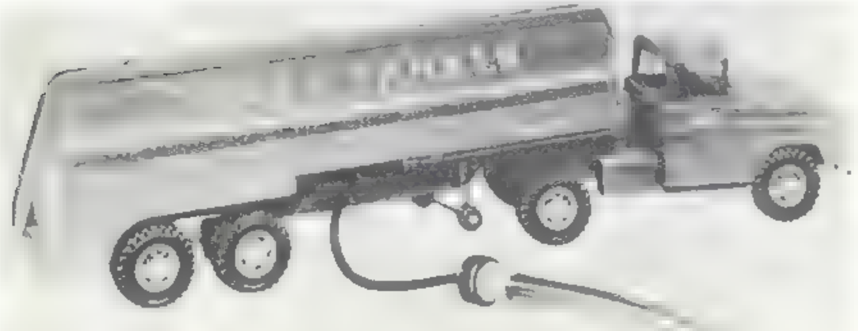
No. 771—Grain Hauler
Grain Hauler ... Another realistically scaled model! Hauls grain, sand, dirt and toys. Equipped with mud guards. Size: 6 in. high, 6 in. wide, 23½ in. long. Individually packed, 4 to a shipper. Weight 24 lbs. Each $5.00



No. 781—Transport
Transport ... Buckeye's big bright and beautiful tractor-trailer with 10 realistically moulded tires. Like all big trailers, this, and all the other Buckeye trailers is equipped with rear bumper and directional signals, mud guards and many other authentic details. Size: 9 in. high, 6 in. wide, 23¾ in. long. Packed 4 to a shipper. Weight, 32 lbs. Each $6.00



No. 777—Log Hauler
Log Hauler ... Lots of fun ... takes terrific punishment. Sturdy chains hold logs in place, all heavy steel construction. Automatic log unloader. New, heavy duty rear mount. Size: 6 in. high, 6 in. wide, 23¾ in. long. Individually packed, 4 to a shipper. Weight 26 lbs. Each $6.00

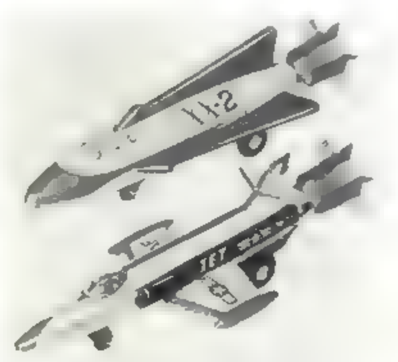


NO. 145—TANKER

NO. 145—TANKER It not only looks like a real tanker, it works like a real tanker. Equipped with adapter and sectional hose that attaches to any standard garden hose. Tanker has a capacity of 4 quarts. Cab and trailer mounted on 14 rubber tires, including "dual floating" rear wheels. Tanker body made of all-weather, extra-tough Implex material. 28" long, 7" high, 6½" wide. Packed 4 to a shipper, weight 26 lbs. **$9.98**

Whirly Bird
Rescue Helicopter
No. 712

This one will make every kid jump for joy. Listen to those 'copter blades chop away exactly like the real thing. A motor driven hoist chain with hook and rescue sling able to pick up small army of 25 men, truck, jeep, tank and artillery piece. Taxies along ground by motor. Molded in sturdy high-impact plastic. Operates on 2 "D" size batteries (Not- included.) 24x17 in. 4 in a carton; weight 18 lbs. Each $3.94



81/262 FRICTION JET PLANES 13" w/SPARKING SPINNING JET ENGINE. 2 ASST.

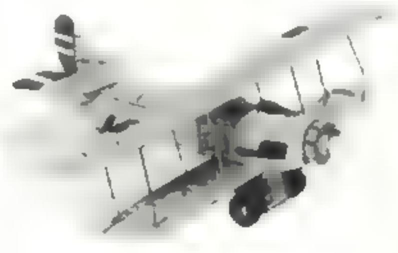
Each $1.00

No. 4850—Twin Engine Amphibious Plane
Made of polyethylene with 2 wind-up motors with keys attached to operate propellers. Simulated windows. Designed for floating, also has rubber wheels. 16 in. wing span, 15 in. fuselage. Each in box, one-half dozen to carton; wt. 8 lbs. Each $2.80

No. 3016—Jet Plane
Polyethylene replica of jet plane. Carries two rockets under wings and shoots rockets from nose of plane. With retractable wheels. Unbreakable poly will not crack, chip or peel. 21 inches long. One dozen in a carton; wt. 8 lbs. Each $1.00

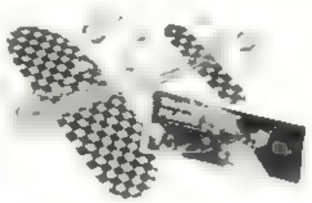
No. 5110—Bubble-Jet Plane
A realistic plane that as it climbs, dives, and does figure eights, ejects a continuous stream of bubbles. Uses any bubble solution. Ages 5 to 12. 17 inch wing spread. Weight dozen 16 lbs. Each $[illegible]

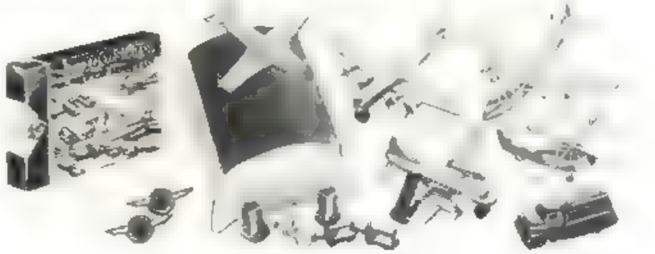
No. 4847—Mechanical Seaplane
The newest, biggest seaplane in the market. Designed and improved to provide more fun than any other plane of its type. Has a wing span of 10 in. and fuselage of 9½ in. in length. Powerful spring type motor spins harmless propeller, gliding plane virtually insurkable. Has simulated doors and motor. Wind up key attached. In brilliant plastic colors. Sturdy ... durable. Packed each in box, 1 dozen to carton. Weight 10 lbs. Each $1.80



308/1 12x11½" 8 dz.
Curtiss Jenny Plane

Each $1.00





No. 4310—tootsietoy Pan American Airways Set

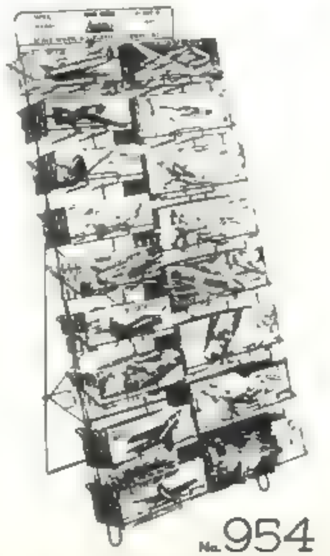
5 X-act model die-cast metal planes are featured in this 12-piece set - the Boeing 707 Jet Clipper, Boeing Stratocruiser, Convair, Helicopter and Beechcraft. Accessories include baggage truck (3 pieces), passenger ramp, oil truck, pilot and stewardess badges. Rubber-like hangar, gas pumps and runways. Each in 4 color box; one dozen to shipper, 17 lbs.. .. .. **$3.00**

No. 954
Special Rack
Deal

Scale Model all plastic assembly kits of famous fighter planes. 26x58 in. wire display rack with 6 dozen kits

2 doz. 59¢ Kits
1 doz. 79¢ Kits
1 doz. 89¢ Kits
2 doz. 98¢ Kits

Deal $60.25



No. 954

Li'l Stinker

World's smallest engine powered model airplane

So small it stands on the palm of your hand, Li'l Stinker also has the smallest internal combustion engine in the world — the .020 PEE WEE. But regardless of size, Li'l Stinker is a rugged tough performer that flies and maneuvers well whether in official flying circle or back yard! Even the design is an authentic reproduction of a famous stunt bi-plane, complete to tapered wing struts and streamlined landing gear pants.

LIST 9^{00}

Cat. No. 5300
Packed 12 to crtn.
Ship. wt. 13 lbs.

Super Cub

Civil Air Patrol Insignia

Designed from the Piper Super Cub 105 sport plane that has been chosen for all-weather CAP patrol duty. Like its famous prototype, the T-D Super Cub 105 features ease of control, smooth flying, and maneuverability. Tough and rugged, made of high impact plastic, with molded-in authentic detail. Transparent enclosed cabin. 17½" wing span. Owned — for performance and realistic appearance — by more modelers than any other engine powered model!

LIST 8^{00}

Cat. No. 5200
Packed 12 to crtn.
Ship. wt. 20 lbs.

P-40
FLYING TIGER

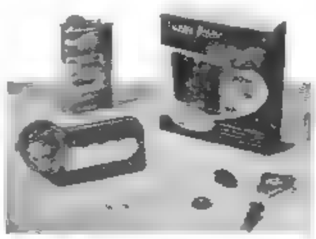
20 in. Wing span.
15 in. long.

From the point of the prop spinner to the rudder, from the wheels to the cockpit canopy this richly detailed model is truly a FLYING TIGER P 40 — every inch of it. It is powered by a Super Bee Thimble Drome engine which was made especially for this plane and cannot be purchased otherwise. The extra power allows performance of graceful and accurate loops, wingovers and other maneuvers.

Like a real plane, the P-40 FLYING TIGER can be flown in hot, or it can be brought in for a normal 3 point landing, or it can be set down easily on the verge of a stall, at the will of the pilot.

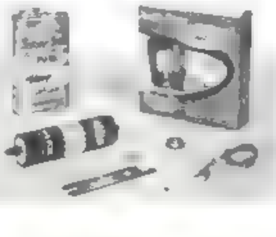
Cat. No. 5500
Packed 12 to crtn.
Ship. wt. approx. 25 lbs

LIST 10^{00}



No. 660—Airplane Accessory Kit
Contains: Glow Fuel, filler cap with stainless steel strainer and hose, battery wires, glow plug clip, Skyliner reel, flying lines, two line snaps and finguard. Twenty-four in a carton. Weight 23 lbs.

Each $2.95



No. 880—Thimble Drone Flight Kit
Truly the package with everything you need to fly 1/2A Thimble Drome Model Airplanes. Contains battery connecting wires with glow plug clip, line clips, .049 wrench, 1½ volt energizer battery, vinyl filler hose, filler cap with stainless steel filter, [illegible] of Thimble-Drome glow fuel. Standard pack 24; weight 31 lbs.

Each $[illegible]

Flying Fox Airlines
No. 711

Motorized 4 jet-prop engines . . . port and starboard engines individually controlled for speed from cockpit. High pitched jet whine varies with speed of motors exactly like real jet-prop plane . . . blinking landing lights . . . retractable landing gear . . . dual controls. Dives . . . climbs . . . banks . . . complete cockpit controls. Overall length 20 inches. Wingspan 18½ inches. Operates on 4 "D" size batteries. (Not included. 4 in a carton, wt. 26 lbs.

Each $14.98

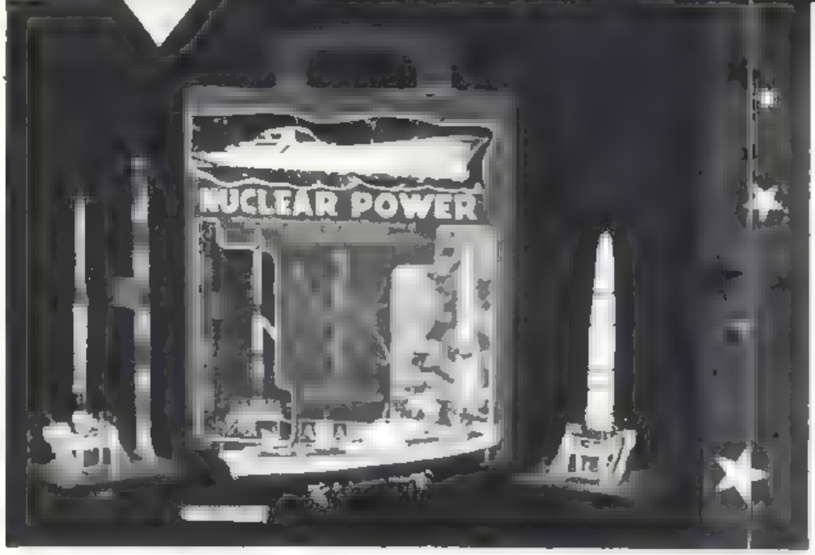
Electric Falcon
No. 707

Motorized plane flies, loops, dives
Does figure eights
Attached to beautiful plastic battery case by flexible cable
Plane flies on its own power
Operates on 3 "D" batteries (not included)

Standard Pack 24 Shipping Weight 6 lbs.

Each $3.00

G-163 "NUCLEAR POWER" GIFT SET



Three drama-packed action-thrilling models, each a valuable addition to any collection! CEMENT included

1. The N.S. Savannah has 70 **highly detailed** parts including masts, booms, life boats, hatch covers, swimming pool, anchors, etc. Its **atomic designed stand** puts it in a class by itself from other ship models. Here is a **first by Adams** which will bring your ship collection up to date

2. Standing by to blast off into space is the versatile "Vanguard" Poised on its firing platform which includes such features as searchlights, water piping and hydrant, sink and crane. The 3-stage **Break-away** missile with **Earth Satellite** is a must for any missile minded model builder. The tower has such features as **cable arm** and **guard, cable hoist** and **tower supports.** This 96 piece easy-to-assemble kit includes a step-by-step instruction manual, **four H-O** figures and decals

3. The mighty "Thor" ready for its count down is the headline RBM of the year! This 60 piece kit with **detailed** firing platform including stairways, spotlights, boxes, sink and crane. Also, **including a nose adapter** which as shown on the back side of the instruction booklet, will enable you to make a **"Pioneer" missile-to-the-moon** by using both the 'Thor' and 'Vanguard'.

H-O scaled figures of two technicians, workman, and Air Force Officer are just the **right size** for any **H-O layout.**

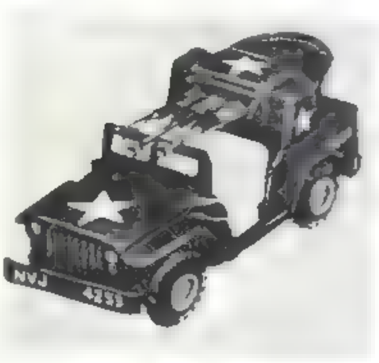
PACKAGED 6 TO CASE. CASE WEIGHT 9 LBS.

Each $3.50

5518—BUDDY "L"
AIR FORCE SUPPLY TRANSPORT

Authentic Air Force Truck quickly transports men and materials where most needed. Realistic removable tarpaulin adds to the fun. 4 Poly "Non-Mar" tires. Sturdy Auto-fender steel. Buddy "L" Lasting-Lustre paint finish.

Color: Air Force Blue
Dimensions: L. 14½", W. 5¾", H. 7 [illegible]
Packing: Indivd. Corr.; ½ Dz. to Ctn
Shipping Weight 18 lbs. Each $3 [illegible]



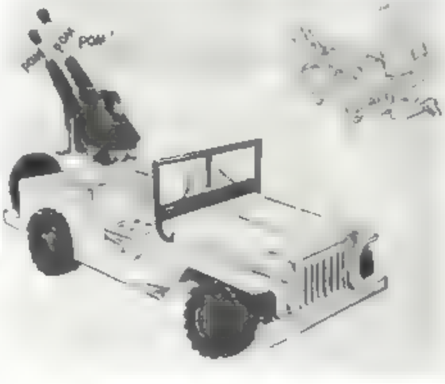
No. 819 330—Frict. 4.4 Jeep with Moving Pom-Pom Guns

7½ in. All metal. 4 dozen in carton; wt. 30 lbs Each $[illegible]

No. 800
RIDE 'EM SHOOT 'EM JEEP

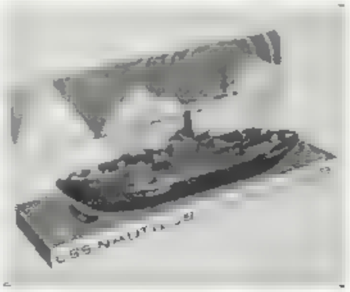
The latest in military equipment for the modern day soldiers and soldierettes. A full 24" of rugged linear polyethylene body with an all steel frame and foolproof steering. Handsomely detailed in several colors. A large double barreled real action gun assembly mounted on hood shoots safe polyethylene balls

Size: 24" long, 12" high, 9½" wide
Pack: Individually
Weight: 6 pounds. Each $8.00



MODEL 600 POM POM JEEP

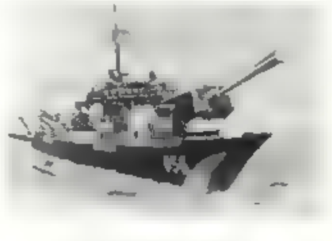
Unbreakable polyethylene. Here is 18 inches of Jeep with [illegible] rear mounted [illegible] and noise! Complete with removable spare tire and folding windshield. Pack. ½ doz. (Ind. poly bagged, Wt. 17 lbs. Each $3.00



No. 4719—U.S.S. Nautilus Atomic Submarine

12 in. long. Comes with two unbreakable polyethylene torpedoes which are fired from torpedo tubes, travel under water about three feet, then raise to surface and float. Complete with two deck guns, conning tower, hatch, deck rack for torpedoes. 24 in. x [illegible] in.; wt. 7 lbs

Each $1.00



Fighting Lady
Giant Battleship
No. 710

Reversible rotating gun mechanism with electronic fire warning system . . . remote gun fire control . . . "Fires shells . . . ejects shell casings" . . Electronic radio signals from bridge . . Reconnaissance launching plane. Depth charge "ashcans" and firing mechanism. Attached landing craft with 7 man assault force. Can be played with anywhere . . . High impact plastic. 26 inches long. Motorized, operates on 2 "D" size batteries. (Not included.) 4 in a carton, weight 24 lbs.

Each $12.98

No. 4320—tootsietoy Rocket Launching Set

Contains 11 pieces in OD enamel. Features die-cast metal Rocket Launcher that fires 3 color polyethylene rocket from adjustable ramp. Includes die cast metal Radar Truck, Command Car, Jeep, Helicopter and 5 polyethylene soldiers. Rubber-like holding tray makes up into quonset hut, fox holes, supplies, etc. Each in eye-catching full color box; one dozen to a shipper, 20 lbs. **$3.00**

No. 3032—Poly Tank

Safe, unbreakable polyethylene tank is finely detailed. Gun turret swivels and [illegible] be elevated. Cannon shoots three poly shells. [illegible] long. One dozen in a carton, wt. 3 lbs. Each $1.[illegible]

81/762 BATTERY TURN-OVER TANK
8" w/LIGHTED REVOLVING TURRET.

Each $3.00

No. K-45—60 M.M. Trench Mortar

Range computer and explodin' pillbox. On target! Fire! This 60 M.M. Trench Mortar looks and shoots just like a real "field piece." To bombard the enemy, "activate" the authentic mortar shell, then drop in the muzzle. It fires just like a real one. Includes a big explodin' pillbox — camouflaged for indoor or outdoor target practice, a range computer, and two softnosed harmless shells. Ready for firing, the mortar measures over 18 in. long. 1 doz. in carton; weight 40 lbs. Each $4.[illegible]

Pom Pom Gun No. 406

- Completely motorized
- Rotate the entire gun area 360 degrees by motor action
- Raise or lower the twin aluminum Pom Pom barrels by gear action
- Pom Pom barrels fire and recoil
- The firing light on the panel is illuminated

Overall dimensions are 19" long, 8½" deep, 8½" high. Operates on 4 "D" flashlight batteries (not included)

Standard Pack 3 only
Shipping Weight 10 lbs

$12.98 retail

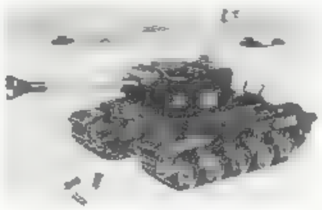
U.S. Army Bulldog Light Tank
No. 706

- Power-packed
- They advance, retreat, climb over obstacles, destroy barricades!
- Load 4 shells in brass casings to a clip
- Fire projectiles automatically from remote position
- Eject empty brass shells after firing
- The new Light Bulldog Tank measures 13⅛" long and operates on 2 "D" batteries (not included)

Each $6.00

Pack 6 only *Shipping Weight 11 lbs.*

U. S. Army Bulldog Tank
No. 607



Like its real-life counterpart, this powerful bulldog tank advances, retreats, climbs over obstacles, destroys barricades! Loads 4 shells in brass casings to a clip. Fires projectile automatically from remote position.

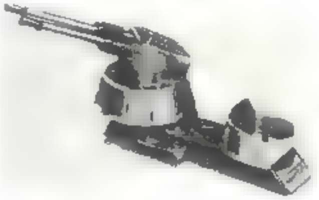
New big feature!! Ejects empty brass shells after firing. Caterpillar tread has 14 working wheels. 22½ inches long. All-aluminum cannon operates on 4 "D" flashlight batteries (not included).

WATCH FOR IT ON TV!

Style #607
Standard Pack 4 only
Shipping Weight 9 lbs.

$12.98 retail

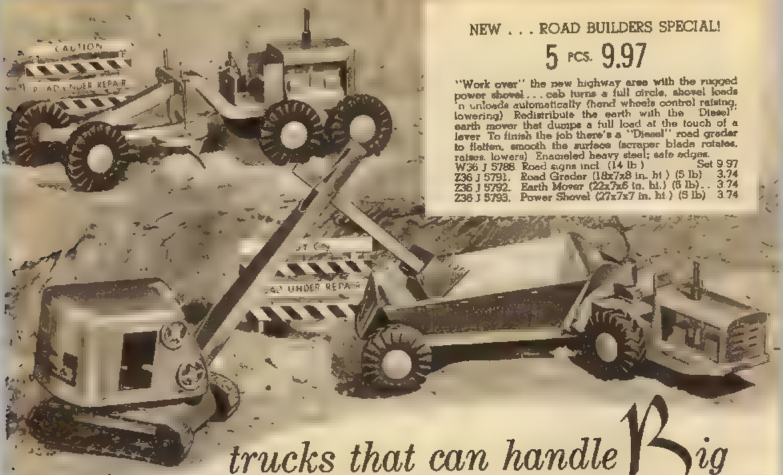
U. S. Hawkeye Pom Pom Gun
No. 603



Any kid will be the envy of the neighborhood when he shows his pals this amazing Remco pom-pom gun . . . and no dad'll be able to resist it! The Hawkeye works by remote control . . . has motorized twin guns, 360 degree rotation, double barrel recoil action and good-'n-loud pom pom sound! Operates on 2 C flashlight batteries (not included).

Style #603
Standard Pack 6 only
Shipping Weight 9 lbs.

$4.98



NEW . . . ROAD BUILDERS SPECIAL!

5 PCS. 9.97

"Work over" the new highway area with the rugged power shovel . . . cab turns a full circle, shovel loads 'n unloads automatically (hand wheels control raising, lowering) Redistribute the earth with the "Diesel" earth mover that dumps a full load at the touch of a lever To finish the job there's a "Diesel" road grader to flatten, smooth the surface (scraper blade rotates, raises, lowers) Enameled heavy steel; safe edges.

W36 J 5788.	Road signs incl. (14 lb)	Set 9.97
Z36 J 5791.	Road Grader (18x7x8 in. ht) (5 lb)	3.74
Z36 J 5792.	Earth Mover (22x7x6 in. ht.) (6 lb) . .	3.74
Z36 J 5793.	Power Shovel (27x7x7 in. ht) (5 lb)	3.74

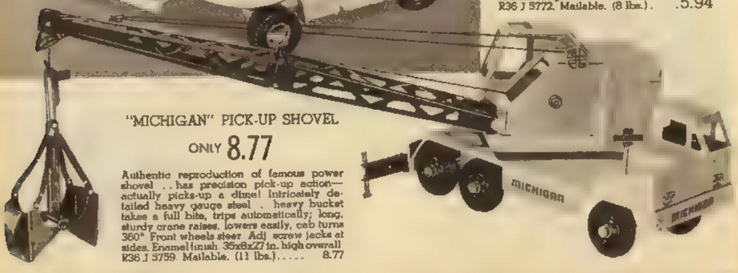
trucks that can handle Big

1 6.47
2 3.97
3 5.94

1 "READY MIX" CONCRETE TRUCK . . reproduction of a model seen on the road today! Mixer rotates as truck moves, loads 'n unloads. Incl plastic rear view "mirror," roof mounted "air horns," movable windshield "wipers." 8 wheel drive. Chip, crack resistant enamel on heavy gauge steel; safe edges. Mail
R36 J 5789. 16x8x9 in. high. (8 lb) 6.47

2 HYDRAULIC DUMP TRUCK 'n shovel. "Buddy L" 1960 styling with hydraulic action cylinder to raise, lower dump body; tailgate opens, closes; 9-in. shovel hooks onto side of truck Constructed of heavy gauge steel with enamel finish, safe edges, Whitewall no-mar tires. Priced low! 17x7x11 in. high. Mailable.
R36 J 5773. (5 lbs.) 3.97

3 BULLDOZER 'N LOWBOY trailer . . . complete earth-moving combo. Bulldozer's blade adjusts to 3 positions, deep grooved treads assure fullest traction—loads on a heavy duty trailer (26-in. long, 7 in. high) to go to the next job. Enameled heavy gauge steel; safe edges. Bulldozer is 9 in. long
R36 J 5772. Mailable. (8 lbs.) . .5.94



"MICHIGAN" PICK-UP SHOVEL

ONLY 8.77

Authentic reproduction of famous power shovel . . has precision pick-up action—actually picks-up a dime! Intricately detailed heavy gauge steel . heavy bucket takes a full bite, trips automatically; long, sturdy crane raises, lowers easily, cab turns 360° Front wheels steer Adj screw jacks at sides. Enamel finish. 35x8x27 in. high overall
R36 J 3759. Mailable. (11 lbs.) 8.77

It's New . . . The Sit 'n Ride "Tot Rod!"

✶ New Fun! He'll pretend he's a racer and actually steer his own car!

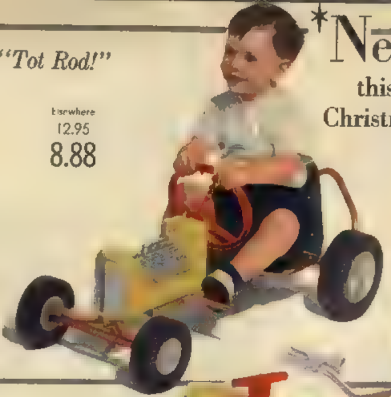
✶ New Features! No-tip masonite seat; foot-rest adjusts for the best fit.

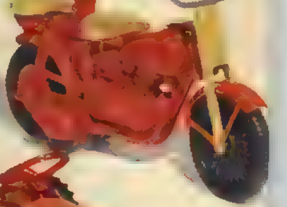
✶ New Savings! Same quality "racer" costs $12.95 elsewhere!

Your little "hot rodder" will love the thrills of push 'n coast riding! You'll love the big 31% savings on our brand new "Tot Rod." He's comfy in the low-centered seat—even when making sharp turns! "Exhaust" is a foot rest that adjusts to his leg reach; molded polyethylene plastic "engine" is lightweight, practically unbreakable.
Welded steel chassis withstands rugged play and special poly-pneumatic tires won't mar mom's floor when he "drives" indoors. 32x14x13 in. high; 4½ inches to seat top. Easy to assemble. Mailable.
R36 J 5776. Shipping weight 9 lbs. . . . 8.88

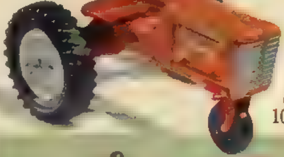
Elsewhere
12.95
8.88

✶New
this
Christmas





① 13.88



② 10.94

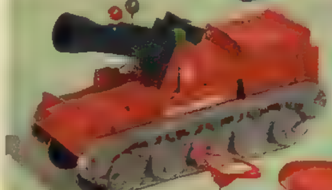
① RIDE-A-CYCLE TWO-SEATER . . . special "motor cycle" for kiddie "cyclist" and passenger! He'll beep the horn, easily steer the plated handlebars . . even take his pal for a ride on rear seat with its own handgrips! Trainer wheels give perfect non-tip balance at all times. Unbreakable polyethylene plastic; 1-pc. longwearing "pneumatic" wheels. Enclosed tubular steel frame for durability, 36 in. long; 14 in. to seat-top.
W36 J 5782. Mailable. Shipping weight 14 lbs. 13.88

② RIDE-A-TRACTOR lets him steer, sit like a real farmer in steel bucket seat, "haul" with trailer hitch! Authentically detailed, ruggedly molded polyethylene plastic. Giant 11-in. non-mar poly-pneumatic rear tires are treaded; 5-in. front tire on swivel-type front wheel. 24x19x17 in. high, 9 in. to seat top.
R36 J 5777. Mailable. Shipping weight 11 lbs. . . 10.94

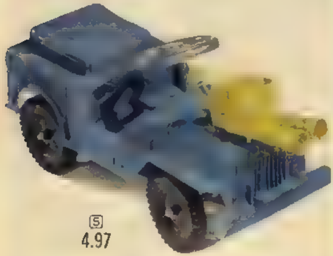
③ RIDE A TANK. Gun fires 5 light plastic balls rapidly, adjusts to aim! Harmless—won't damage furniture. Lever firing; handle steering. Unbreakable steel-braced polyethylene plastic holds 150 lbs.! Mailable
R36 J 5797. 25x10x14-in. hi, 11 in. to seat. (10 lb) . 7.94

④ SIT 'N RIDE DUMP TRUCK WITH HORN! Amazing low price—all heavy gauge steel! Ride or use as dump truck! Steers like an auto, lever locks for safer riding; remove seat to dump. Mail. (10 lbs.)
R36 J 5795. 21x9x11 in. hi.; 8 in. to seat top. . . . 5.87

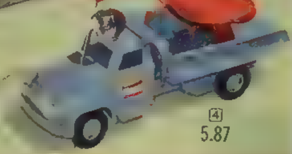
⑤ RIDE A JEEP! 2-barrel gun fires harmless plastic balls, steers like auto! Lightweight unbreakable polyethylene plastic; steel frame. Mailable
R36 J 5780. 24x10x12 in. hi, 9 in. to seat. (7 lb) 4.97



③ 7.94

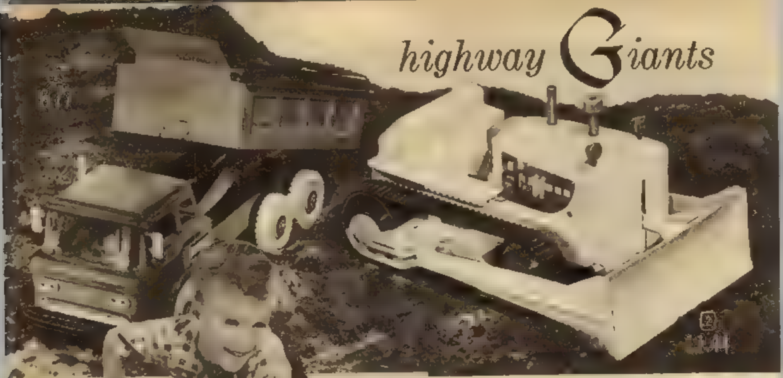


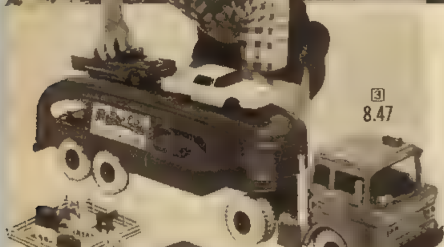
⑤ 4.97



④ 5.87

highway Giants





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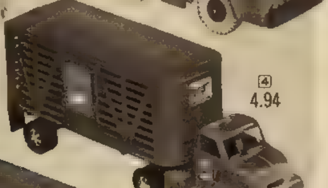

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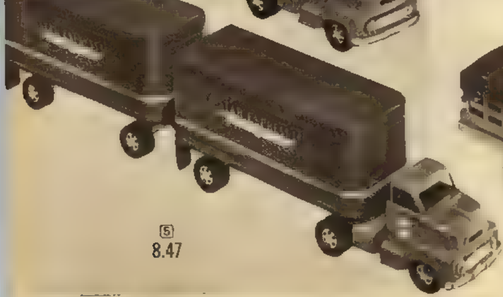

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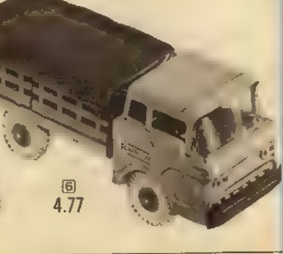

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1 **POWERHOUSE HYDRAULIC DUMP** truck. Push lever to dump load, move truck—hear "motor" noise . . . work windshield "wipers!" Enameled heavy gauge steel. Rear tandem wheels.
R36 J 5783 20 in. long Mailable. (9 lbs.) 6.77

2 **MARX TWIN MOTOR ELECTRIC BULLDOZER** climbs over "road obstructions," goes forward or reverse, whirs realistically! Raise, lower blade automatically to clear "debris!" Hi-impact plastic; heavy rubber treads. Order 4 "D" cells, p. 386.
R36 J 5786 18 in. long. Mailable (8 lbs.) . . .11.44

3 **AUTO TRANSPORT ALMOST 3 FT LONG!** "Roars" down hi way, hauls 4 friction motor cars. "Motor" noise; 11 giant 3-in. wheels; plastic accessories. Cab detaches; enameled heavy steel.
R36 J 5785 32 in. long. Mailable. (14 lbs.). . . .8.47

4 **GIANT CATTLE VAN.** Tailgate becomes ramp to load 9 plastic animals! Detach cab, landing gear, enameled heavy steel. 8-pc. interlock fence.
R36 J 5753 23 in. long. Mailable. (8 lbs.). . . .4.94

5 **"4-FT" RED STAR EXPRESS!** Detach cab and trailers open-and-close rear doors. Landing gear; swivel hitch. Enameled heavy steel.
W36 J 5752 47 in. long. Mailable. (16 lbs.). . . .8.47

6 **POWERHOUSE STAKE RACK TRUCK** has removable plastic sides, makes realistic "motor" sound as it goes! Canvas keeps out rain. Enameled steel.
R36 J 5784. 18 in. long. Mailable. (6 lbs.) . . .4.77

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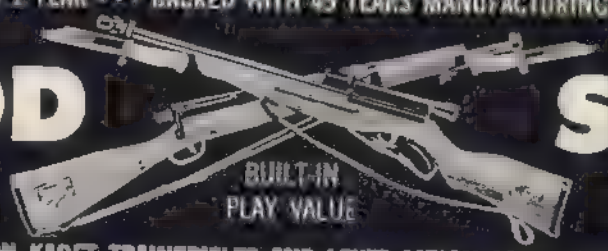

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"HO" GAUGE RAILROAD TRAINS

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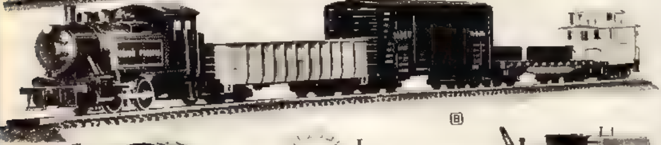
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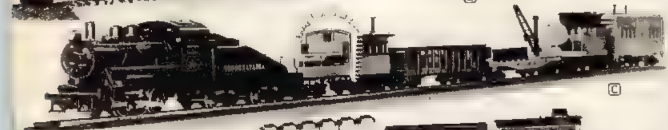
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"HO" GAUGE

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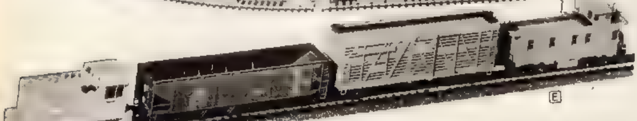
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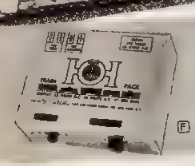
(A) ATHEARN SPECIAL TRAIN SET—Complete train outfit! Includes: F 7 "A' B & O Diesel locomotive; F 7 "B" B & O dummy unit; Boston & Maine Box Car; flat car with boat; tank car; caboose; terminal; re-railer; 12 pcs. curved track—enough for 36x45" oval layout.
1R309X995 .... **Retail $15.00**

(B) TYCO-MANTUA "CONTINENTAL STEAM SPECIAL"—Powerful "Booster" 0-4-0 steam locomotive lettered with "Union Pacific", hauling 4 cars; stock car, gondola, flat car with stakes, 4-wheel caboose. 11 sections curved track, track terminal. 36" diam. circle.
1R308X997 .... **Retail $14.98**
(1R308X897 in lots of 3)

(C) TYCO-MANTUA "MAINTENANCE OF WAY" SET—Features "Big Six" 0-6-0 steam locomotive and tender hauling gondola, working derrick car, clearance check car, working flood-light car and Penna Bunk Car. Plus 11 curved track, curved terminal track, straight re-railer, 1 straight track section. Makes oval 36x45". Plus portable uncoupling ramp.
1R310X2330 ...... **Retail $34.95**
(1R310X2097 in lots of 3)

(D) ATHEARN DELUXE FREIGHT SET—F7 "A" locomotive unit, F7 "B" unit (dummy) with eight cars! Auto loader comes with 4 autos; pickle car; gondola has frozen food lockers; 40' flat car with airplane; Piggyback with 2 trailer vans; box car; pulpwood car; caboose. Also includes 12 curved, 1 terminal and 1 re-railer sections of track. Makes 36x45" oval.
1R321X1665 .... **Retail $24.95**
(1R321X1496 in lots of 3)

(E) ATHEARN HUSTLER TRAIN SET—The perfect train for junior engineers! Includes Hustler locomotive, hopper car, cattle car and caboose. Also includes 11 pieces curved track and one curved terminal to make a 36" diam circle.
1R322X730 .... **Retail $10.95**
(1R322X657 in lots of 3)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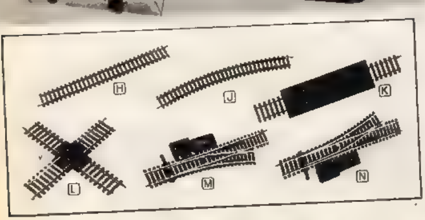
G

(F) SCINTILLA POWER SUPPLY UNIT for HO Sets—A complete model railroad power supply designed to operate an HO train smoothly. Set includes: power transformer; full wave selenium bridge rectifier; direction switch; Rheostat Speed Control; DC terminals for train, AC terminals for track switches operation All in baked enamel steel case, 5½x4¾x2".
1R312X465 ... **Retail $6.95**
(1R312X418 in lots of 3)

(G) SCINTILLA UNIPACK SENIOR POWER SUPPLY for HO Sets—Deluxe heavy-duty model that delivers 12 Volts DC and 18 Volts AC at 1½ Amps. It's enough power to operate models with lighted cars, locomotives that smoke and whistle or any 2 HO trains! Includes transformer; wave selenium bridge rectifier; Plenaflex Speed Control; lever direction control; on-off master switch; automatic reset circuit breaker; set of AC and set of DC terminals. In copper and black 5¼x4½x3" case.
1R311X930 .... **Retail $13.95**
(1R311X837 in lots of 3)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(H) HO STRAIGHT TRACK—Each 9" long.
1R313X17 .... **Ret. each 25c**

(J) HO CURVED TRACK—12 sections form 36" circle. Each section 9½" long.
1R314X17 .... **Ret. each 25c**

(K) HO RE-RAILER—Re-rails cars when train is running—or makes placement of cars easy when setting up train. Keeps wheels from shorting circuit
1R318X40 .... **Retail 60c**

(L) HO RAILROAD TRACK CROSS-OVER—Crosses at exact 90° angle! Adds realism, entertainment—makes intricate layouts easy to arrange.
1R317X150 .... **Retail $2.25**

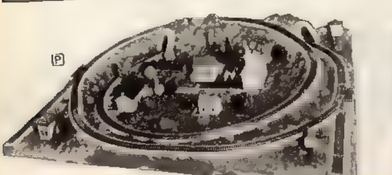
(M) & (N) REMOTE CONTROL SWITCHES—Lets you switch to another track or to a siding for real-life action. Remote control electric operation.

(M) Right-hand switch-off.
1R316X300 .... **Retail $4.50**

(N) Left-Hand switch-off.
1R315X300 .... **Retail $4.50**

(P) HO GAUGE DY-O-RAMA—Complete landscaping layout that's a new approach to HO model trains! Perfect for the beginner or for the collector! 3-dimensional layout is realistically colored and contoured. Includes: complete road bed, tunnel, and simulated roads, Model Landscaping Manual. Track not included. 46x48x7" size.
1R320X930 .... **Retail $13.95**
(1R320X837 in lots of 3)

(R) PLASTICVILLE HO GAUGE MINIATURE RAILROAD CENTER — Complete railroad center with all the necessary buildings to bring more fun and realism to any HO layout. Easy to assemble, break-resistant, colorful plastic. Includes: 1 each: signal bridge, Union station, watchman's shanty with accessories, freight station with accessories, crossing gate. Plus 6 railroad figures.
1R319X335 .... **Retail $4.98**
(1R319X301 in lots of 3)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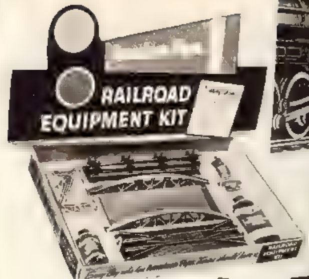

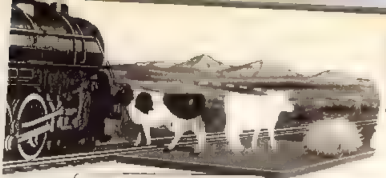

AMERICAN FLYER
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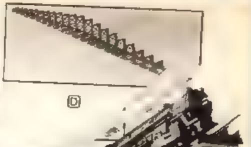

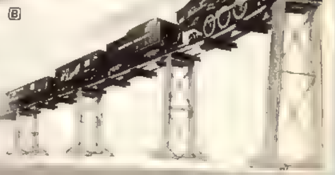

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(A) RAILROAD EQUIPMENT KIT—Kit can be used with Diesel or steam models, large or small. Includes: extra straight track, Re-Railer, Truss Bridge and servicing equipment
1T550X399 . . . . . Retail $5.98

(B) COW-ON-TRACK—Remote control moves Bossy the Bovine from her pasture to middle of mainline; causes oncoming train to halt; makes Bossy amble off again.
1R301X399 . . . . . Retail $5.98

(C) WHISTLING BILLBOARD—Remote controlled whistle mechanism is concealed in billboard housing. Sounds real. 4"x7½"x4".
1R302X532 . . . . Retail $7.98

(D) TRESTLE—Lets one train cross another! Climbs to 4½" at the highest point and then back down 26 track locks, 26 trestles included.
1R300X332 . . . . . . Retail $4.98

(E) CROSSING GATE—Remote control lowers gate when train approaches—after last car passes simply release button, gate rises.
1R303X332 . . . . Retail $4.98

(F) PIGGY-BACK UNLOADER & CAR—Unloads hitch-hiking trailers automatically! Flat car backs into unloader and trailers ride up ramp. Flat car is hauled away while trailers are pushed down inclined ramp to street to unload—then pushed back up.
1T551X532 . . . . Retail $7.98

(G) REVOLVING AIRCRAFT BEACON—Revolves automatically alternating red-and-green rays. 12" high.
1R307X332 . . . . Retail $4.98

(H) BELL DANGER SIGNAL—Bell warning sounds, lights flash as train approaches—stops after train has passed. With track trips. 5"x5"
1R304X399 . . Retail $5.98

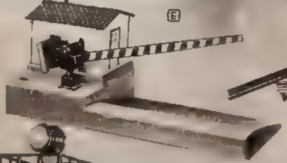
(J) SMOKE CARTRIDGES—For all smoke-puffing locomotives—produces clean, white smoke. Harmless. Box of 12.
1R305X67 . . . . Retail $1.00

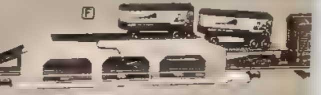
(K) KNUCKLER COUPLER KIT—Converts American Flyer link coupler cars to knuckle coupler type. One pair.
1R306X33 . . . . Retail 50c

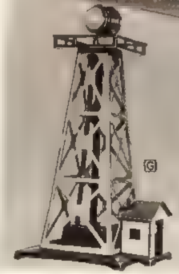
(L) SCENE-O-RAMA—The most complete scenery kit available! All the materials for big 4x8-ft. layout: grass mats, path mats, earth mats, a through-the-mountain tunnel, 15 assorted trees, 3 lamposts, lychen for shrubbery and instruction booklet
1T552X665 . . . . . Retail $9.95
(1T552X598 in lots of 3)

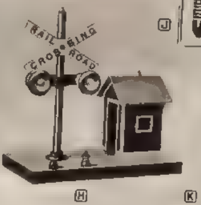
(M) LANDSCAPER SCENERY KIT—Sturdy, reusable—all materials for 4x8' landscaping. 48x96" grass mat; 12x48" brown earth mat, 12x48" white path; 5 trees; bushes and shrubs.
1T553X335 . . . . Retail $4.95
(1T553X301 in lots of 3)

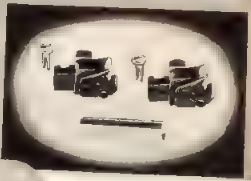
(N) PLASTICVILLE INTERCEPTOR SQUADRON—O-gauge set has: administration building, hangar, cardboard runway, auto, fire pumper, ambulance, flagpole; plus 8 jet planes.
1T554X335 . . . . Retail $4.98
(1T554X301 in lots of 3)

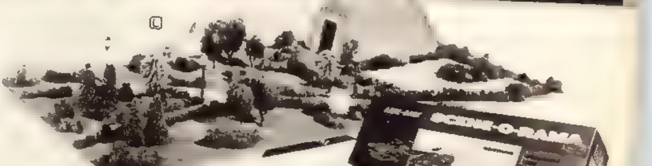


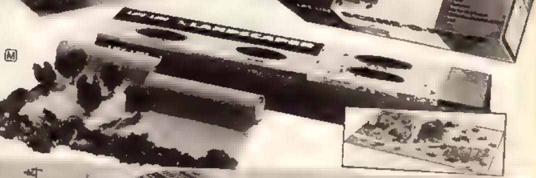


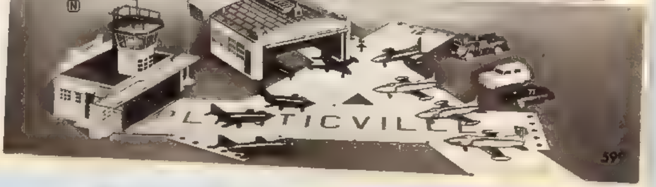


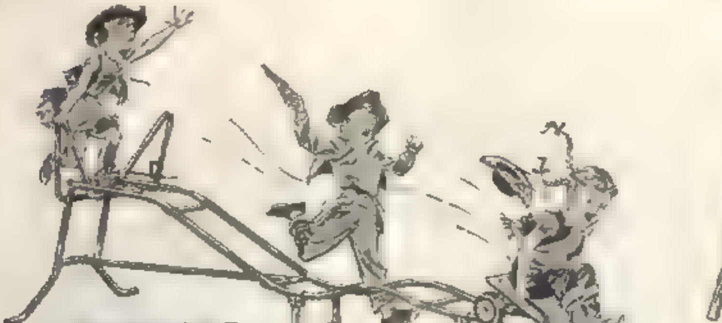




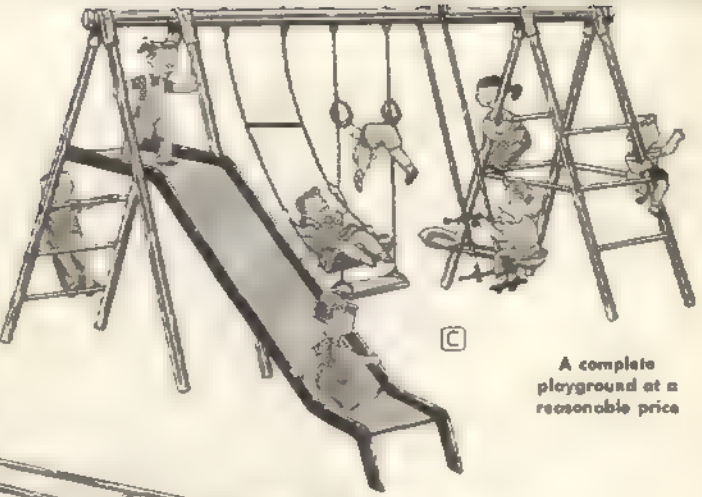




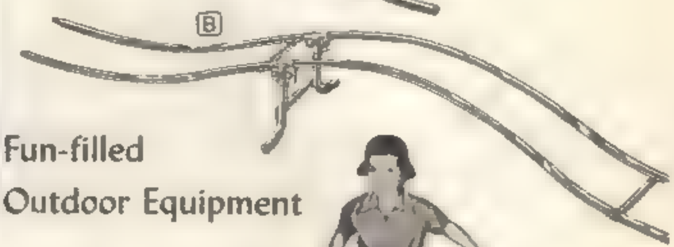




Positive self release device



A complete playground at a reasonable price



Fun-filled Outdoor Equipment

(A) EVANS GIANT ROLL-E-COASTER — 18 feet long for thrilling 50 feet ride. Car has railroad-type safety flanged wheels, steel axles, rubber tires, foot rail and plywood seat. Cannot tip or fall. Heavy-gauge welded tubular steel rails are 31" high at top of ride. Car locks at top of platform until safety handle is released. Green ladder and handrails for easy, safe loading. Red and yellow baked enamel finish. Ages 3-10
10-2333-1995 41 lbs. .....Retail **$30.00**

(B) 9-FT ROLL-E-COASTER TRACK EXTENSION — Provides 2 more thrill dips.
10-1926-665 13 lbs. .....Retail **$10.00**

(C) DELUXE CLIMBER GYM WITH SLIDE — A complete playground with heavy duty 2⅜"x10-ft. headbar at a price you would expect to pay for a smaller gym. Includes jungle climber, 9-ft. double curved galvanized steel platform slide, 2 swings with steel seats, 2 chinning bars, 2-seater airglide with bucket seats, trapeze bar, 2 exercise rings. Welded steel socket corners. Double curved D rails on rigidized slide. Legs 7' high. Lifetime silent nylon bearings
10-1470-2950 100 lbs. ....Retail **$49 95**

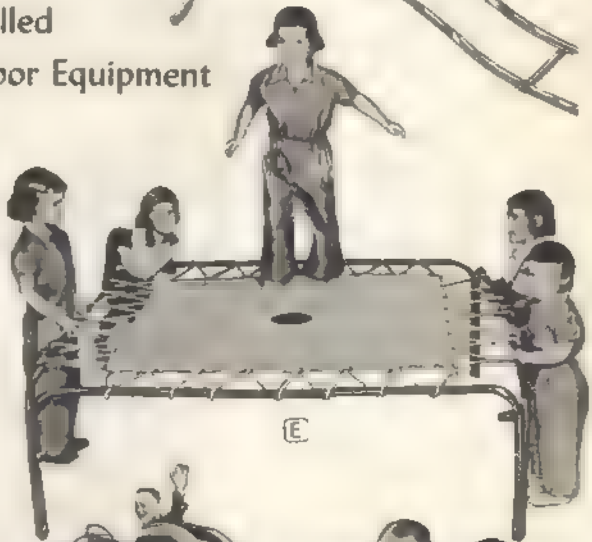
(D) AMERICAN TRAMPOLINES—For mom, dad, and all the kids! Indoors or out. Requires no skill, builds strong bodies. Frame of heavy tubular steel with durable weatherproof nylon canvas bed suspended by oil-tempered springs. Rubber padded legs prevent damage to floors. 12½-ft. x 8-ft. frame with 5-ft x 10-ft. bed. Slip joint assembly for easy storage. F.O.B. Iowa.
50-4015-13265 200 lbs. ..Retail **$189.50**
10½-ft. x 7-ft. frame, bed 4-ft. x 8 ft
50-3401-9765 160 lbs. ...Retail **$139.50**
9-ft. x 5½-ft. frame; bed 3½-ft. x 7-ft.
50-4016-6297 100 lbs.....Retail **$89 95**

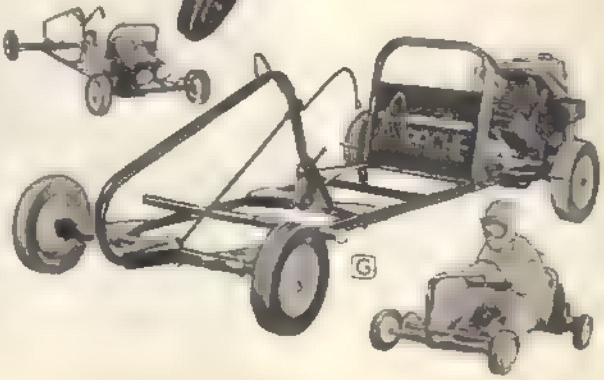
(E) SILVER TRAMPOLINE — Children up to 10 years who love to jump and bounce can safely work off energy and get healthful exercise indoors or out. Rugged tubular frame (60"x66") will hold any weight. Sturdy canvas bed has strong suspension cables. 17" high. Silver finish. In stock.
20-1819-1599 30 lbs. .....Retail **$25.00**

(F) VANGUARD POWERED AUTOMOBILE — Every youngster's dream car. Has fiberglass reinforced body that won't rust or dent, heavy duty steel frame and powered by Clinton 2¾ HP, 2-cycle gasoline engine with recoil starter. Equipped with aircraft-type steering wheel, positive-acting rear wheel brakes, automatic super-safe clutch, speed-governing hand throttle. Chain-driven ball bearing wheels have thick semi-pneumatic tires—front 8x2½", rear 10x2¾"—all 4 have fenders. Front wheel suspension for smoother ride. Padded plastic back-rest seats 2 youngsters comfortably. 32" wide, 21¾" high, 64" long. F.O.B. Ohio.
50-4018-12995 150 lbs.....Ret **$225.00**

(G) "APACHE" 8" POWERED RACING CAR — Easy, fun and educational to build, more fun to drive. Tubular 14 and 12-gauge steel chassis follows design of foreign cars with the streamlined flow of American autos. Build your own body using your original design, or that of your favorite car. Holds 240 lbs. Kit includes: chassis, special 8"x 1.75 semi-pneumatic tire wheels with oilite bearings, sprocket and chain drive to wheels, automatic clutch, motor plate, motor drive controls, dual wheel hand brake, automotive type steering assembly. Royal blue finish with buff trim. 6-ft. long, 28" wide, 2-ft. high. F.O.B. Minn. With 2¾ HP, 4-cycle Briggs & Stratton.*
50-3439-8390 83 lbs. ....Retail **$119.85**
With 2¾ HP, 2-cycle Power Products*
50-3438-6990 77 lbs. .....Retail **$99 85**
Without engine.
50-3437-4193 51 lbs. .....Retail **$59 90**
Without motor mounting kit or engine.
50-4017-3797 48 lbs. .....Retail **$39 95**

**Power Products engine has rope starter. Briggs & Stratton has recoil starter and special carburetor. Both engines have hand throttle controls.*





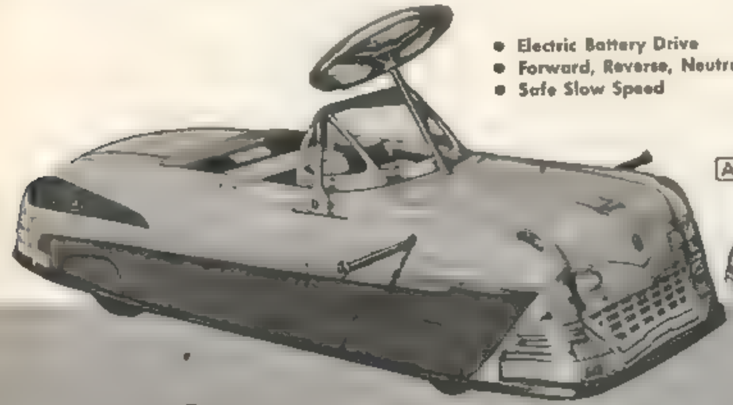
Riding Action For The Sidewalk Set

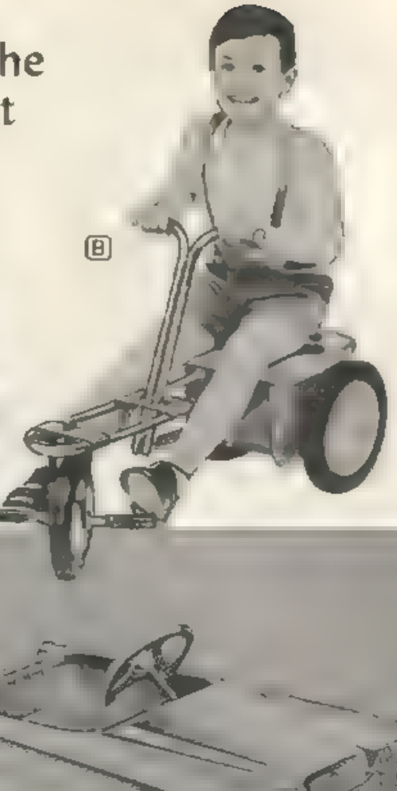
(A) MARX ELECTRIC RIDE-ER CONVERTIBLE—Actually operates like a real car powered by a standard battery! Can be used indoors or out. "Gearshift" drives it forward or backward—automatically stops on neutral when shift is released. Has easy-turning steering wheel to maneuver out of tight places. Streamlined colorful steel body has telescoping foot rest, rubber bumpers, rubber tires. Powerful motor drives 50-lb. youngster 1½ to 6 years at safe speed—supports heavier child when free-wheeling, coasting, or pushing. Its broad trunk becomes comfortable seat. 30" long, 13" wide, 12½" high.

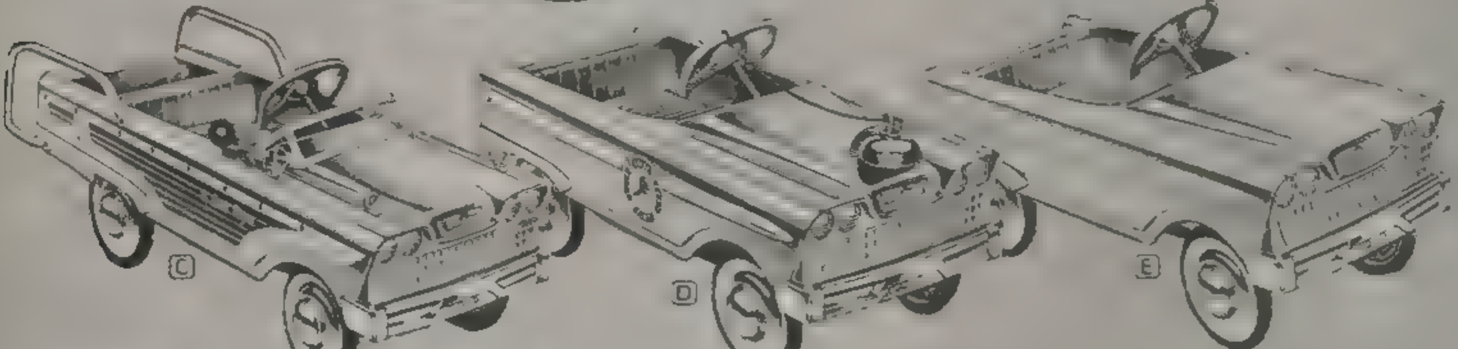
10-2304-1486 Battery not included, 17¾ lbs. Retail **$19.95**

10-2305-334 6-volt "hot shot" battery lasts 300 hrs. 9 lbs. Retail **$4.95**

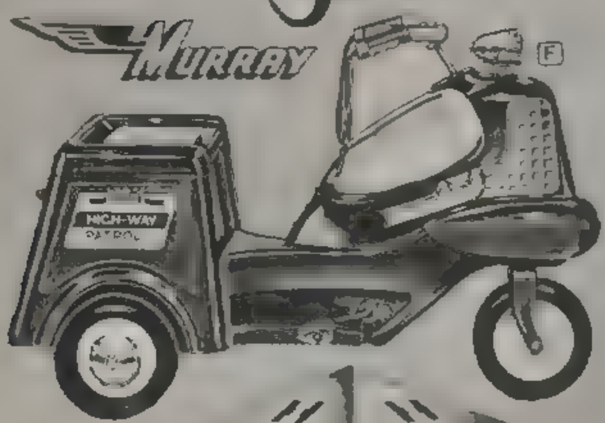
- **Electric Battery Drive**
- **Forward, Reverse, Neutral**
- **Safe Slow Speed**



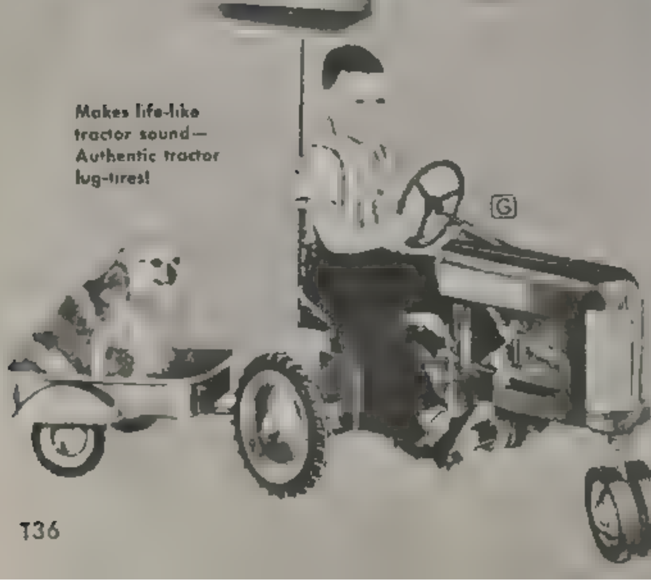




MURRAY



Makes life-like tractor sound—Authentic tractor lug-tires!



(B) IRISH MAIL SPORTS CAR RACER
Easy "sit-at" action furnishes all the power. Hugs the ground as it whizzes round turns. Automobile-like transmission with Diamond Chain Drive. Ball-bearing wheels have semi-pneumatic tires. Durable rustproof steel finished in fire engine red baked enamel. Chrome tubular steel frame and handle. Adjustable weatherproof Duran upholstered seat. 32x13½x11". Ages 3-10.
10-1391-1375 28 lbs. Retail **$22.95**

(C) MURRAY DELUXE STATION WAGON—Realistically detailed from bumper to bumper. New 5-position adjustable pedal, may be repositioned as child grows from 2 to 5 years. 8" ball bearing wheels have [illegible]" tires. Ball bearing drive. Deluxe appointments: jeweled bulb-type horn, gunsight hood ornaments, tubular hand rails, windshield, jet-type steering wheel, fabric type seat pad. Steel body finished in fawn beige metallic, white and brown trim. 45" long, 17" wide.
10-1938-1730 37 lbs. . Retail **$24.95**

(D) MURRAY FIRE CHIEF AUTO—Bright plated gong bell rings loudly to clear road for junior firefighter. Pedals adjustable to 5 positions as child grows from 2 to 6 years. Ball bearing drive. 8" wheels have ⅝" rubber tires. Jet type steering wheel. Bright red steel body with white trim. Aluminum enamel grille. Comfortable fabric type seat pad. 36" long, 17" wide.
10-2307-1300 27 lbs... Retail **$18.95**

(E) MURRAY HOLIDAY AUTO—A sporty model for junior drivers. Smooth operating ball bearing drive. 8" wheels have [illegible]" rubber tires. Pedals adjustable to 5 positions for children 2 to 6 years. Jet-type steering wheel. All steel body in bahama blue frost, white trim. Aluminum enamel grille. Fabric type seat pad. 36" long, 17" wide.
10-2306-1270 27 lbs. Retail **$18.50**

(F) MURRAY HI-WAY PATROL—A junior highway patrol's 3-wheeler with real siren and ball bearing chain drive [illegible] speedometer. Embossed, realistic grille and gas tank. Flanged rear door. Red plastic hand grips have multicolored streamers. 1½" semi-pneumatic front wheel, [illegible]" rear tires. Universal joint steering mechanism allows full 360° turns.
Steel body in metallic blue. 36x22x20" high.
10-1989-2070 38 lbs. . . Retail **$29.95**

(G) INTERNATIONAL HARVESTER FARMALL TRACTOR-CYCLE—Life-like tractor sound at a twist of the gearshift lever. Easy-pedaling concealed chain drive; ball bearing action. Finger-tip steering. Adjustable bucket seat. Automatic trailer hitch. Vat-dyed canvas umbrella. Sturdy, dent-proof aluminum alloy cast body in bright red enamel. Tractor lug tires on large rear wheels; semi-pneumatic tires on front. 27½x18¼x39" long. 46 lbs.
10-1363-2775 Tractor & Umbrella . . . . Retail **$43.95**
10-1613-560 Trailer for above 11 lbs Retail **$8.50**

TRAMS 4 H.P. CHAMPION CHAIN SAW

Light and fast . . . job-tested for rugged performance. Easy starting effortless recoil starter. New, exclusive combination pressure oiler. Handles balanced for easy control. All-position aviation type carburetor permits any angle cutting without adjustment. Air-cooled cylinder. Automatic centrifugal clutch. Concealed chain tightener Hardened-tip Oregon Guide Bar gives extra long life. Finger-tip choke, and pistol-grip throttle.

	F.O.B Chicago	*Retail*
52A-794 F11200	16". 28 lbs......	**$149.50**
52A-795 F12000	19". 30 lbs......	**159.50**

TRAMS 6½ H.P. DELUXE CHAIN SAW

Rigorous and dependable performance. Instant pressure oiler, gives controlled lubrication while saw is in action! Effortless recoil starter. Finger-reach grouped controls. 4 pint-capacity fuel tank. Aviation-type carburetor permits any-position, any-angle cutting with full fuel intake. Heavy-duty engine . . . completely enclosed motor housing. Trams exclusive muffler directs exhaust away from operator. Xtra-Stiff guide bar for longer life. Enclosed spark plugs.

	F.O.B. Chicago	*Retail*
52A-796 F17950	19". 32 lbs......	**$239.50**
52A-797 F18800	24". 34 lbs.	**249.50**
52A-798 F19500	30". 36 lbs...	**259.50**

PORTABLE ELECTRIC 10" CHAIN SAW

Top-quality . . . economy priced! Cuts up to 10" deep . . . fast, 1300 ft. per minute. Safety clutch prevents "kickback" and minimizes motor burnout. Perfectly balanced, 12 pound weight for greater versatility and easier, safer handling. Compact . . . facilitates use in awkward or hard-to-reach areas. Vibrationless, cool-running, quiet, 1¾ H.P. motor for heavy-duty service. Adjustable chain. Designed for years of versatile service. Precision engineering assures fewer repairs . . . less maintenance cost. AC/DC. 60 cycles.

52A-803 B4857 Wgt. 14 lbs...Ret. **$79.95**

26" LOPWELL PRUNER

Extra long, balanced shears for easy trimming of shrubs, trees and hedges. Tough tool-steel blade for fast, clean cutting. Wgt. 3⅓ lbs.

55A-030 B420...............Retail **$5.80**

GRASS SHEARS

Comfort contoured handle-grip. "Thumb-flip" safety catch, assures safety. Hollow ground steel blades, easily removed for sharpening. Wgt. 1½ lbs.

55A-029 B166...............Retail **$2.49**

22" HEDGE SHEARS

Keep your lawn and shrubs looking their best. Easy action hollow ground steel blades with double-spring action blade shock absorber. Wgt. 2½ lbs.

55A-031 B374 . . . .Retail **$5.60**

MATCHED SET
Garden Tools

"BIG 3" HOME GARDENER'S KIT

The three basic tools for pruning and trimming. Shrubshears: 8" hollow-ground steel blades for heavy cutting. Pruner: features parrot-head and smooth cutting action . . . holds twigs securely with no bruising or crushing. Anti-fatigue pistol grip with a "flip" safety catch. Grass Shears: Hollow-ground steel blades, exclusive "thumb-flip" safety catch in handle. Has easy-to-remove blades for sharpening. Xtra-easy up and down cutting action. Wgt. 4½ lbs.

55A-106 B750.............Retail **$11.25**

PARROT-HEAD PRUNING SHEARS

Cuts twigs, small branches. Easy-ratio cutting action, less effort with more cutting snap. Contoured pistol grip handles and tool-steel blades.

8-Inch Blades. Wgt. ¾ lb.	
55A-028 B217......Retail	**$3.25**
6-Inch Blades. Wgt. ½ lb.	
55A-027 B150......Retail	**2.25**

ELECTRIC HEDGE TRIMMER

Powerful electric trimmer, shears hedges or shrubs fast and efficiently. 12" sickle-type blade of tool steel. Dependable 110 Volt motor. Exclusive lock-cut blade, catches and holds twigs until cut. Balanced design allows easy one-hand use. Wgt. 6 lbs.

55A-038 P1998....Retail **$29.95**

SKIL HEDGE TRIMMER

Save money! Trim hedges and shrubs yourself. Exclusive "foliage-ripping" blade cuts cleaner, faster . . . 100 ft. in ½ hr. Lightweight, any-position use. A 14½" blade. Aluminum frame. Cool running motor. Spiroid gearing AC/DC, 60 cycles, Ship. wgt. 9 lbs.

55A-255 B3115....Retail **$44.50**

LAWN AND GARDEN HELPERS

(A) 18-INCH ROLLER. A heavy-duty, all-steel lawn roller that will keep your lawn smooth and firm. Operates freely and easily. Fully adjustable scraper bar will keep roller free of dirt. Roller edge is beveled to prevent gouging of turf. Weighs 50 lbs. empty, 225 lbs. when filled with water. Finish is brilliant green and red gloss enamel. Ship. wgt. 50 lbs.
55A-057 P1297.....Ret. **$18.50**

(B) 24" LAWN SWEEPER. Gives your lawn that well-groomed look. Eliminates tedious, tiresome raking. Picks up twigs, grass cuttings, leaves and debris as you roll it across lawn. Tubular plated steel frame, spring supported handle. Big 5½ bushel basket capacity. Basket lifts out for easy emptying. 10" semi-pneumatic tires. Finished in nice bright red and yellow enamel. Wgt. 48 lbs.
55A-056 P2227.....Ret. **$32.95**

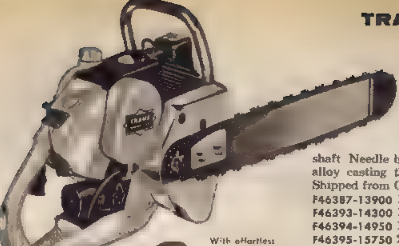
(C) 24-INCH SPREADER. Has disc type agitator for even flow. Baffle plate construction for even distribution. Wheels and agitator run on nylon bushings. 8" x 1¾" semi-pneumatic tires with traction tread. Orange hopper, chromed finish handles and legs. 24-inch spreading width. Has dial control on handle. Double-grip handle and leg supports. 70-lb. capacity. Ship. wgt. 22 lbs.
55A-226 P1098.....Ret. **$16.95**

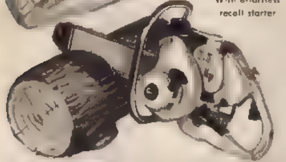
(D) 18-INCH SPREADER. Has disc type construction for even flow, baffle plate construction for even distribution. Wheels and agitator run on nylon bushings. 8" x 1¾" semi-pneumatic tires with traction tread. Orange hopper, has chromed finish handles and legs. 18-inch spreading width. Finger-tip control. 35-lb. capacity. Ship. wgt. 16 lbs.
55A-225 P697 ..Ret. **$10.95**

(E) GARDEN WHEELBARROWS. A gardening necessity is a good wheelbarrow. These special deluxe garden wheelbarrow models have extra heavy wheels, sturdy front tray bracing for hard use. Wheels are equipped with zero pressure tires and ball bearings Steel trays are 18-gauge pressed steel. A solidly constructed wheelbarrow that will give you sound, satisfactory service for many a year
55A-089 P698 Round nose, 10 x 1.75 tire. Wgt. 26 lbs. **$10.95**
55A-090 P1157 Square nose, 10 x 2.75 tire. Wgt. 39 lbs. **$17.50**

(F) CONCRETE WHEELBARROWS. Quality concrete wheelbarrows made to handle heavy loads with perfect balance and a minimum of work. Both models are made with fine hardwood handles, dropped axle boxings, heavy channel steel legs and 2-ply tires, 4 cu. ft. style features 16-gauge seamless pressed tray. 5 cu. ft. type has 15-gauge seamless pressed tray. These are heavy duty models made to take years and years of hard use.
55A-091 P2397 4 cu. ft.
Ship. wgt. 65 lbs...Ret. **$36.00**
55A-092 P2609 5 cu. ft.
Ship. wgt. 73 lbs...Ret **39.50**

(G) GARDEN CART. Solid body design, 3'5" x 21" x 13½". Larger load can be carried in smaller area. 4 cu. ft. capacity. Recessed 9½" x 1½" wheels for easier handling, better clearance. Big, air-cushioned semi-pneumatic tires for heavy loads without damage to lawns. No tipping with low center of gravity. Extra strong, reinforced pressed steel corners . . . exclusively wide square top edge that gives extra strength. All seams completely welded for maximum strength and durability. Has graphite bearings that never need oiling.
55A-078 P785 Ship. wgt.
27½ lbs. ... . . .Ret.**$10.50**
55A-197 P540 3 cu. ft.
Ship. wgt 22 lbs ..Ret. **8.25**




With effortless recoil starter

TRAMS Portable Gasoline Chain Saws

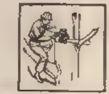
- *3½ HP Power Products, 2 Cycle Engine*
- *Recoil Starter*

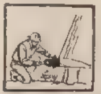
Rugged Trams 3½ HP, recoil starter direct drive power saw is perfect for the professional wood cutter, farmer or pulp operator. Designed for peak efficiency—360° all-angle cutting and operates in any position. Trigger throttle and pressure oiler control are set close together and can be operated by hand. Extra safe—flame proof exhaust is directed away from operator. Automatic centrifugal clutch. Handle design protects carburetor. Easy starting aviation type diaphragm carburetor and ball bearing crank shaft. Needle bearing connecting rod. Large capacity fuel tank. Spill proof cap. Magnesium alloy casting throughout. Oregon cutting chain. Removable bucking spike stores on saw. Shipped from Crystal Lake, Ill.

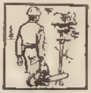
F46387-13900	14" Wt. 22 lbs. Ship. wt. 28 lbs.	Retail **$184 95**
F46393-14300	16". Wt. 24 lbs. Ship. wt. 33 lbs.	Retail **$189 95**
F46394-14950	19" Wt. 26 lbs. Ship. wt. 35 lbs.	Retail **$198 95**
F46395-15750	22" Wt. 28 lbs. Ship. wt. 37 lbs.	Retail **$209.95**

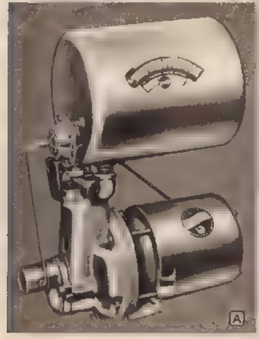
5½ HP Tramms Heavy Duty Gasoline Chain Saw. Same as above, only more power for extra duty.

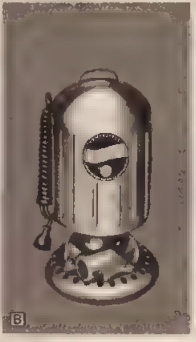
F46388-18800	24". Wt. 29 lbs. Ship. wt. 35 lbs.	Retail **$249.50**
F46389-19500	30" Wt. 34 lbs. Ship. wt. 36 lbs.	Retail **$259.50**

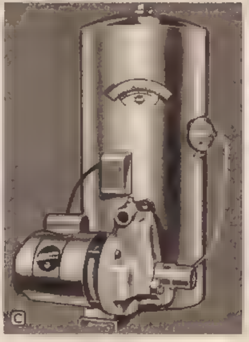

Lightweight One Hand Operation

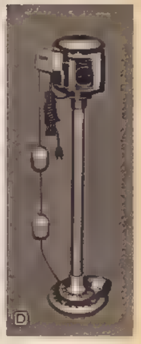

Fells Biggest Trees with Real Ease


Fast Bucking Underbucking Tool









Lancaster Water Systems and Pumps

Equally well suited for use on driven, drilled and dug wells and cisterns

(A) "Dutch-Pak" Shallow Well Water System. "Dutch-Pak" is a self-priming, fully automatic factory assembled shallow well jet water system. The self priming feature is essential on all wells. Heavy duty ⅓ HP AC, 60 cycle, 3450 RPM single phase motor is furnished with thermal overload protection. Each quality constructed unit includes a pressure switch, automatic air volume control with tubing and fittings and a galvanized hydro-pneumatic pressure tank. Thoroughly reliable rotary shaft seal, hydro-lok, and balance impeller are standard equipment on all models. System has brass 1" foot valve or check valve as required for proper installation. Shallow well systems are limited to a 25 foot suction lift. 530 gallons per hour at 10 ft. lift. Operating and installation instructions furnished. Both systems have 1" suction and ¾" discharge. Space required for 3 gallon size: 16x20x22"; for 13 gallon size: 12x18x26". Shipped from Lancaster, Pa.

F46328-7480	3 gallon tank. Ship. wt. 60 lbs.	Retail **$101.05**
F46329-8490	13 gallon tank. Ship. wt. 101 lbs.	Retail **$116.05**

(B) Lancaster Drain-Pak. A powerful, portable, all-purpose pump that still operates when completely submerged in up to 17' of water. Ideal for emptying sumps, flooded cellars, ditches or pits. Powerful ⅓ HP, 110V, 60 cycle, AC motor with 1750 RPM develops a capacity of 2300 gallons per hour. 1¼" discharge pipe connection. Switch concealed and protected from damage. Never requires lubrication. Deluxe Model, all bronze. Standard Model, cadmium plated cast iron base. Ship. from Lancaster, Pa. 35 lbs.

F46327-6180	Standard Model. Cast iron base	Retail **$83.50**
F46325-6820	Deluxe Model. All bronze	Retail **$92.00**

(C) "Dutch-Pak" Deep or Shallow Well System. Complete factory assembled, self-priming shallow or deep well water system has galvanized hydro-pneumatic pressure tank, automatic air volume control, pressure switch, 2 pipe injector and 1" foot valve. For shallow wells: suction 1", discharge ¾" pipe connections. For deep wells: 2 pipe injector fits into 4" I.D. well casing or larger; has 1¼" suction, 1" pressure and ¾" discharge pipe connections. Convertible to deep wells—no extra parts to buy. Rotary shaft seal, 4 volute design. Instructions included. Ship from Lancaster, Pa.

13 Gallon Tank. ⅓ HP AC motor attains 530 gallons per hour at 10 ft lift, 200 gallons at 70 ft. lift. Heavy duty service. Space required: 12x18x26". With 1" foot check valve.

F46330-9130	Shipping wt. 106 lbs.	Retail **$129.30**

26 Gallon Tank. ½ HP capacitor motor, AC, attains 660 gallons per hour at 10 ft. lift, 225 gallons at 80 ft. lift. Long life features. Space required: 12x18x36". With 1" foot check valve.

F46331-11210	Shipping wt. 122 lbs.	Retail **$159.55**

(D) Home or Industrial Sump Pump. Removes water from pits, basements or boiler rooms. With ⅓ HP, single phase, 60 cycle, 110V, AC motor, developing 1750 RPM. Bronze impeller, liquid lubricated bronze bearing and stainless steel shaft. Automatic operation: water level trips float, starts, cuts off pump. Total height: 3 feet. 1¾" discharge pipe connection, 2250 gallongs per hour capacity. Deluxe Model: all bronze. Standard Model: cast iron base, steel column. Ship. from Lancaster, Pa. 35 lbs.

F46324-3470	Standard Model. Cast iron base	Retail **$46.75**
F46326-4180	Deluxe Model. All bronze	Retail **$56.50**

Fun and Happiness. . .

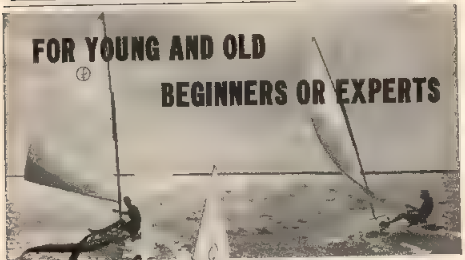
plus peace of mind, when you know you are insured through a local independent insurance agent representing one of our companies.

NEW HAMPSHIRE INSURANCE GROUP

New Hampshire Insurance Company

Granite State Insurance Company

MANCHESTER, NEW HAMPSHIRE



Trident by **MERRIMAN**

THE THRILLING NEW CONCEPT IN SAILING

Trident sailboats embody the same quick response, liveliness and features usually found only in high-priced planing hulls. This complete sailboat is 12 feet long, can be carried on car top. Exclusive kick-up rudder and centerboard permit you to sail right off the beach. Has sprit rig for maximum efficiency, catamaran shaped bow for stability and speed. Fiberglass foam filled hull, rugged hardware, aluminum mast and all nylon sail.

See your franchised Trident dealer now!

MERRIMAN

185 Amory Street, Boston 30, Mass.

MASTERCRAFT BOAT TRAILERS

Voyager is a new boat trailer designed to simplify handling of large craft, by Mastercraft Trailers, Inc., Middletown, Conn. This series enlarges Mastercraft's line to six separate series, each with several models and a full complement of accessories. Load capacities covered range from 300 to 6000 pounds.

Voyager is designed to simplify the handling of large craft.

The new Cadreline economy series for medium-size boats up to 2500 pounds and 21′ in length features a ramp lock and full-length channel support.

Standard series include the single-pole Modernline and Kitcraft, basic trailers for loads from 300 to 750 pounds; Deluxe twin-boom Cruiserline trailers for 2500-pound loads; the Conversion series for inboards, centerboards and catamarans; and Heavy Duty trailers for loads from 2000 to 6000 pounds.

Voyagers are equipped with keel rollers, scissor-jack cradle rollers, new Ezy Vee loading guide and power winch. Two-wheel and four-wheel models are available.

Mastercraft accessories include the Bannerline kit with a geared winch for the Modernline series, and for all series and other makes as well, a hand dolly, parking dolly, geared winches and adjustable transom support.

GARELICK EEZ-IN PRODUCTS

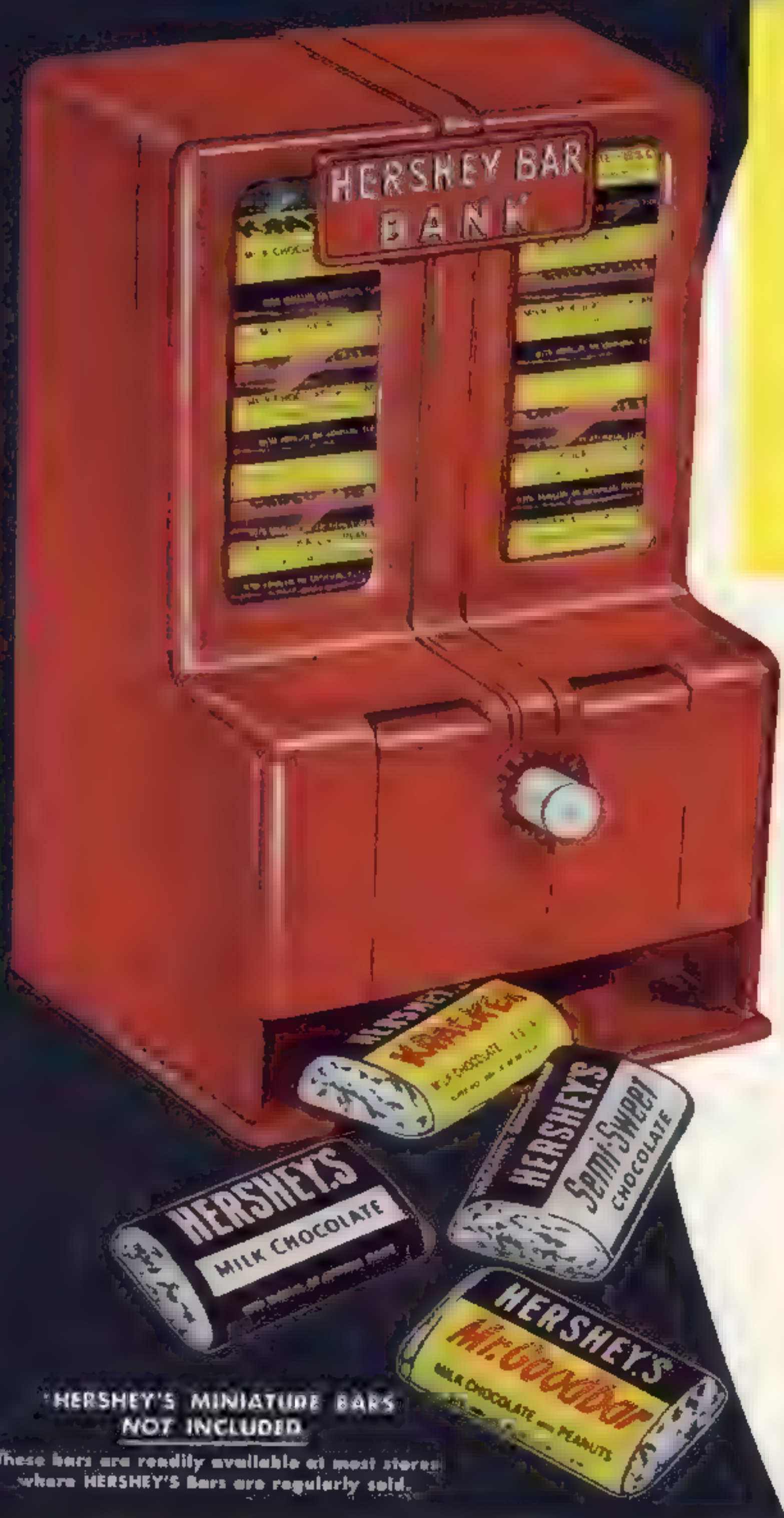
Advanced design is incorporated in new Helmsmen Seats shown by Garelick Mfg. Co. of St. Paul, Minn., producers of EEz-In marine products.

The manufacturer stresses functional attractiveness and durability. They utilize vacuum forming techniques with seat and back covers of flexible U.S. Rubber Co. Royalite. This method forms the cover to shape, avoiding future seam splitting or thread rotting from sewing, as well as uncomfortable welt edging.

Seats are supplied complete ready to mount. Models include chrome, brass, or anodized aluminum hinges, red, blue, and antique white colors, and four different seat widths as well as swivel units.

A practical battery box has also been added to the EEz-In line. Power and accessory cables can easily be inserted under any or all four corners with enough spare space; making it convenient and easy to install a battery. Simple but positive hold-down hardware is used and built-in handles are part of the box. They are made of U.S. Royalite, impervious to salt water, gasoline, oil and battery acids.

Another Trim Toys *Tie-In to a Nationally-Known Success!*


HERSHEY BAR BANK
KRACKEL
HERSHEY'S MILK CHOCOLATE
HERSHEY'S Semi-Sweet CHOCOLATE
HERSHEY'S Mr. Goodbar MILK CHOCOLATE — PEANUTS

*HERSHEY'S MINIATURE BARS NOT INCLUDED

These bars are readily available at most stores where HERSHEY'S Bars are regularly sold.

New Toy Bank for Dispensing HERSHEY'S MINIATURE BARS

It really works — really sells and makes saving your pennies bring rewards any kid can understand!

Just put a penny in either slot — push plunger and a delicious Hershey's Miniature Bar drops down.

And if Mama wants to control candy consumption all she has to do is watch the pennies!

ITEM No. 12 $1.95 [redacted] RETAIL

DISPENSER 4 11/16" x 3⅞" x 8".

Made of Bright Red, Hi-Impact plastic.

Takes up to 30 Hershey's Miniature Bars* —

Individually Packed in Illustrated 5-Color Chipboard Carton 4¾" x 4" x 8".

Weight 14 oz.

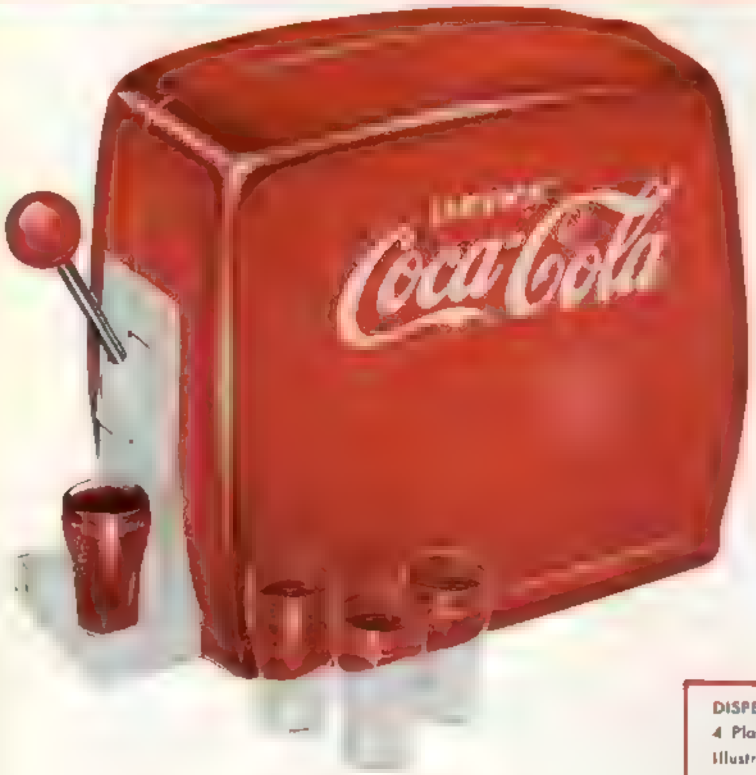
One Dozen Master Carton 16" x 14⅝" x 8".

Weight 11 lbs.

TRIM MOLDED PRODUCTS CO. Trim Toys **BURLINGTON WISCONSIN**

Trim Toys

Really Work - Really Sell!



COKE DISPENSER

Bright red and white just like the real thing, hi-impact plastic, it holds a standard Coca-Cola bottle and pours "Coke" when the handle is pulled down. 4 plastic glasses are included.

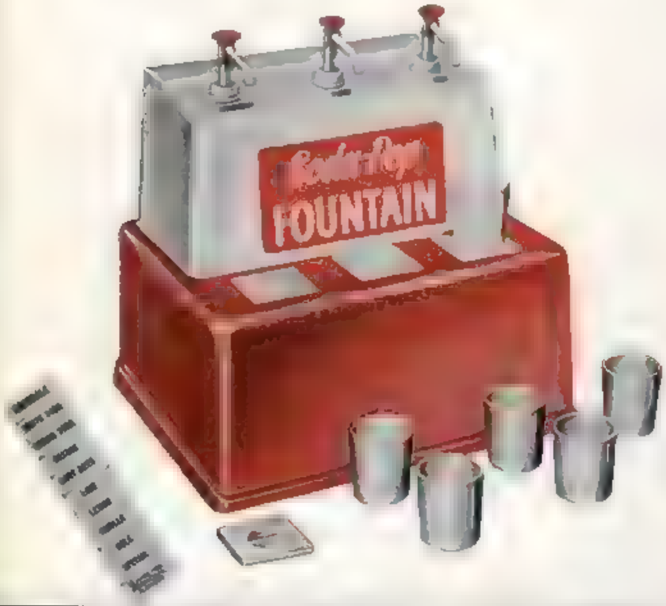
DISPENSER 6" x 9" x 10¾".
4 Plastic "Coke" Glasses Included
Illustrated Reshipper Carton 12¾" x 8" x 9½".
Weight 2 Pounds, 6 Ounces.
One Dozen Master Shipper 26⅛" x 16⅛" x 29½".
Weight 30 Pounds.

ITEM No. 16

$3.50

SUGGESTED RETAIL

**The registered trade-mark "Coca-Cola" and its abbreviation 'Coke" distinguish the product of The "Coca Cola" Company.*



TOY SODA FOUNTAIN

It holds 3 standard pop bottles. Dispenses by pressing pump just like at the drugstore (even 3 different flavors if you want). In front of fountain, there are 3 individual ice cream compartments with lids. There are even flavor name cards for insertion in front of each pump and 6 small plastic cups — enough for a real party.

DISPENSER 10½" x 8½" x 11".
6 Cups Included
Illustrated Reshipper Carton 11½" x 6¾" x 11"
Weight 2 Pounds, 12 Ounces.
One Dozen Master Shipper 33⅜" x 13⅞" x 23¾"
Weight 35 Pounds.

ITEM No. 17

$4.95

SUGGESTED RETAIL

TRIM MOLDED PRODUCTS CO. Trim Toys **BURLINGTON WISCONSIN**

PRESCRIPTION

for a non-conformist

. . . the startling new TRIUMPH! Only a new name in the marine field could bring you such a departure from old-fashioned stereotyped ideas of cruiser design . . . and Storecrafters – with an international reputation for quality interiors of stores and banks – brings a fresh new approach to what a boat can be. She's 28'-9" of magnificent design . . . and her performance is as outstanding as her appearance! She's terrific!

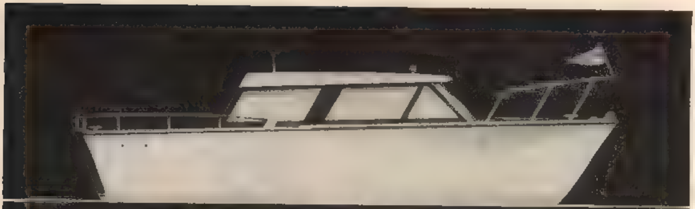
Virtually maintenance free, the TRIUMPH has her hull, cabin top and hardtop moulded of Fiberglass (with thicknesses to 7/8"); foredeck, walkaround and cockpit decks are of Teak; and exposed wood parts in the cabin have a Mahogany Formica surface. Standard equipment includes twin 200 hp engines, 115 volt power plant, electric refrigerator and range, automatic bilge pump, bilge blower, monel shafts, safety glass . . . and, did you notice, that disappearing windshield leading to the cantilevered aircraft-carrier-type foredeck!

Plan to visit our display at the Boat Shows . . . write for brochure and additional information now!

TRIUMPH

MARINE DIVISION OF *Storecrafters* AMERICA'S FOREMOST FIXTURE MANUFACTURER

JAckson 3-6644 – 3000 YELLOWSTONE – P. O. BOX 14368 – HOUSTON 21, TEXAS



TROJAN

Sea Breeze Model 244 SEDAN CRUISER . . . the most boat for your family cruising dollar today! Offering complete cruising accommodations for four adults, the 1960 Trojan Family Sedan offers more **indoor** living space than ever before . . . and does it without sacrificing **outdoor** cockpit space! Unique "fold down" bulkhead-window-and-door, between cabin and self-bailing cockpit, makes **one tremendous living area** for family and friends. With **stand-up headroom throughout the cabin,** she's comfortable as a cottage for weekend cruises or all summer long.

Send for free, colorful booklet of the bright, new, 1960 line of Trojan Boats.

TROJAN BOAT COMPANY • LANCASTER 9, PENNSYLVANIA

A Past Full of Progress . . . A Future Full of Promise

ROPES OF MANY MATERIALS are available to the yachtsman today, and all have their individual virtues, points out the Columbian Rope Co., which produces and experiments with all of them—natural and synthetic

The old stand-by, manila, still commands the majority of the market, Columbian says, but synthetics are from 50 to more than 100% stronger for the same diameters, and are not harmed by dry rot or marine growth. They cost three to nine times as much as manila, which in the best grades is treated to resist decay and is adequate to handle most general uses. Linen is another natural fiber still popular.

Of the synthetics, Dacron is suitable for halyards and sheets, while springier nylon is preferred for anchor ropes, mooring pendants, dock lines and other jobs subject to sudden strains. Filament lines, with each fiber extending full length, are better looking, but spun synthetics, of shorter fibers, splice better and are nearly as strong. Polyethylene rope, not as strong as Dacron or nylon but stronger than manila, is so light it floats, making it excellent for such uses as ski towing and dinghy painters.

A new Columbian product is a nylon-flax combination, used in commercial fishing, because, while having the strength of synthetics, it stays wet and runs cool over power winches, where nylon performs badly.

COLUMBIAN ROPE CO., Auburn, N.Y.

NEW WAGEMAKER BOAT FEATURES are shown this year, especially in the fiberglass-reinforced Empire line of boats. One is called Vari-Seating, and permits the purchaser of any Empire hull to make his own selection among a variety of seating arrangements described as side-jump, cross and back-to-back seats

Wagemaker offers improvements and additional models in the Empire fiberglass series, the Ply-Lap and molded plywood Wolverines and the aluminum-built Cadillac series. Minor refinements in the shape of the bottoms in the plywood and fiberglass Wagemaker boats are said to give a softer, easier ride in rough water. Added stability is claimed for the new Clippers, lapstrake models of the Empire series, due partly to this new hull design and partly to carrying the lapstrake shaping all the way round from gunwale to keel Forward hatches are standard in the 17' and 18' Empires. More than half the Empires will handle maximum outboard horsepowers.

Wagemaker's new 18' Clipper has a molded plastic hull and minor improvements in design for easier riding

The whole Wagemaker line has new and improved windshields, which will take convertible top fastenings. Fiberglass hardtops are optional on all Empires. One new runabout has been added to the aluminum Cadillac series.

WAGEMAKER CO., 566 Market S.W., Grand Rapids, Mich.

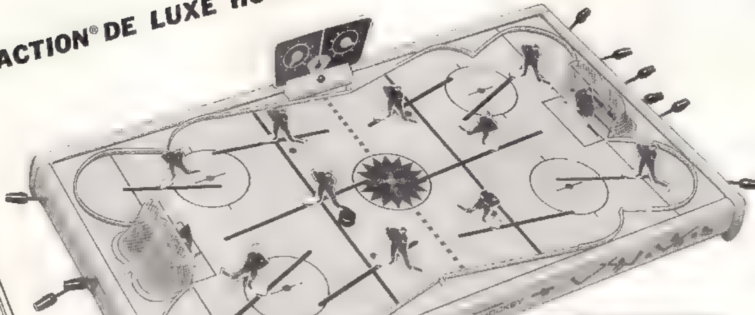
A NEW DUAL-WHEEL TRAILER is the Hilltop Boat Trailer Co's Model 1216 SVD. This trailer, being used by several dealers for 18' and 20' inboards, has the 2500-lb. capacity of a tandem but turns easier on corners. Other advantages are that a blowout need not stop this trailer, and on turnpikes and bridges it pays only the "one-axle" toll rate. This new trailer has four 1500-lb. springs

Hilltop has made some changes in its regular line of trailers, for boats from 12' to 20' and 500 to 5000-lb. capacity, plus a complete line of Transport carriers for six, two and three boats

HILLTOP BOAT TRAILER CO., Wauseon, Ohio

TUDOR ALL

TRU-ACTION® DE LUXE HOCKEY GAME WITH ELECTRIC SCORING



This is the EYE-TRACTIVE PACKAGE that houses the sensational new hockey game featuring —

EXCLUSIVE "Syncro-drive" beveled gears for faster, smoother play

LIFELIKE PLAYERS with front and rear views; insert easily, respond instantly

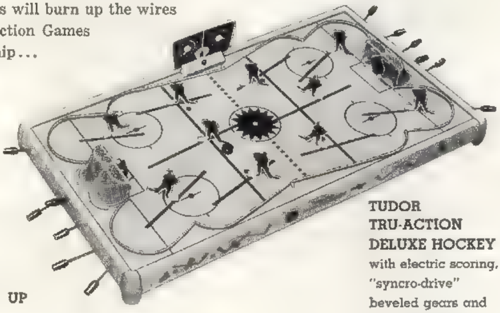
if...

"If", sighed the Queen, "I'd be the King."

"If", said the Toy Buyer, "If I only had another gross of Tudor Games I could have sold them just like that!"

NEED WE LABOR THE POINT?

This year, like every year, frantic buyers will burn up the wires for Tudor Tru-Action Games when we don't have any to ship...



if you're smart—and we're wasting our breath if you're not—you'll order enough today—now—yes, today!

Especially of our two new hockey games that are *really* hot!

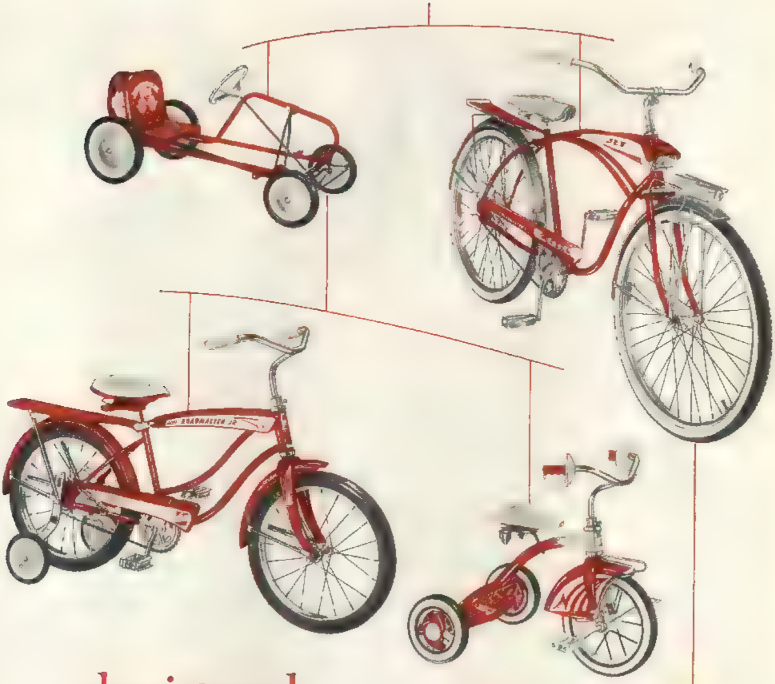
TUDOR
TRU-ACTION
DELUXE HOCKEY
with electric scoring, "syncro-drive" beveled gears and like-like players.

HERE'S THE TUDOR WINNING LINE UP OF *TRU-ACTION*® GAMES:

DeLuxe Hockey
Hockey Game
Electric Baseball
Electric Basketball
Electric Football
Electric Horse Race
Electric Sports Car Race
AND
Walt Disney Character and Tru-Tone Xylophones

tudor®

TUDOR METAL PRODUCTS CORP.
200 Fifth Avenue, New York 10, N. Y.
Room 551



designed to move!

Move into the Christmas money with AMF

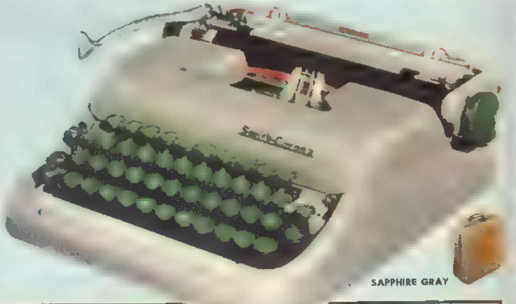
The line that says ACTION from the word "grow!" Like the new Scat Car Model 495 for the toddler trade—with sports car flair and an adjustable pedal drive! AMF Junior Velocipedes give the trike set a taste of grown-up styling, too—like Model 960 with its padded vinyl saddle and generous dashes of chrome sparkling against the flamboyant red finish! Junior Roadmaster sidewalk bike Model 986 features hinged tank that converts from boy's to girl's model...plus a "big bike" coaster brake. And as for the Roadmaster bicycle, just see for yourself how AMF has restyled its Jet Pilot Model K-1653 to excite youthful imaginations more vividly than ever! The AMF line means more holiday action for you. Get full details. Write now.

AMF

WHEEL GOODS DIVISION
American Machine & Foundry Company
Junior Toy Division, 215 Marble St., Hammond, Ind
AMF Cycle Division, W. 65th & Patterson, Little Rock, Ark.
Hercules Division, 200 Fifth Ave., New York, N.Y

world's first
fastest
finest

PRECISION-CRAFTED PORTABLE TYPEWRITERS SMITH-CORONA


SAPPHIRE GRAY

STERLING

Big typewriter performance at moderate price. Has Office-size Keyboard, Page Gage, Quick-set Margins, Super-speed Escapement, Piano-key Action, Touch Selector, 3-way Ribbon-color Control, Hand-set Tabulator, rugged service-free construction plus many more time- and work-saving features. Complete with handsome Holiday carrying case, and instruction booklet. Specify pica or elite type.

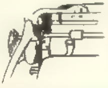
1P473X9195—Pica	Retail $125.71
1P474X9195—Elite	Retail $125.71

This is PICA type.
This is ELITE type.

office-size keyboard

Same height as an office typewriter keyboard . . . same width . . . same depth. Keys are same size . . . same spacing as those on office typewriters. Assures you of office typewriter performance with the convenience and economy of a portable

page gage



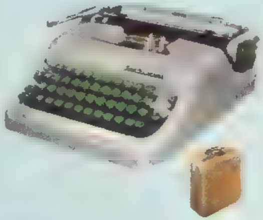
Accurately indicates the exact amount of paper remaining at the bottom of the page. An exclusive Smith-Corona feature that takes the guesswork out of page-end typing

quickset margins

Easiest system on any portable. Set in an instant without moving the carriage.

CLIPPER

The famous Clipper has many features of more expensive models including Page Gage, Office-size Keyboard, Quick-set Margins, Convenient Carriage Return Lever. The Clipper assures a lifetime of typing ease. Holiday carrying case, chart and instruction booklet included. Specify pica or elite type.



1P475X7597—Pica	Retail $104.51
1P476X7597—Elite	Retail $104.51

Skyriter

Weighs just 9 pounds. Office-size Keyboard, Page Gage, Quick-set Margins, Full Size Carriage Return Lever, Error Control and Touch Selector. Comes complete with smart carrying case and instructions. Specify pica or elite type.

1P477X5875—Pica	Retail $78.49
1P478X5875—Elite	Retail $78.49

SILENT-SUPER

Superb in style, superior in performance, truly the world's most wanted portable typewriter. All the features of the office typewriter with portable convenience. Look at these features that assure typing ease and trouble-free service. . . . Full-size keyboard with 4 extra characters: 1, !, + and = Quick-set Margins, Keyset Tabulation, Page Gage, and steel frame construction. Touch Selector adjusts keys to the most comfortable typing pressure. Full-size Carriage Return Lever with single, double or triple line spacing. Holiday carrying case and instruction booklet included. Specify pica or elite type.

1P471X11891—Pica	Retail $146.91
1P472X11891—Elite	Retail $146.91

Specify Color

SEAFOAM GREEN

The minimum retail price on the Smith-Corona Silent-Super portable typewriter, in States having Fair Trade Laws, must be maintained

DESERT SAND   SAPPHIRE GRAY   ANTIQUE WHITE   ALPINE BLUE

MORE PEOPLE BUY
SMITH-CORONA
PORTABLE TYPEWRITERS
THAN ANY OTHER MAKE!

SMITH-CORONA OFFICE EQUIPMENT

designed for speed...
accuracy...economy...durability

7MD

Smith-Corona ADDING MACHINES

A Smith-Corona Adding Machine assures the most accurate, dependable method of handling figure work economically. Four easy-to-use desk models to choose from, each featuring easy, fast, accurate addition. Anyone can operate the Smith-Corona without previous experience.

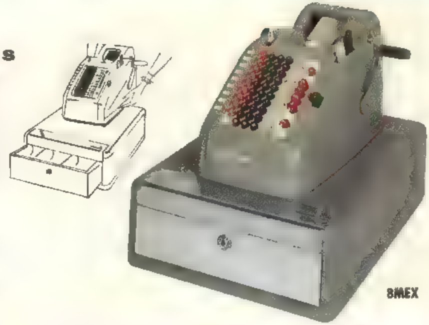
1P479X8175	Model 6MD	Retail	$96.24
1P480X8595	Model 7MD	Retail	$106.13
1P481X9745	Model 8MD	Retail	$127.01
1P482X10485	Model 10MD	Retail	$142.57

	6MD	7MD	8MD	10MD
LISTS	999.99	9,999.99	99,999.99	9,999,999.99
TOTALS	9,999.99	99,999.99	999,999.99	99,999,999.99

Smith-Corona CASH REGISTERS

Combination Cash Register and Adding Machine! Special transactions listed as Paid Out, Credit Refund, No Sale and Received on Account with convenient tax key for recording purposes. Deluxe Models include enforced designation for positive identification of all transactions. America's best cash register value . . . all Smith-Corona models provide protection against costly errors, safeguard receipts and supply a complete record of each day's business.

7MDX Totals 6 Columns 1P483X13375	Retail	$179.50
8MEX Totals 6 (plus alphabet) 1P484X15795	Retail	$219.50
10MEX Totals 8 (plus alphabet) 1P485X18675	Retail	$259.50


8MEX

All-new Smith-Corona PACEMAKER

The Pacemaker is a full-size standard office typewriter unmatched in price and performance. Big typewriter construction . . . top typing features . . . lowest new office typewriter cost. Operating features previously found only in machines priced far higher. Quickset Margins, Interchangeable Platen, Flick-Set Full Width Tabulation, Error Control, Coordinated Scales, Automatic Line Retainer, Reinforced All Steel Frame. Available in 11″ and 15″ carriage widths and your choice of Pica or Elite type.

1P467X14675—11" Carriage—Pica	Retail	$200.87
1P468X14675—11" Carriage—Elite	Retail	$200 87
1P469X15865—15" Carriage—Pica	Retail	$216.97
1P470X15865—15" Carriage—Elite	Retail	$216.97

```
This is PICA type.
This is ELITE type.
```

A

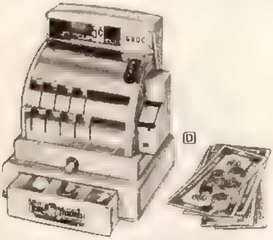
BERWIN
JR EXECUTIVE
B

C

(A) TOM THUMB SCHOLASTIC TYPEWRITER with Case—Operates like full-size typewriter! Standard keyboard, fingertip spacer. Ball bearing carriage. Standard ½" ribbon. Smart gold trim. 10½x10½x4".
1T239X1330 10½ lbs. ....**Retail $19.98**

(B) BERWIN "JR. EXECUTIVE" TYPEWRITER—Size and appearance of real typewriter! Metal type. Real typewriter ribbon, types red and black. Blue crackle finish with black trim. 11⅜x10x4¾". Case.
1T240X397 3¾ lbs. ....**Retail $6.00**

(C) TOM THUMB "JUNIOR" TYPEWRITER—With keyboard action. Prints all letters, numerals; uses real ribbon, with extra ribbons included. Fully enclosed case. Has protective rubber feet. 2½ lbs.
1T241X197 ....**Retail $3.00**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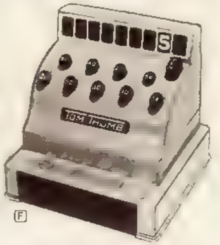
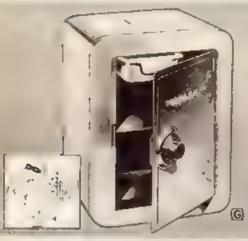


F

(D) TOM THUMB DELUXE CASH REGISTER—Shows sales from 1¢ to $1.00 through plastic window and also indicates department. Push lever—drawer opens, bell rings. Combination knob-lock. With "money"
1R168X335 8¾" high. 4 lbs. ....**Retail $5.00**

(E) SUPERIOR CUB PRINT SHOP—Prints in 2 colors! Includes complete printing press, plastic storage unit with alphabetized type case; black, red ink, brushes; extra ink roller; over 200 letters, etc.
1T242X497 ....**Retail $7.49**

(F) TOM THUMB "PUSH BUTTON" CASH REGISTER—Professional push-button operation with completely new mechanism! Even has a generous supply of "play money." 7¼x6¾x7¼". 2 lbs.
1R169X197 . ...**Retail $3.00**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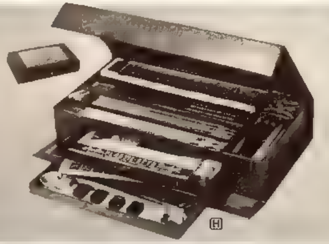
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J

(G) BRUMBERGER "MOSLER JUNIOR" SAFE VAULT—Complete with battery-operated burglar alarm and real combination lock! Heavy gauge steel with piano hinge—jimmy-proof! With secret 2-number lock and 2 money bags. 6x7x9".
1R170X335 3½ lbs. .. ..**Retail $4.95**
(1R170X301 in lots of 3)

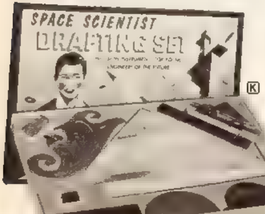
(H) HASBRO DELUXE PENCIL CASE—Roomy and handy! With double drawers for storage, and containing 42 items—pencils, paints, etc. Heavy leatherette, gold embossed. 11¼x6x2¼".
1R171X135 . . . .**Retail $2.00**

(J) HASBRO TEACH-A-TOY U.S. PLASTIC MAP—Includes Alaska and Hawaii! Bright, colorful, inlaid plastic map with plastic tabs of state capitols and principal products for insertion in states.
1R172X197 .. . . **Retail $3.00**
(1R172X177 in lots of 3)

(K) HASBRO SPACE SCIENTIST DRAFTING SET—The perfect set for technical-minded youngsters! Triangles, tee-squares, French Curve, protractor, etc., are precision instruments in clear plastic.
1T246X135 . ...**Retail $2.00**
(1T246X121 in lots of 3)

(L) RADEX STEREO STORIES—2 complete 3-D stories on slides plus stereo viewer.
1T243X197 Snow White/Cinderella.......**Ret. $3.00**
(1T243X177 in lots of 3)
1T244X197 Robin Hood/Jack & Beanstalk..**Ret. $3.00**
(1T244X177 in lots of 3)
1T245X197 2 Space Stories for Boys......**Ret. $3.00**
(1T245X177 in lots of 3)

(M) FELIX THE CAT'S MAGIC BRAIN—14 revolving blocks with 28 problems and 28 answers. Adjoining blackboard for writing answers.
1T247X197 .. .. **Retail $3.00**
(1T247X177 in lots of 3)



K

SPACE STORIES in 3-D COLOR
STEREO STORIES in 3-D COLOR
STEREO STORIES in 3-D COLOR
2 COMPLETE STORIES
L

Felix THE CAT'S
DOG
HEN
OWL
DUCK
M

underwood Golden-Touch®
PORTABLES for '60

NEW "GOLDEN TOUCH" QUIET TAB DELUXE PORTABLE...
More Big-Typewriter Features Than Any Other Portable

Tabs like an office typewriter! Only portable with separate SET and CLEAR keys controlled from keyboard. • **Exclusive "See-Set" margins.** Set balanced writing line by scale—no need to move carriage • **Line gauge** eliminates guesswork from end of page typing • **Touch "Jam-Release"** key instantly frees typing jams—no finger smudging. • Retractable **Deluxe paper supports** keeps paper in readable position. **Complete all-feature portable** including full size standard keyboard, touch control, variable line spacer, quick ribbon change, two-color ribbon selector—cuts stencils, three position bail with scale, etc. Completely insulated for quiet operation. "Multiple use" Carrying Case and free Instruction Book Shipping wt. 23 lbs

1P515X10596, Pica Type (Specify Driftwood or Banff Blue)	Retail	$139.96*
1P516X10596, Elite Type (Specify Driftwood or Banff Blue)	Retail	$139.96*

Banff Blue

Fawn

NEW "GOLDEN TOUCH" QUIET TAB UNIVERSAL PORTABLE
Best Tabulator Value...with Many Big-Typewriter Features

Features efficiency, ease, quiet insulated operation. Visible "See-Set" margins. • **"Key-Set" tabulation** . . . sets, clears directly from keyboard. • **Automatic line finder** for writing between the lines returns to original line. • **Finger form keys**—touch control. • **Balanced segment shift** . . . carriage does not bob when capitals are typed. • Full-size standard keyboard, full-size writing line, 84 characters, two-color ribbon selector—cuts stencils, automatic ribbon reverse, 1-2-3 line spacing, backspacer, left and right margin release key, paper guide, three position bail, paper aligning scale, etc. Attractive Carrying Case and free Instruction Book included Shipping wt. 23 lbs.

1P517X8986, Pica Type (Specify White or Fawn)	Retail	$122.86*
1P518X8986, Elite Type (Specify White or Fawn)	Retail	$122.86*

`This is Pica Type`
`This is Elite Type`

NEW "GOLDEN TOUCH" LEADER PORTABLE TYPEWRITER

- **Reliable performer at a low price**
- **Standard spaced keyboard**
- **Full size writing line . . . no special ribbon required**
- **Size and action of higher priced machines**

New Golden Touch Leader . . . economical, reliable family portable with modern features. Balanced segment shift . . . carriage does not bob up when capitals are typed. Finger form keys, automatic line finder permits free turning of roller for writing between lines . . . accurate return to original line. Adjustable left and right hand margin with bell ringer. Manual and automatic ribbon reverse, etc. Multiple use carrying case and instruction book included. Pica type only. Shipping wt. 21 lbs.

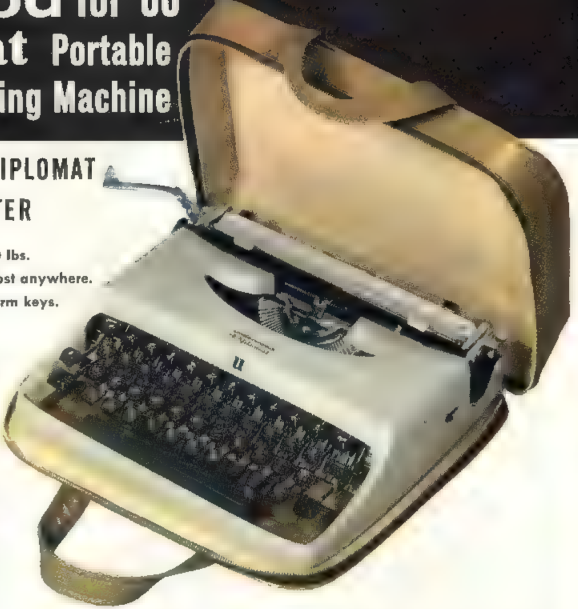
1P519X6635 Yosemite Blue	Retail	$84.05*

underwood . . . *The World's Most Dependable Typewriter*

*Federal excise tax included

underwood for '60
New Diplomat Portable
ADD-MATE Adding Machine

NEW "GOLDEN TOUCH" DIPLOMAT PORTABLE TYPEWRITER



- Including Carrying Case, weighs only 10 lbs.
- Flat (approx. 3" high), compact, fits almost anywhere.
- Full-size standard keyboard, 42 finger-form keys.
- Takes full-size stationery

UNDERWOOD'S Newest, Low-priced Portable. Perfect for travelers, students, etc. Attractive, practical with outstanding features for fast accurate typing. Features include left and right hand touch set margins, two-color ribbon cuts sharp stencils, automatic ribbon reverse, jam-release key, backspacer, line space lever for single and double spacing, left hand shift lock, paper bail, paper support—holds long sheets of paper in place, paper table scale, etc. Attractive zipper Carrying Case and free Instruction Book included Dawn Gray finish. Shipping weight 13 pounds.

1P520X6370 Pica Type Retail $78.70*

ONLY 7½ LBS.—ALL ELECTRIC!
NEW PHONE-SIZE UNDERWOOD ADD-MATE

ADDS•SUBTRACTS•MULTIPLIES•TOTALS•SUB-TOTALS

LOWEST PRICED ALL ELECTRIC ADDING, DIRECT SUBTRACTING MACHINE

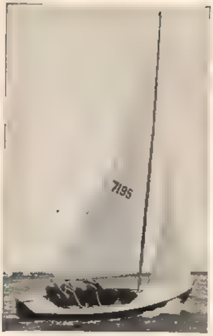
ATTRACTIVE . . . PRACTICAL . . . IN COLOR AND DESIGN

Ideal figuring machine for stores—homes—offices, etc. So light it goes anywhere. So simple anyone can use it. U/L APPROVED. Simplified 10-key keyboard, electric correction key, digit indicator, repeat key, permanent tape record, transparent tear off bar. A. C. only. Size 7" x 9" x 5". Totals to $99,999.99. Lists 6 and totals 7 columns. Plastic dust cover included. Heavy duty carrying case extra. Shipping wt. 12 lbs.

u
underwood

1P521X13250 . . . Retail $158.15*
(Specify Driftwood or Gulfstream)
1P522X1182 Carrying Case Retail $ 13.50

*Federal Excise Tax included



ULMER SAILS LEAD AGAIN

Some of our National and International Champions

LIGHTNING CLASS
William P. Clausen III,
South Jersey Champion
Willard Brown,
District Champion, L.I. Sound

JET 14 CLASS
Arthur Lange, Jr., Junior
and National Championships

SNIPE CLASS
Duque-D'Arion
Championship of Spain
Ray Kaufman,
Long Island Champion
Terry Whittemore
Florida State and
Midwinter, Champion

COMET CLASS
John M. MacCausland,
Class Champion (mainsail)

MOTH CLASS
George Speaker
International Champion,
Junior National Champion

·R·B· **RHODES BANTAM CLASS**
A. V. Nicholson,
National Champion
R. Besse, 2nd

THISTLE CLASS
R. H. Legard Atlantic Coast
Champion, 1958-1959
Douglas MacGregor,
Huntington, L.I. Fall Series,
Winner (52 boats 1st & 2nd)

110 **110 CLASS**
Peter Beamish
W.L.I.S. Fleet, Champion
Y.R.A.L.I.S. Champion

FD **FLYING DUTCHMAN CLASS**
Vittorio Porta,
Champion of Italy, 1958

CHARLES ULMER, INC. *Sailmakers*

CITY ISLAND 64, New York, CI 8-1700 and Annapolis, Md., CO 3-5020

There could have been a third and familiar woman winner had not Mrs. John (Pat) Duane of Delray Beach missed one of the Flying Dutchman races. She won the first contest with a boat which bears the sinister name of Hangover, did not sail the second and took a fourth in the third. Honors in the class went to a reformed Star boat skipper, Ding Schoonmaker of the Coral Reef Y.C. He sailed Dingo to a 3-1-1 record.

Jerry Larkin of Coral Reef Y.C. in Silhouette swept the Star series and Fred Bremen in Lil Brem of the Miami Y.C. performed a similar feat in the Blue Jay fleet.

MASSACHUSETTS Y.R.U. ELECTS

E. Corbett Walsh of the Hull Y.C., has been elected president of the Yacht Racing Union of Massachusetts. He succeeds James P. Parker Jr., commodore-elect of the Eastern Y.C. Thaxter Williams, commodore of the Eastern Point Y.C. of Gloucester and a leading figure in U.S. Power Squadron activities was re-elected vice president. William S. Burke Jr., Boston Y.C., will serve again as secretary and Barrett Wendell, Manchester Y.C., succeeds Walsh as treasurer.

The Union's distinguished service award went to Edward J. Gallagher of Squantum, developer of the Indian Class in the Boston Bay area, later a leader in the oragnization of the Hustler Class and one of the founders of the Y.R.U. of Massachusetts.

JEWETT BUYS CRUISING-RACER

Frank Jewett, a Sears Bowl national junior champion when he was one of Bill Cox's sailing pupils at Vineyard Haven, Mass., and a member of the U.S. Olympic yachting team when he lived in California, recently purchased the Ohlson 35 yawl Pursuit from Dick Sheehan of Larchmont, N.Y., through the offices of Tripp and Campbell. Jewett's home is in New Canaan, Conn., but he does his summer sailing out of Vineyard Haven.

MOGU WINS RACE IN GULF

Fred Guggenheimer's 32-foot light displacement yawl Mogu, representing the St. Petersburg Y.C., took the corrected time prize in the 14th annual Tampa to Fort Myers race for cruising yachts. Lew McMasters' sloop Marlene III, a five-time winner of the Florida Ocean Racing Association fixture, took second prize and third went to the first boat to reach the finish at San Carlos Pass, A. B. Harrison's sloop Iolanthe out of Clearwater. Twelve boats started and three withdrew along the way.

MOTH REGATTA IN PORTUGAL

To observe the fifth centenary of the death of Prince Henry the Navigator, the Portuguese Moth Class Association will sponsor at Faro, Aug. 29-Sept. 4, what it calls the first real world championship of the class. A trophy named for Portugal's famous navigator will be at stake.

The Portuguese point out that competition for the Antonia Trophy in this country "cannot be considered a world championship although advertised as such, because it has always been held in America and only Americans compete, owing to distance and the fact that the Moth Class is not a rich man's boat."

M. da Silveira Santana, secretary of the Portuguese Moth Class Association, extends to "the Mothmen of the U.S.A. an invitation to come to Faro for this championship when various facilities will be offered and prizes, besides the trophy, given by various authorities."

His address is Rua Gil Eanes 37, Faro, Algarve, Portugal.

INTERNATIONAL 14'S BUILDING

Dr. Stuart H. Walker, M.D., prexy of the United States International 14 Association, calls attention to the "tremendous increase in Fourteen building" on this side of the Atlantic. "Two years ago," he writes, "we relied entirely on England

(Continued on next page)

underwood Golden-Touch PORTABLES for '60

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More Big-Typewriter Features Than Any Other Portable

Tabs like an office typewriter! Only portable with separate SET and CLEAR keys controlled from keyboard. • **Exclusive "See-Set" margins.** Set balanced writing line by scale—no need to move carriage. • **Line gauge** eliminates guesswork from end of page typing • **Touch "Jam-Release"** key instantly frees typing jams—no finger smudging. • Retractable **Deluxe paper supports**—keeps paper in readable position. **Complete all-feature portable** including full-size standard keyboard, touch control, variable line spacer, quick ribbon change, two-color ribbon selector—cuts stencils, three position bail with scale, etc. Completely insulated for quiet operation. "Multiple use" Carrying Case and free Instruction Book. Shipping wt. 23 lbs.

		Retail
29F2201H10596	Driftwood, Pica	$139.96*
29F2202H10596	Driftwood, Elite	$139.96*
29F2203H10596	Banff Blue, Pica	$139.96*
29F2204H10596	Banff Blue, Elite	$139.96*

Banff Blue

Fawn

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		Retail
29F2205H8986	Fawn, Pica Type	$122.86*
29F2206H8986	Fawn, Elite Type	$122.86*
29F2207H8986	Snow White, Pica Type	$122.86*
29F2208H8986	Snow White, Elite Type	$122.86*

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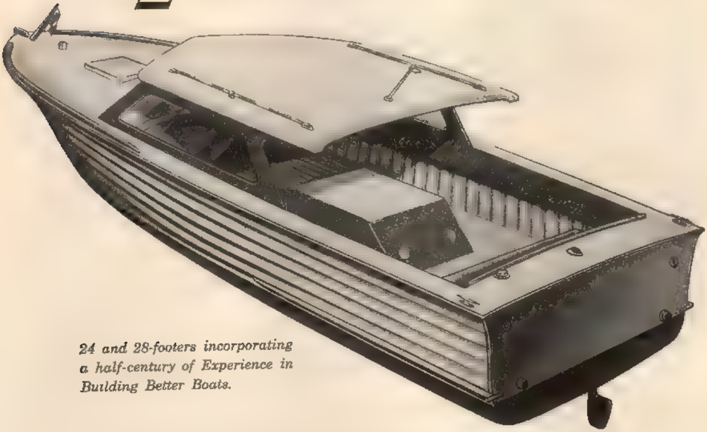
29F2209H6635 Yosemite Blue . . . . Retail $84.05*

*Federal excise tax included

underwood . . . *The World's Most Dependable Typewriter*

UNITED MARINE, INC., Announces

2 NEW SEA SKIFFS!



24 and 28-footers incorporating a half-century of Experience in Building Better Boats.

The new United Sea Skiffs incorporate the skills and experience that come only with years of doing. Back of every United Sea Skiff stands better than Fifty years of knowing how. The new "24" for example is as sturdy and seaworthy as they come. The best design, plus a combination of time-proven methods, means and materials are built into it. Both the "24" and "28" have lap strake hull construction. Fastenings are bronze screws. Single power, with V-8 engine is standard, with direct drives and hydraulic clutch control. Twin power is optional on the "28". Other items of optional equipment are available on both boats. See your Richardson or Colonial Dealer or write for complete information.

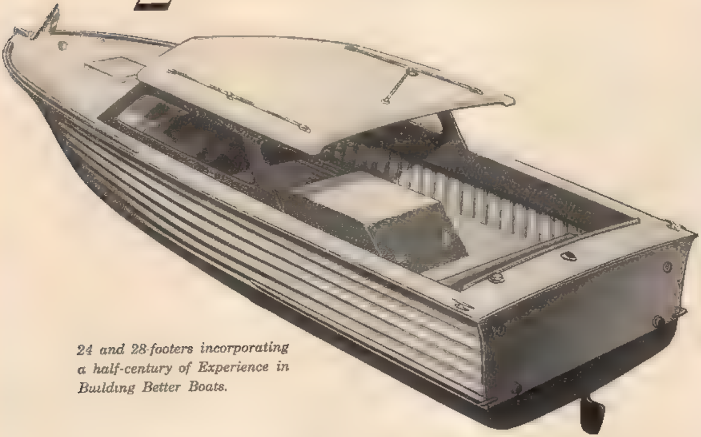
UNITED SEA SKIFFS

UNITED MARINE, INC., MILLVILLE, N. J.

BUILDERS OF RICHARDSON and COLONIAL CRUISERS

UNITED MARINE, INC., Announces

2 NEW SEA SKIFFS!



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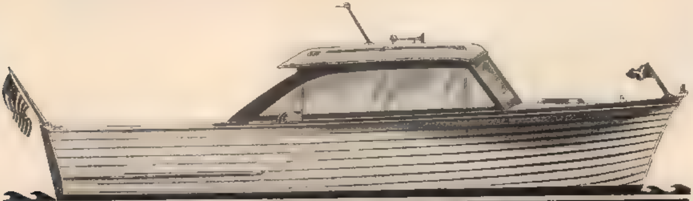


UNITED SEA SKIFFS

UNITED MARINE, INC., MILLVILLE, N.J.

BUILDERS OF RICHARDSON and COLONIAL CRUISERS

New **VANGUARD**® Zig Zag Portable Outsews Machines Three Times Its Weight!

(all aluminum construction, weighs only 13½ lbs.)

The most exciting sewing machine development in 25 years

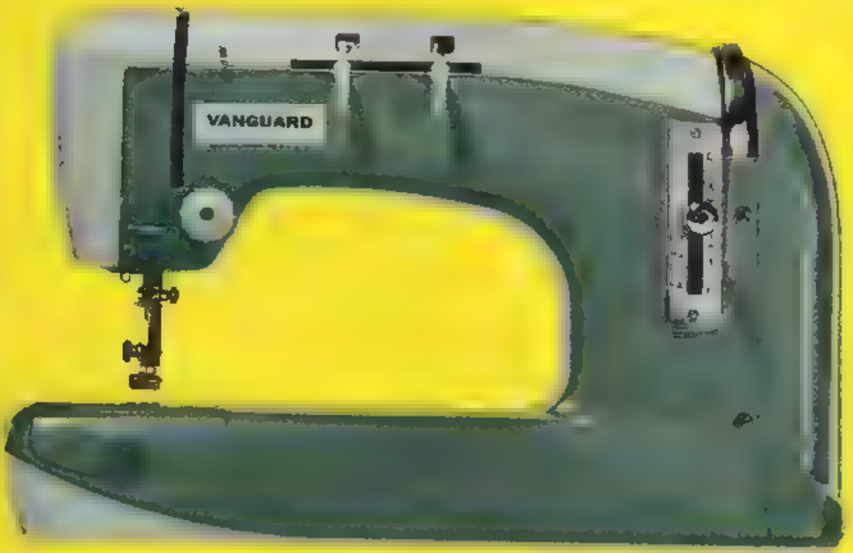
•

Guaranteed

•

Right this minute all other sewing machines become old-fashioned—just think! Here at last is a sewing machine that is as light as it is versatile and efficient—that carries and stores as easily as a briefcase — yet is a match for any other machine.

Pat. Pending



VANGUARD 200

The lightweight ZIG ZAG portable. First sewing machine of its kind—the best lightweight sewing machine anywhere on earth! The full luxury of straight and zig zag sewing technique is yours — any and every stitch is yours to command — with this super portable. It will meet all your daily sewing requirements and you will create the most stunning decorative stitches of your dreams. Exclusive spool pin device will prevent annoying thread snapping. No hoop for darning necessary . . . material is guided automatically. Beautiful to look at—beautiful to sew on—beautiful to live with.

46 A 285 P 9950 ....Retail **159.00**

EXTRA FEATURES

- It's lightweight! Anyone can carry it.
- It's portable! Can be taken anywhere.
- It's modern! Built-in light, built-in motor, built-in bobbin-winder.
- It's compact! Stores out of sight with the greatest of ease.
- Synchronized Forward and Reverse Stitching—a rarity in machines at any price.
- Modern full rotary hook—vibration-free—**WILL NOT JAM**—permits greatest sewing freedom.
- Easy to use—no experience necessary. Functions like familiar machines—but with an ease and comfort beyond anything you ever dreamed possible.
- It's an all-around buy—ounce for ounce, stitch for stitch, penny for penny—the best sewing machine the world has ever seen.

FREE!

At no extra cost—magnificent carrying case that also serves as a smart-styled suitcase!

Made by WEST GERMAN craftsmen (Known the world over for their precision and accuracy).

EXAMPLES OF VANGUARD ZIG ZAG SEWING

(Your Vanguard 200 will also do all the straight stitch sewing shown on reverse side)

Various zig zag stitches.

Hand controlled embroidery stitches.

Overcasting and edging.

Buttonholes, sews on buttons, snaps, eyes:

Zig zag and eyelet embroidery.

Monogramming.

Applique

Plus: blindhemming, zig zag hemming, finishing frayed edges, zig zag patching and mending, hemstitching and many other stitches

CRAM IT! SLAM IT! YOU'LL NEVER JAM IT!

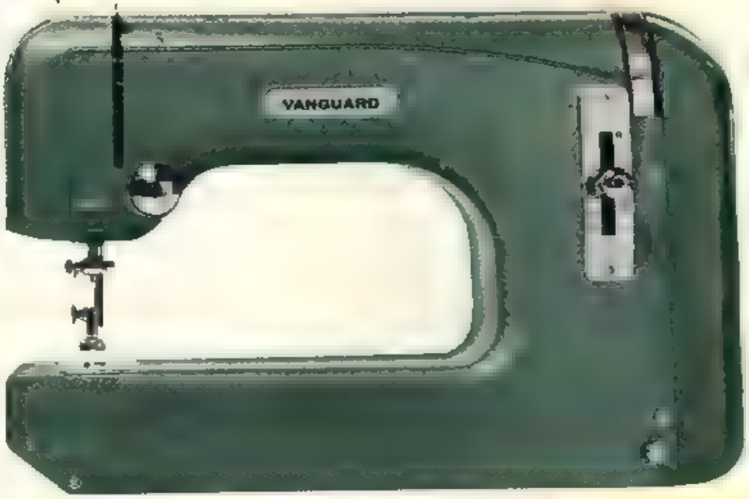
VANGUARD®

MADE BY WEST GERMAN CRAFTSMEN

THE SEWING MACHINE OF TODAY WITH THE FEATURES OF TOMORROW

...and it's lightweight too!

(all aluminum construction)

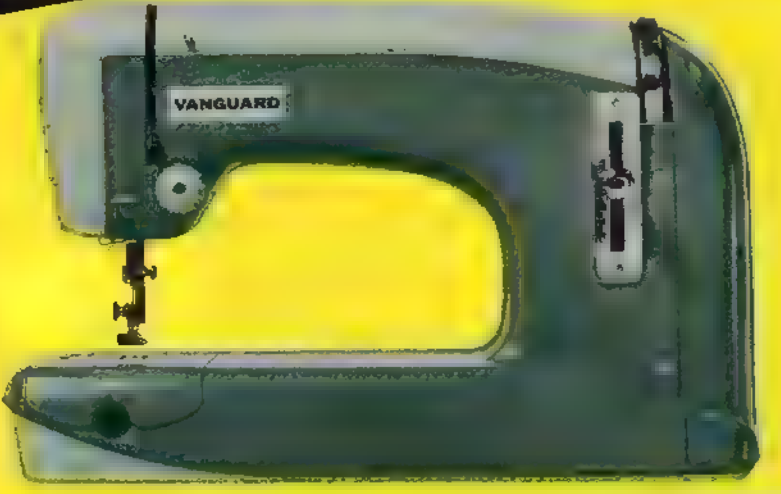


VANGUARD 25

The lightweight STRAIGHT STITCH portable! (Weighs only 11½ lbs.) As economical a machine as ever did wonderful work for you—the ideal machine for the thrifty sewer. Of sturdy modern design, it will serve you faithfully and well—any kind of straight stitch sewing—perfection in every stitch. And it works manually as well as electrically—at home or on the go—sews anywhere!

46 A 283 P 7450 ....Retail **109.00**

GUARANTEED



VANGUARD 190

The deluxe lightweight STRAIGHT STITCH portable! (Weighs only 12 lbs.) A strikingly handsome machine that does everything the Vanguard 25 can do, and features an easy-to-reach front hook that makes it wonderful for twin needle sewing—a most unusual deluxe feature in straight stitch machines. Exclusive spool pin device will prevent annoying thread snapping. No hoop for darning necessary . . . material is guided automatically.

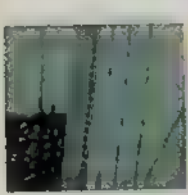
46 A 284 P 8450 ....Retail **129.00**

FREE...AT NO EXTRA COST! Handsome Vanguard multi-purpose carrying bag — comes with models 25 and 190.

EXTRA FEATURES

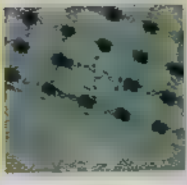
- It's lightweight! Anyone can carry it.
- It's portable! Can be taken anywhere.
- It's modern! Built-in light, built-in motor, built-in bobbin-winder.
- It's compact! Stores out of sight with the greatest of ease.
- Synchronized Forward and Reverse Stitching—a rarity in machines at any price.
- Modern full rotary hook—vibration-free—**WILL NOT JAM**—permits greatest sewing freedom.
- Easy to use—no experience necessary. Functions like familiar machines—but with an ease and comfort beyond anything you ever dreamed possible
- It's an all-around buy—ounce for ounce, stitch for stitch, penny for penny—the best sewing machine the world has ever seen.

EXAMPLES OF VANGUARD STRAIGHT STITCH SEWING



Sews on any material binding, various straightstitches.

Pleating, inserting zippers, flatfelled seaming, hemming.



Darning.

Patching.

Tubular darning with woolen thread.

Twin-needle tucking.

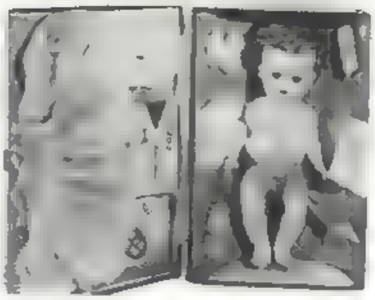
Attaching and inserting lace.

Plus: quilting, braiding, ruffling, shirring, embroidering, elastic seams and many other stitches.

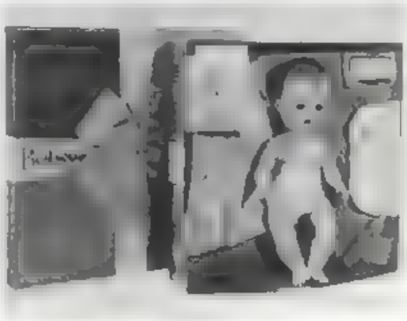
No. 2200
12 in. Drink 'N' Wet, Moving arms and legs, M.E. with layette. Each in window box. Two dozen in a carton; wt. per dozen 17 lbs
Each $2.98

Lightweight, unbreakable plastic doll that drinks, wets and coos. Doll is size of three month old baby with life like features and details. New [illegible] joint construction enables arms and legs to move naturally like a real baby's. Sleeping eyes and washable rooted saran hair. In attractive display package with two packages of famous playtex disposable Drypers that need no pins. Complete layette also includes undershirt, pants, gown playclothes, booties, washcloth, soap and bottle. Doll can also wear a real child's clothes. One-fourth dozen in a carton; wt. 16 lbs.

	Each
No. 1511—21 in. tall	$15.00
No. 1515—23 in. tall. . ..	17.00



No. 1110—Betsy Wetsy With Rooted Hair In Suitcase she drinks from her own little bottle and wets and cries real tears. With sleeping eyes and lustrous rooted Saran hair that can be washed, waved and shampooed. Dressed in two-piece sunsuit and diaper, Betsy comes in sturdy suitcase with a complete layette consisting of dress, bonnet, petticoat, booties, rubber pants, diapers and pins, washcloth, soap, three powder puffs, tissues, clothespins and bottle. 11½ in. tall. Suitcase, ½ dozen to carton. Weight 15 lbs.
Each $9.00



No. 1103—Betsy Wetsy With Molded Hair In Gift Box
Famous Betsy Wetsy ... she drinks ... she wets ... she cries real tears. Fully jointed, Betsy has an all vinyl body that can be cleaned with a damp cloth, bathed, powdered and lotioned. Dressed in her own little diaper, Betsy is packed in her own little gift box with a layette consisting of gown, bottle, diaper and pins, three powder puffs and soap. 11½ in. tall. Box, ½ doz. to carton. Weight 12 lbs. Each $6.00

No. 1231/8—Betsy and Swing
16 inches tall, drinks, wets and cries. Washable Saran hair. Wears romper outfit, includes layette. Automatic 28 inch high metal swing, winds up for swinging. 1 in a box; weight 8 lbs.
Each $17.00

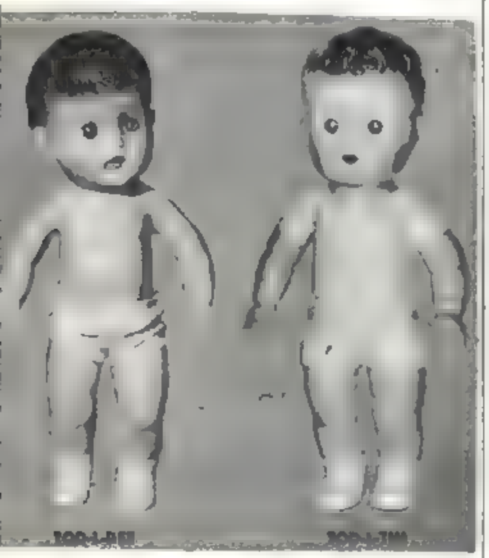
No. 1095—Betsy Wetsy With Rooted Hair In Gift Box
Famous Betsy Wetsy ... she drinks ... she wets ... she cries real tears. Fully jointed, Betsy has an all vinyl body that can be cleaned with a damp cloth, bathed, powdered and lotioned. She has rooted Saran hair that can be shampooed. Dressed in her own little diaper. Betsy is packed in her own little gift box with a layette consisting of gown, bottle, diaper and pins, three powder puffs and soap. 11½ in. tall. Box, ½ doz. to carton. Weight 12 lbs.
Each $7.00

No. 2222—13 inch Toddler-N-Trunk
All vinyl, fully jointed, moving glassine eyes, rooted hair. Ensemble includes ninon lace trimmed dress and bonnet, 2 piece lounging P.J.s, ninon nighty, dressing robe, shoes, socks. Boxed. Weight 2½ lbs.
Each $6.00

No. 113—"Lolli-Pop"
12 inch, 5 piece drink and wet, rooted hair, dress and bonnet and panties, accessories include lolli-pop, soap sponge and feeding bottle. Packed one dozen. Each $4.00

No. 205—Bouncy "Betty Bows"
A bow in her hair, a pert little face. Betty Bows is just popping with personality. Dressed in a molded playsuit with "fancy pants," and matching shoes and socks, Betty Bows is an all-vinyl 14 in. doll with movable head and blue stationary plastic eyes. She squeals with pleasure when she's hugged. Individually packed in poly bag with bright new colorful tab. Packed 1 dozen, weight 10 lbs.

Each $1.98



No. 202—Tod-L-Dee "Fancy Pants"
A lovable miss with molded and decorated "fancy pants," shoes and socks. Excellent model for young dress designers. Packed 1 dozen, weight 5 lbs.

Each $1.19

No. 203—Tod-L-Tim
A playful pal for young toddlers with molded and decorated T-shirt, boxer shorts, shoes and socks. He's sturdily made for lots of fun. Packed one dozen; weight 6 lbs.

Each $1.19

No. 110—Dennis The Mennis
2 piece Vinyl Doll, 14 inches high. Packed one dozen; weight 15 lbs.

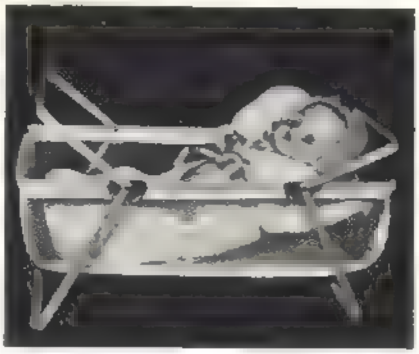
Each $4.00

No. 310—Dennis The Mennis
Two piece Vinyl Doll, 7¾ inches tall . . . his head turns. Weight 3½ lbs. per dozen.

Each $1.50

No. 0470-5—Bye-Bye Baby with Bye-Bye Seat
A replica of a new born baby. Her arms and legs raise and lower, open and close just like a one-month old's. Made of lightweight plastic, she comes with a "Bye Bye Seat" that serves as a carrier for trips or as a hi-chair by attaching a removable tray and metal braces at the bottom. Bye Bye Baby comes with a layette and blanket, including a regulation size infant's bottle. She is made of lightweight unbreakable plastic, has sleeping eyes, and drinks and wets. One in a carton; weight 7 lbs.

Each $20.00



No. 350—Dolls Car Baby Bed
16 in. Carbed of sturdy steel frame with nylon mesh and plastic sides, 15 in. doll with moving eyes, drinks and wets, dressed in a bunting with hat, wrapped in a blanket ribbon tied — packed one dozen.

Each $5.00

No. 55—Horsman's "Baby Dribbles"
14 in. tall. She drinks! She wets! She has a running nose! Made of Soft resilient vinyl plastic. Fully jointed. Each finger and toe has real baby markings. Curly style hairdo of "Miracle" hair. She comes complete with her own nursing bottle tied to her wrist, dressed in a printed flannel nightshirt. Her package simulates a sickbed and this doll is covered with her own little blanket and comes with pillow. Accessories include: Kleenex tissues, hot water bottle, thermometer and tube. Individually boxed, one-half dozen to a carton; 50 lbs. per dozen

Each $6.00

ISSACSON, REISS NAMED VICE-PRESIDENT AT IDEAL

Two vice-presidential appointments of the Ideal Toy Corporation, the nation's largest doll and plastic toy manufacturer, were announced last month by B. F. Michtom, board chairman.

Anson Isaacson has been named vice-president of Ideal's plastic toy division and Oscar Reiss vice-president of the stuffed toy division.

Anson Issacson

Their appointments were accompanied by the filling of two other key posts. Joseph C. Winkler has been appointed director of finance and administration, and Irwin M. Levin becomes company controller.

Mr. Isaacson was vice-president of the J. V. Zimmerman Company, St Louis, before joining Ideal in 1957 as engineer in charge of new products production and ideas. He holds a degree in engineering from the University of Wisconsin.

Mr. Reiss served as chief engineer of Hassenfeld Bros., Inc., and general manager of the Knickerbocker Toy Company, prior to going with Ideal in 1957. He holds a degree in mechanical engineering from New York University.

Oscar Reiss

Mr. Winkler originally joined Ideal in 1956 as controller. He returns to the company in the newly-created post of director of finance and administration after an intervening period as controller of McGregor-Doniger Inc. He is a member of the Controllers' Institute of America, serving on its tax committee. During World War II he was attached to Army Air Force Headquarters, Office of Statistical Control, Bolling Field, Washington, D. C.

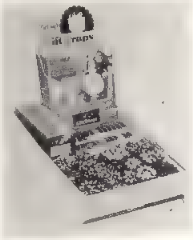
Mr. Levin was, for four years, director of costs and budgets for Park and Tilford Distillers Corporation. A C.P.A. he joined Ideal in 1957 as assistant controller and was made acting controller in September 1958.

BEN-MONT 1960 MERCHANDISERS DESIGNED FOR ALL SIZE STORES

With the addition of the "Count," a compact, pre-packed Art-Craft gift wrappings counter merchandiser designed for the smaller retailer, Ben-Mont Papers, Inc., Bennington, Vt., is offering the trade for 1960 a range of seven sales-engineered displays with merchandise retailing all the way from totals of $25 50 to $689 34

The new "Count" requires less than two feet of counter space yet contains a complete assortment of 25¢ items, including the firm's most popular stick-on bows, folds, ribbons, cards, tags and seals. As in all Ben-Mont displays, all merchandise is prepriced.

The "Count" assortment is packed in one shipping carton with complete instructions for easy display set up of the carton in a matter of seconds.



The six other floorstands being offered by Ben-Mont include the "Super-King," with a retail value of $689.34; the "King," $398 34 the "Queen," $291; the "Duchess," $224 78; the "Duke," $160.64; and the "Princess," $80 32

Widespread and continuing test programs conducted for Ben-Mont supply needed data on gift wrapping sales and the correct proportion of paper, ribbon, tag and seal items to meet customer needs. This information is used as the basis for deciding on the contents of all Ben-Mont displays to insure even sell-down.

As an aid to the smaller stores, where personnel must perform many jobs, Ben-Mont has designed the "Duke" and the "Princess" floorstands as pre-pack units. These, like the new "Count," can easily be set up by one person in a matter of seconds.

The larger floorstands—the "Dutchess," "Queen," "King," and "Super King"—all have been redesigned for more effective and attractive display.

Available from Ben-Mont is an attractive folder showing illustrations and giving itemized listings of the contents of the seven stands.

CAREY-McFALL PRODUCING ALUMINUM CHRISTMAS TREES

The Carey-McFall Company, with 35,000 square feet of plant space in Montoursville, Pa., (near Williamport) and Philadelphia, is a 96-year-old firm now making, among other products, a line of flameproof, Aluminum Car-Mac Taper Christmas trees.

Branches of the trees are tapered, with the wider ones at the bottom and gradually smaller ones toward the top. Fringes are triple-locked to the branches, each of which is individually coded to make inserting it in the proper position in the trunk a simple matter. A metal ring guard guides each branch precisely into the trunk and also serves as an extra lock for the fringe.

A round, stable base of molded high-impact plastic, which automatically centers the trunk, is included. The trunks, of unusually large diameter, separate into two sections for easy shipping and storage. An exclusive angled dowel lock insures that sections can be put together the proper way with practically no effort.

Sizes range from 2½ to 7 feet high, with retail prices from $3.57 to $49. Three grades are available—economy, deluxe and custom with the higher-priced ones having a larger number of branches for a richer and fuller effect.

Each tree is completely self-contained in a colorful Christmas-decorated carton, which makes for easy storage in the store and simple over the-counter or self-service selling. The carton is also designed to provide storage in the home for the tree when not in use.

The trees can be seen at the office of George Frank, 200 Fifth Avenue, New York City, room 1462; or at the Philadelphia showroom of Carey-McFall Company. Catalogs and price sheets are available upon request.

DID YOU KNOW THAT . . .

The isolation of a purified protein from human blood which will be useful in investigation of such diseases as phlebitis and cerebral or coronary thrombosis has been announced by the American Red Cross national headquarters.

DUCKLINGS AND BABY FISH IN ALAN-JAY TUB TOY SET

Alan Jay Plastics, Inc., 3547 Webster Avenue, New York City 67, well-known manufacturers of infants' toys and squeeze toys of varied description, are currently featuring a "merry go round" tub toy package of two ducklings and two baby fish.

FLOATING BATH TOYS
by alan Jay

Neatly packaged in a cyclindrical box with transparent sides, the ducklings and fish retail as a Floating Bath Toys set for $1 The item is stock #132 in the extensive Alan-Jay line

According to Sid Pearlmutter, sales manager for Alan-Jay, the item has already given indications it will be a strong seller in the months to come

McLANE JOINS RAY LARSEN SALES ORGANIZATION IN N.Y.C.

Ray Larsen, direct factory representative, 200 Fifth Avenue, New York City, announces that his sales organization has been augmented by the addition of Paul J. McLane.

A graduate of Siena College, Mr. McLane had been associated in a sales capacity with the Gong Bell Mfg Company and a number of other well-known toy firms since the ending of the war. He has widely travelled the 11 Eastern states and is looking forward to servicing his many buyer friends in this area and showing the well-known lines represented by the Ray Larsen firm

Paul McLane

As has been previously announced, following the recent death of Arthur Piser, Ray Larsen acquired the Fifth Avenue Building showroom formerly occupied by the Piser organization and is now representing all the lines so ably represented in the Eastern territory by Mr Piser for so many years

Kenner's 112-Slide Give-A-Show Projector to Be TV-Promoted

One of the top new items for 1960 in the Kenner line is the Give-A-Show projector, complete with 112 color slides and retailing for just $5. With the flashlight battery-operated slide projector, complete shows can be presented by a child. The shows feature 16 favorite TV and real life characters including Popeye, Quick Draw McGraw, Huckleberry Hound, Buffalo Bill Wild Bill Hickok, 3-Stooges, Maverick Wyatt Earp, Annie Oakley, Hansel & Gretel, Pinocchio and Cinderella. Each show is complete in seven color slides contained in a single strip with story legend printed on each slide

The Give-A-Show projector will be given a saturation TV promotion in 25 major markets, where a total of $75.000 will be spent in the medium between October 17 and December 17, according to Robert L. Steiner, Kenner's vice-president in charge of advertising. An average of 35 to 50 spots have been bought in each market A special TV film commercial has been produced for showing on top-rated children's programs for an all-out sell job, Mr. Steiner said. In addition, the projector will be included in consumer catalog distributed to many millions

Made of high impact plastic with a precision lens, the Give-A-Show Projector projects full color pictures on walls or any flat surface up to five feet square with extreme clarity. An additional feature is the fact that the Give-A Show Projector is also designed to project regular 35mm color slides, thus giving it dual utility and a practical item for any family that regularly takes 35mm color camera photographs

With no wires to plug in, the projector can be carried about and used anywhere.

The #501 Give-A-Show Projector is 10" long and 6" high and is packed in an attractive library gift box, with removable compartments for storing the slides.

SOFT-BODY "BABY DEAR" DOLL ANNOUNCED BY VOGUE

Jennie H Graves president of Vogue Dolls, Inc. Medford, Mass., creators of the Ginny Doll, has announced her latest doll innovation, Baby Dear, introduced to their accounts early last month Production capacity has been expanded to meet the expected demand

Baby Dear is a lifelike sculptured doll which has the dimensions the warmth and the features of an actual month-old baby and she can be dressed in regular three-month-old infant's clothing. She has a soft cuddly body stuffed with Kapok and delicately sculptured features molded to skin texture softness in completely safe, non toxic vinyl, specially colored to the likeness of a real-life infant

"We expect Baby Dear to start a new trend in life-like baby dolls," said Mrs Graves, "She is made with the finest workmanship and care, to live up to the reputation which we have earned with the success of the entire Ginny Doll Family"

Baby Dear comes packaged in a specially designed window display box and will be nationally distributed and promoted in every market area across the country Ordering information and details of the promotion program are available from the company's staff of 14 doll salesmen covering the United States

the sensational
Baby Dear

- sculptured to the *image* of a one-month-old baby
- folds herself into your arms
- velvet-touch skin makes you long to hold her
- downy-soft hair wants you to touch it
- her little legs, arms, head . . . seem to fall just like baby's . . . when you dress her . . . hold her . . . lie her in her crib
- 18″ bundle of love . . . actually wears 3-month-old baby clothes
- Retail price $13.00
- Squeeze her lightly and she even makes a burping sound

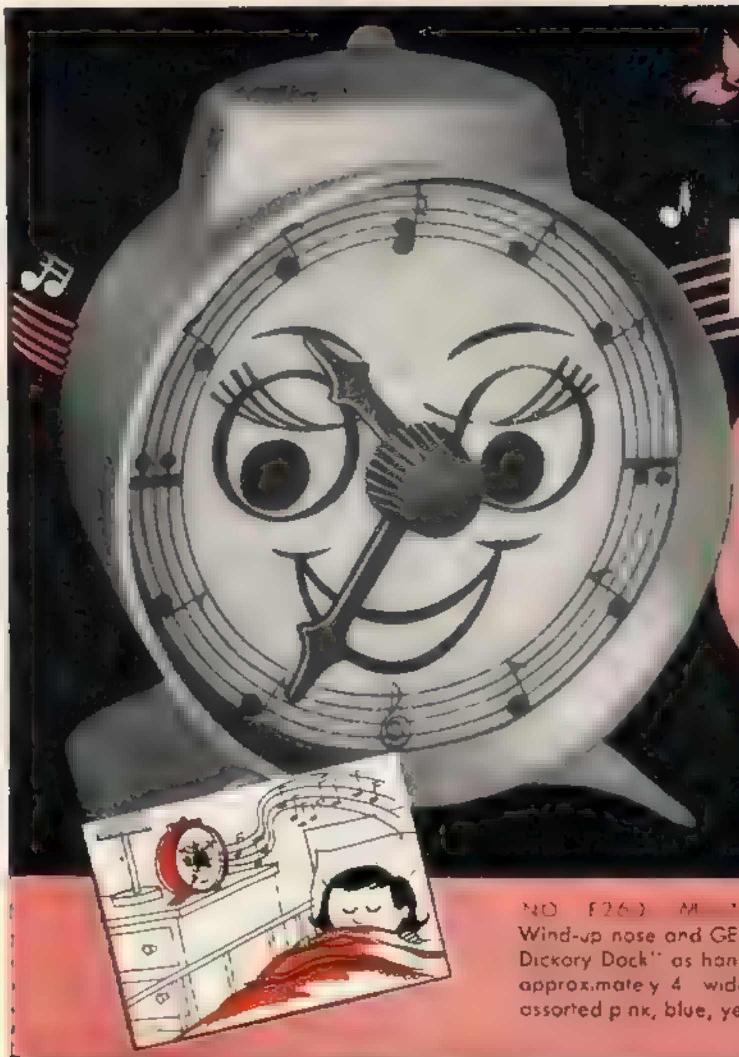
TO SEE HER IS TO BELIEVE HER TO BE A

Baby Dear

Vogue Dolls

New York Showroom, 200 Fifth Avenue, Rooms 654-656

creators of the original Ginny Doll family



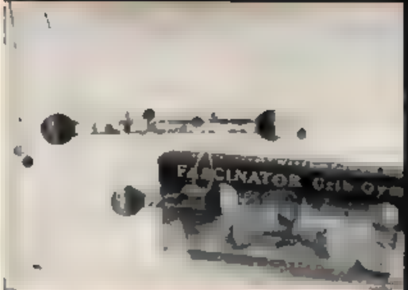
Little Angel
MUSI-CLOCK

Happy Face
Happy Tune
Happy Sales

$3.00

NO. F263 MUSI-CLOCK Resembles familiar alarm clock. Wind-up nose and GENUINE SWISS movement inside plays "Hickory Dickory Dock" as hands turn. Beautiful window gift box. Dimensions approximately 4" wide 4¾" high, 2½" deep. Packed one dozen, assorted pink, blue, yellow to shipper. Weight 7 pounds.

TO RETAIL AT $3.00



NO. 914 — FACINATOR CRIB GYM Color, Action and Sound! Brightly colored objects float around in the clear plastic tube filled with baby oil. Ruggedly molded of non-toxic plastic, it is leak proof, baby-proof! Packed three dozen to shipper. Weight 23 pounds. Gift boxed.

TO RETAIL AT $2.00

NO. F500—MUSI-PIX A twist of the knob and the GENUINE SWISS musical instrument plays a delightful nursery tune. Colorful pictures around the dial add to the charm. Size 9¼" x 3" x 5½". Packed one dozen, assorted pink, blue, yellow. Weight 13 pounds. Gift boxed.

TO RETAIL AT $3.00

NO. WB41—FINNY THE FISH Finny is at home in the tub or on the floor. This toy contains colored plastic confetti and little minnows swimming in baby oil. Durable and leak-proof. It floats. Length 7½", height 3". Packed one dozen to shipper. Weight 5 pounds. Gift boxed.

TO RETAIL AT $1.00

SEE YOUR LOCAL DISTRIBUTOR OR WRITE TO —

THE Clarobyte CO. 34-22 35th Street, L. I. C. 6, N. Y.

COMMENDED PARENTS' MAGAZINE

were $36,260,211. Profit before taxes was $2,061,754, and net income of $921,254 equaled the $1.20 on the 767,234 shares outstanding on January 2.

During 1958 Savage Arms sales were $30,609,984. Profit before taxes was $96,698, and net income of $43,107 was equivalent to six cents per share

The company's 1959 fourth quarter also compared more than favorably with the fourth quarter 1958.

For the fourth quarter ended January 2, 1960, Savage Arms sales were $8,790,901, and profit before taxes was $468,090. Net income of $175,778 was equal to 23 cents a share

Brunswick, Owens Yacht Plan Merger

THE Owens Yacht Co., Inc., Baltimore, Md., second largest pleasure boat manufacturer, and the Brunswick-Balke-Collender Co., have announced plans to merge

The transaction will involve the exchange of a million shares of Owens common stock for 285,715 shares of Brunswick common. After the approval of Brunswick's board of directors and Owens' shareholders, Owen Yacht will be operated as a division of Brunswick. The deal is valued at about $16 million and approvals are expected by March 31.

The new division will continue to operate under Owens management, which Brunswick's president, B. E. Bensinger, describes as having "made extraordinary progress" in the booming boating industry. Division headquarters will continue at Baltimore.

The 28-year-old company was founded by Charles C. Owens It has been developed by his four sons and his daughter into a nationwide business with a volume of $15,430,000 in 1959 and a net income of $811,000. Current sales are runing ahead of last year. The firm produces both wood and fiber glass boats as well as inboard engines

During the past year Owens has been engaged in an expansion program designed to gain for the firm a larger share of the fast growing boating market and a substantial new plant is now scheduled for Santa Ana, Calif

"Owens will now accelerate its expansion program," C. J. Owens, president of Owens, declared,

(NOW, NEXT PAGE, PLEASE)

(Circle No. 188 on Page 229 →

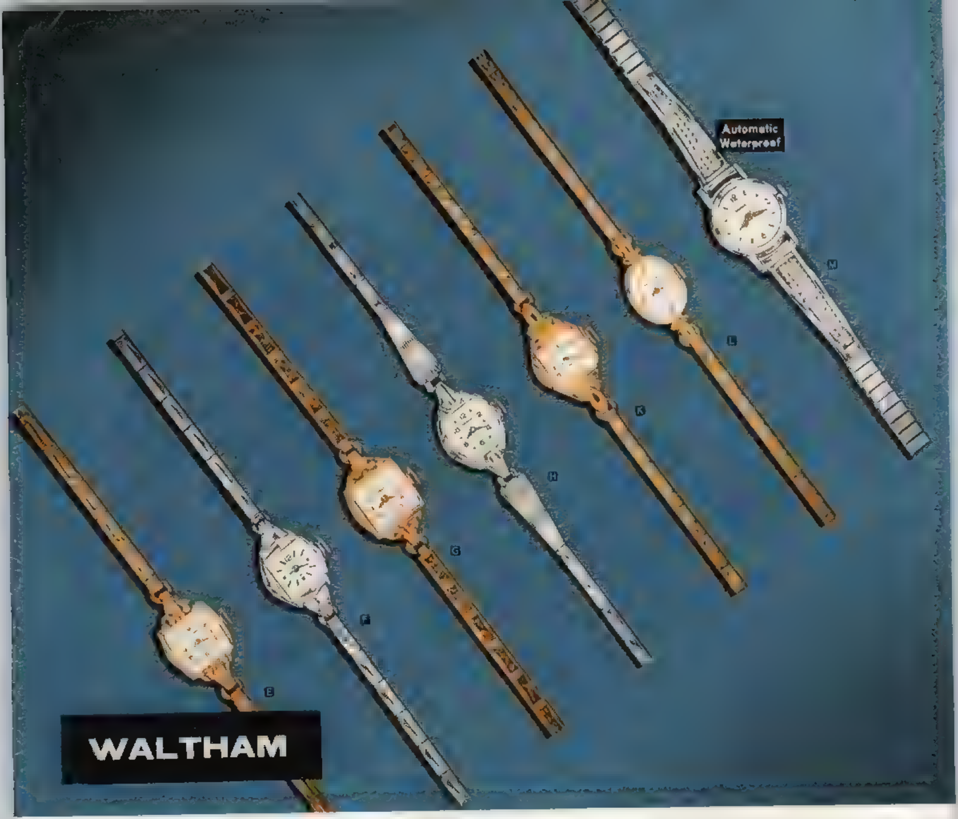
IT'S NEW — IT'S FUN — IT'S VOIT

AT LAST – A COMFORTABLE PACK THAT HOLDS TANK WITH NO ROLL!

It's the new Voit "Snug-Pack" designed to make scuba diving easier for everyone Made of molded fiberglas, contoured to fit the back, Snug-Pack holds either 71 or 38 cu ft. tank comfortably and securely no shift or roll The exclusive Snug Pack wide strap harness eliminates everything except shoulder straps and waist band Just one plated "D-ring" buckle nothing to bind or chafe And, unlike other packs the tank, held by a strong stainless steel band can be raised or lowered to suit the individual Snug-Pack is destined to be a best-seller It retails for $19 95 or only $2 50 with purchase of any Voit tank block.

VOIT®

America's Finest Water Sports Equipment



WALTHAM

Precision workmanship is the key to the matchless performance and accuracy of a Waltham. All Waltham watches are shock-protected with Incabloc to prevent breakage of the balance staff by cushioning shocks and jars with tiny, resilient springs. Beautifully designed . . . each watch is so graceful, so elegant you'll be proud to wear it! All are fully guaranteed, handsomely gift boxed.

Ⓔ **Martha Washington**—elegantly styled 17-jewel watch! Dainty square shape with easy-to-read white dial, highlighted with Arabic numerals. Case in yellow or white rolled gold plate with non-corrosive steel back. Slim end pieces; expansion band.
18-4507 W2395 Yellow RGP. . $65.00
18-4515 W2395 White RGP. 65.00

Ⓕ **Katherine** . . . 21*-jewel masterpiece in a lovely faceted case of white or yellow 10K rolled gold plate, non-corrosive steel back. Precision-perfect movement. Square white dial is easy to read. 10K gold filled expansion band. Beautiful on her wrist!
18-4523 W2675 10K White RGP. . **$72.50**
18-4531 W2675 10K Yellow RGP. . **72.50**

Ⓖ **Lady Elizabeth**—practical and lovely for nurses, career girls, homemakers, too! Dependable 17-jewel movement in square 10K yellow or white rolled gold plate case; non-corrosive steel back. Dainty expansion band with neat leather insets. Sweep second hand.
18-4549 W2685 10K Yellow RGP. **$71.50**
18-4556 W2685 10K White RGP. . . **71.50**

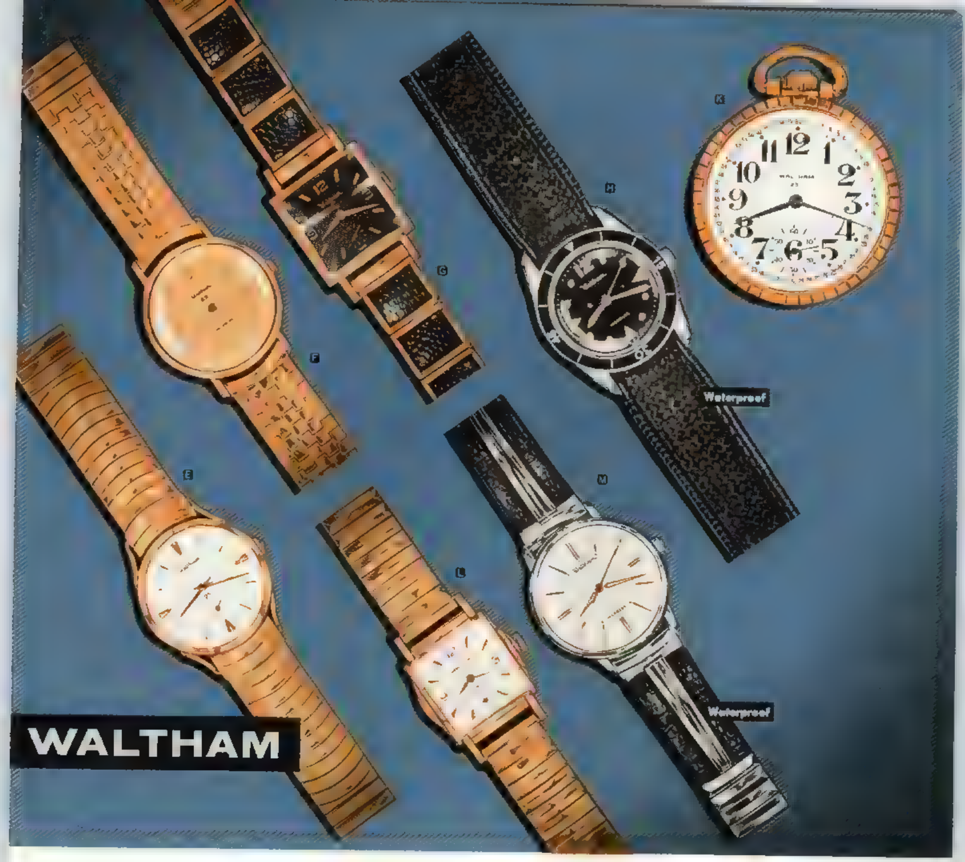
Ⓗ **Daffodil**—couldn't be lovelier for dress or daytime! Dainty, shining white or yellow 14K gold case surrounds the precision-accurate 17-jewel movement. Easy-to-read white dial. Stunning gold filled combination expansion band. Order this beauty today!
18-4564 W3195 14K White Gold. . **$85.00**
18-4572 W3195 14K Yellow Gold **85.00**

Ⓚ **Madeline**—a gem of a watch in so many ways! The superb 25*-jewel movement is one you can count on to keep accurate time. Beautifully designed in yellow or white 14K gold. The square white dial is easy to read, the gold filled band is pretty always.
18-4580 W3625 14K Yellow Gold **$100.00**
18-4598 W3625 14K White Gold **100.00**

Ⓛ **Marigold** . . . a watch so petite it actually can slip through a ring! Stunning new oval case is fashioned of rich 14K yellow gold. Has easy-to-read white dial. A watch to be cherished, for the fine 25*-jewel movement will keep track of your time for years. Dainty gold filled expansion band.
18-4606 W4185 14K Gold. **$115.00**

Ⓜ **Pavlova** . . . for the gal on the go (and who isn't these days?). It's automatic, winds itself as you move your wrist. Waterproof**, too. Fine 17-jewel movement. Dainty high-fashion chrome case, white dial, luminous hands and dots, red sweep second hand. Non-corrosive steel back. Pretty expansion band.
18-4614 W3895 Chrome. **$100.00**

*Guaranteed waterproof** as long as case, crown and crystal remain intact*



Masterpieces of design and precision,
Waltham watches are rugged too.
Each has an unbreakable mainspring—
each is shock-protected with
Incabloc, a safeguard to the vital
moving parts of the intricate movement.
Incabloc is a guarantee of quality,
accuracy, dependability.
It keeps costly repairs to a minimum
—actually extends the life of your watch.
All Waltham watches are fully guaranteed,
beautifully gift boxed.

Ⓔ **Boone**—distinctive in design, unquestioned in accuracy! Handsome 14K yellow gold case, fine 25*-jewel movement that you can always depend on! Easy-to-read white dial; comfortable 10K gold filled expansion band. A truly top performer!
18-4002 W4950 14K Yellow Gold. . **$135.00**

Ⓕ **Putnam** . . . handsome, dependable—the 25*-jewel movement assures precision timekeeping 20 Micron yellow case (so handsome!) with non-corrosive steel back. Has distinctive gold-filled combination expansion band. Champagne dial.
18-4028 W3340 Yellow Micron.... . **$95.00**

Ⓖ **Jean LaFitte** . . . your 25*-jewel precision watch that never fails! Handsome 10K yellow rolled gold plate case with durable non-corrosive steel back. Distinctive square shape, with noteworthy black dial; combination gold filled and leather inset band
18-4036 W2830 10K Yellow RGP.. **$79.50**

Ⓗ **Skin Diver** . . . guaranteed 100% waterproof**! A rugged as well as fine performing 17-jewel watch Handsome chrome top case with durable steel back; luminous hands and figures with white sweep hand on distinctive black dial. Black waterproof strap.
18-4069 W2995 Chrome.......... **$85.00**

Ⓚ **Transportation Style** . . . no finer choice for the man who prefers a pocket watch! Slim, elegantly faceted 10K yellow rolled gold plate case houses a 25*-jewel movement of supreme accuracy. White dial, black Arabic figures. Watch has fob attachment.
18-4077 W2995 10K Yellow RGP. . . . **$85.00**

Ⓛ **Moultrie** . . . perfectly square, unusually handsome! Case is 10K yellow rolled gold plate with non-corrosive steel back. Fine 17-jewel movement is always dependable! Easy-reading white dial. 10K gold filled expansion band—all "tops" in looks.
18-4044 W2395 10K Yellow RGP.. . **$65.00**

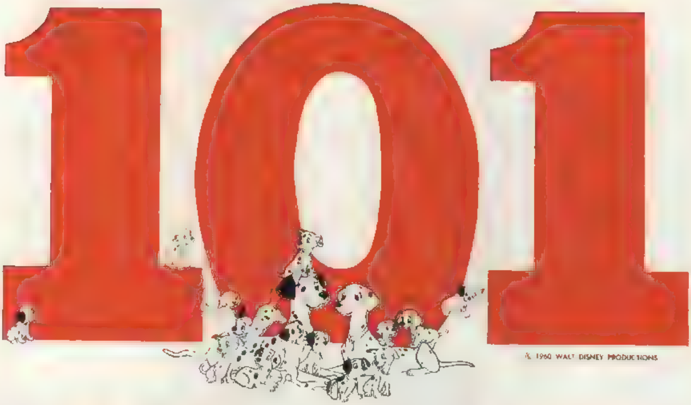
Ⓜ **Corvette "A"** . . . sleek as a greyhound and a masterpiece of precision! 17-jewel movement in handsome chrome top case with steel back. Guaranteed waterproof**. Luminous white dial is easy to read. Red sweep second hand. Combination expansion band.
18-4051 W2495 Chrome........... **$65.00**

*Guaranteed waterproof** as long as case, crown and crystal remain intact*

101 WAYS TO MAKE MONEY—JANUARY THRU JUNE

PROMOTE AND SELL…

Walt Disney's



DALMATIANS

A coordinated toy merchandising program based on Walt Disney's brand new, animated cartoon feature about 101 Dalmatian puppies. Promoted on television Spot TV in 60 major markets. 1 hour TV Special, February 5—Network TV plugs January thru June. Hundreds of toys—all identified by the 101 logo above.

WALT DISNEY PRODUCTIONS, INC., Character Merchandising Division, 477 Madison Avenue, New York 22, New York

Kenner Adds Crib Exerciser, New Mobile to Infants' Line

Kenner Products Company, Cincinnati, has added two new infants' items to its line of nursery playthings—Firefly, the light-up crib exerciser, and Musical Nursery Birds, a cribmobile combining movement, color and music

Musical Nursery Birds is topped with a plastic bird house containing a spring-wind Swiss music box which plays Brahms' Lullaby or "Rock-A-Bye Baby" when the key is turned, while seven colorful birds revolve and a fledgling bird rocks merrily on its perch on the bird house. The brightly-colored birds on the mobile are formed of smooth surface, washable, vinyl plastic stuffed with a soft sponge rubber. The birds are all new and authentic, including a Parakeet, Woodpecker, Song Sparrow, Scarlet Tanager, Yellow Warbler, Nuthatch and Green Jay.

All are suspended from a non-marring support which attaches easily to crib or playpen. Retail on the item is $6, with the support and bird house available in either yellow or blue

The light-up Firefly Crib Exerciser features a plastic firefly and two plastic Bumble Bees suspended from an enameled wooden crossbar which attaches easily to a crib to suspend the firefly above the child. When either of two stirrup cords are pulled, the tail of the firefly lights up by means of an ingenious invention, and tiny bells tinkle

The toy operates by means of a safe penlite battery contained in the firefly so that customers may try out the toy when displayed in the store. Listing at $3, the Firefly light-up Crib Exerciser is packed in an attractive box with a five-color lithographed top employing brilliant "day-glo" in the tail of the Firefly to give it the appearance of lighting up.

In addition to the Musical Nursery Birds and the Firefly, Kenner's line for 1960 includes the established line of infant's mobiles—"Baby's First Playthings"—which include the Nursery Birds at $3, Nursery Butterflies at $2, Walt Disney's Sleeping Beauty Crib Mobile at $2, and the Fairy-Go-Round at $4.

Another confirmed Kenner favorite is Glitter Floats, transparent plastic sea animals filled with colorful glitter and floating in non-toxic liquid in clear, green and rose colors. Glitter Floats are intended to float in the baby's bath, or to be used as a rattle in the nursery. No. 166 Glitter Float Pals contains two different animals in a mylar window box, list $1; while #66, at 59c, is a pre-priced card with one animal.

Also in the current line is Color-Go-Round, $1, consisting of spinning plastic wheels in a transparent plastic case. Colored plastic crystals cause the wheels to spin in geometric patterns as they flow over the fins of the wheels when the toy is turned end-for-end!

For the toddler set, Kenner is introducing Polly Doodle, an ingenious arrangement of four-sided plastic pyramids, decorated with colorful animals, that can be disassembled and snapped together in hundreds of fascinating combinations. It's a doodler with endless play possibilities for the child and helps to develop manual dexterity. No. 105 Polly Doodle, listing for $1, is made of unbreakable polyethylene plastic in six colors and is packed in a colorful mylar window box containing instructions

All of Kenner's nursery line carry the Seal of Parents Magazine and will be promoted with national magazine advertising

MRS. DeWITT C. BAKER, SR.

Mrs. Marie Hunt Baker passed away at her home in New Rochelle, N. Y., on August 31, after a long illness. Mrs. Baker, who was 90 at the time of her death, was the widow of DeWitt C. Baker, one of the pioneers of the American toy industry, and the mother of D. C. Baker, well known manufacturers' representative who has spent all his business life in the toy trade.

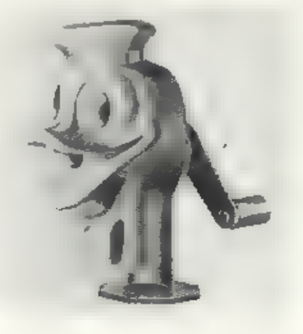
D C. Baker, Sr., who died in 1935, became associated with E. I. Horsman in 1887. Later, in association with John Bigler, he established the firm of Baker and Bigler. Upon retirement of Mr Bigler in 1904, the concern was reorganized as the Baker & Bennett Company, and under Mr. Baker's direction became one of the leading factory agencies in the toy trade.

Mrs. Baker was survived by, in addition to DeWitt C. Baker, Jr., her daughter Mrs. Dudley F. Burrill, six grandchildren, and 14 great-grandchildren.

APSCO DONALD DUCK SHARPENER AVAILABLE FOR XMAS SELLING

Apsco Products, Inc., P.O. Box 840 Beverly Hills, Calif. has announced the introduction of a brand new Donald Duck toy pencil sharpener which will be available through stationers, variety stores, toy stores, drug stores, department stores, gift shops, and other retail outlets in time for the Christmas trade

Apsco, in cooperation with Walt Disney Productions, Inc., has rushed production on this new item and states it is available in quantity for early shipment.

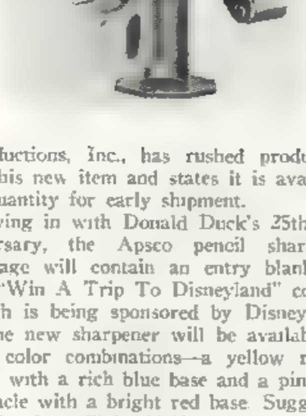


Tying in with Donald Duck's 25th Anniversary, the Apsco pencil sharpener package will contain an entry blank for the "Win A Trip To Disneyland" contest which is being sponsored by Disney.

The new sharpener will be available in two color combinations—a yellow receptacle with a rich blue base and a pink receptacle with a bright red base. Suggested retail price will be $1.98.

NEW AMERICAN FLYER TRACK ASSORTMENT PACK

Impulse buying is stimulated when extra track and track supplies are displayed in this eye-catching new A. C. Gilbert American Flyer track assortment pack. The attractive counter display contains everything a model railroader needs to enlarge or vary his track layout.

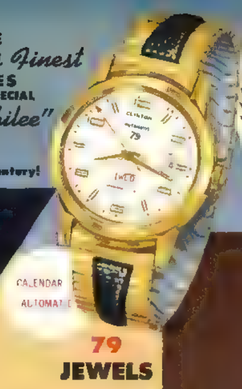


Priced at $50, the "S" gauge pack includes six track terminals, six packages of track pins, six packages of fibre pins, 72 sections of straight track, 24 sections of curved track, six sections of ½-length curved track, three crossings, 3 automatic re-railers, and 12 sections of ½-length straight track.

HERE ARE *America's Finest* TIMEPIECES OFFERED AT SPECIAL *"Silver Jubilee"* PRICES for the first time in a Quarter-of-a-Century!

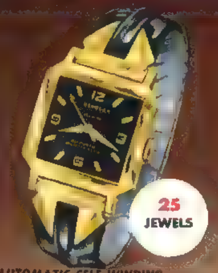
IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

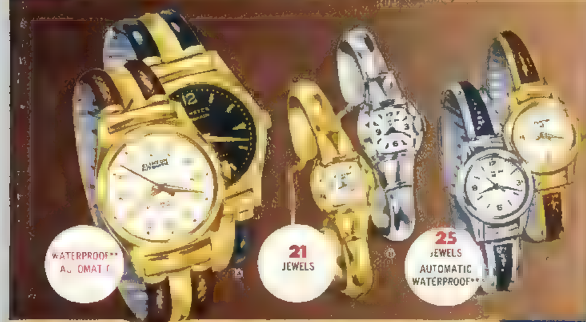
ALL MOVEMENT PARTS GUARANTEED FOR LIFE* NEVER TO BREAK



MONOCLE PRINCE 79 JEWELS—SELF WINDING AUTOMATIC with CALENDAR showing Day and Date — every feature master watch makers can design! WATERPROOF* case of Yellow gold plate has steel back. Unique crystal has magnifying dome under which date appears. Radium figured dial. Sweep Second hand. Ultra thin gold filled expansion bracelet inlaid with leather. Always accurate CLINTON shock resistant movement GUARANTEED FOR LIFE*

1J885X5250 Retail **$165.00**





[A] **SEA POWER** AUTOMATIC — self winding — and WATERPROOF** — a wonder watch! Yellow gold plate case has sweep second hand, unbreakable crystal, radium dial. Steel Back. Gold filled band inset with fine brown leather. 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*

1J887X2795 Retail **$82.50**

As above with Black Dial

1J888X2795 Retail **$82 50**

[B] **PRINCESS.** An irresistible YELLOW bracelet watch with royally styled case that has been brushed and polished to perfection. Case has stainless steel back, high domed crystal. Encircles the wrist with up to the minute fashioned glamour. 21 JEWEL shock resistant movement, GUARANTEED FOR LIFE*

1J889X2598 Retail **$75.00**

As above, in WHITE

1J890X2598 Retail **$75.00**

[C] **SUZANNE.** Lady's AUTOMATIC — self winding WATERPROOF** watch. **The smallest Automatic watch in the World!** Daintily styled dust protected case is gleaming chrome top, backed with stainless steel. Beautifully matched stainless steel leather inset expansion band. Radium detailed dial with sweep second hand. 25 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

1J891X3850 Retail **$105.00**

As above yellow gold plate case with matching gold filled expansion bracelet

1J892X3990 Retail **$110.00**

Retail prices include federal excise tax. Prices subject to change without notice

Copyright 1959 Clinton Watch Company

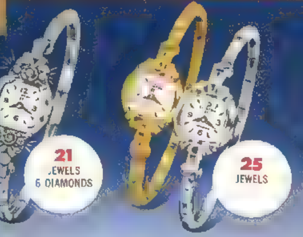
AUTOMATIC-SELF-WINDING

BLACK BEAUTY. It's AUTOMATIC — it winds itself with the movements of your arm. 25 JEWEL movement keeps perfect time — you are always punctual. Square case of 10K rolled gold plate, steel backed. Black dial has raised gold markers, sweep second hand and dome crystal. Gold filled expansion band accented with black. Best of all, the shock resistant movement is GUARANTEED FOR LIFE*

1J886X3995 Retail **$110.00**

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

BEAUTIFULLY GIFT BOXED



SIX SUPERB DIAMONDS blaze in a case of 10K White rolled gold plate which has end pieces of intricate design clustered with diamonds. Gold filled diamond cut expansion bracelet carries out the theme. Raised figure dial and crystal is domed for easy reading. 21 JEWEL shock resistant movement is GUARANTEED FOR LIFE*

1J893X3990 . . Retail **$110.00**

NANETTE. A 25 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE* in an artfully curved dust protected case in 10K Rolled gold plate with steel back create a fine jeweler's piece. Matching slim gold filled expansion bracelet. Raised crystal and modern dial. A watch that maintains its beauty through the years

1J894X2695 (WHITE) **$75.00**
1J895X2695 (YELLOW) **$75.00**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor

IN AMERICA SINCE 1934
OUR 25TH YEAR

CLINTON

A FAMOUS NAME ON
Watches

Shockproof
WATER RESIST**

YOUNG AMERICA SPECIALS

WATERPROOF**

JUDY. Especially styled for the "Young Miss America", this WATER-RESISTANT** timepiece never fails when minutes count. Case in gleaming chrome top with steel back Radium dial and hands Sweep Second hand Matching stainless steel expansion band with insets 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
1J896X1999 Retail **$59.50**

SEA-HAWK. The watch that is a favorite with Military men everywhere The WATERPROOF** case in gleaming Chrome, backed with stainless steel for rugged wear Radium dial and hands, sweep second hand Unique expansion bracelet of stainless steel with insets. 17 JEWEL shock resistant movement. GUARANTEED FOR LIFE*
1J897X1499 Retail **$52.50**

AUTOMATIC WATERPROOF**
30 JEWELS

SKIN DIVER. WATERPROOF UNDER ALL CONDITIONS,** AUTOMATIC Self winding! 14K yellow gold top case is steel backed gold filled expansion band in new Florentine finish Dial has raised gilt markers and crystal; sweep second hand Superb 30 JEWEL movement, shock resistant, GUARANTEED FOR LIFE*
1J898X5750 . . . . .Retail **$165.00**
As above, all stainless steel case and band
1J899X4750 . . . . Retail **$135.00**

ALL MOVEMENT PARTS GUARANTEED FOR LIFE*

NEVER TO BREAK

GRANADA. Destined to be a favorite with fashion-conscious women The tonneau-shaped case of 10K rolled gold plate is backed with stainless steel Easily legible gilt figures under the domed crystal Slender, gold filled bracelet For years of perfect timekeeping, the 21 JEWEL movement . . dust protected, shock resistant and GUARANTEED FOR LIFE*
1J900X2255 (YELLOW) Retail **$65.00**
1J901X2255 (WHITE) . .Retail **$65.00**

AUTOMATIC WATERPROOF**

SEA BARON. The ultimate in an AUTOMATIC, self winding WATERPROOF** watch This fine faceted case has chrome top and steel back fully dust protected The smart stainless steel expansion band with insets spells class Shock protected 17 JEWEL movement GUARANTEED FOR LIFE*
1J902X2695 . . . . .Retail **$75.00**
Same fine WATERPROOF* as above, without automatic feature
1J903X1860 Retail **$55.00**

WATERPROOF**

25 JEWELS
14K GOLD

21 JEWELS
2 DIAMONDS

SUPREME ACCURACY

"DIPLOMAT" WATERPROOF** shock protected 17 Jewel movement in yellow goldplate case with steel back Black dial, with raised gold markers and radium dots Sweep Second hand. Gold filled expansion bracelet with insets plus the CLINTON movement, GUARANTEED FOR LIFE*
1J904X2245 Retail **$65.00**
As above, Chrome top case and stainless steel band.
1J905X2075 . Retail **$62.50**

INGRID. Designed in SOLID 14K yellow gold . . a regal timpiece. 25 JEWEL movement . shock resistant and GUARANTEED FOR LIFE* Dial with raised figures and dome crystal Gold-filled expansion bracelet echoes the lovely case motif
1J906X2890 Retail **$85.00**
As above, Rolled gold plate case, steel back.
1J907X2590 Retail **$75.00**

TWO STARRY DIAMONDS shine to light up all the delicate beauty of this 21 JEWEL timepiece Faceted cushion shape case of 10K rolled gold plate, backed with stainless steel Easily legible gilt figures under the dome crystal Slender gold filled expansion band The 21 JEWEL movement shock resistant and GUARANTEED FOR LIFE*
1J908X2795 (WHITE) **$79.50**
1J909X2795 (YELLOW) **$79.50**

TRANSPORTATION POCKET WATCH. America's long-time favorite is respected for its unvarying accuracy. Makes a splendid gift for any time-conscious man of traditional tastes A railroad-type watch, this heavy duty chrome timepiece has highly legible black numerals with minute numbers Dust protected 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*
1J910X1895 . Retail **$59.50**

*The Clinton Watch Co will replace any defective or broken movement part without charge for material or labor

**Guaranteed waterproof or water-resistant [illegible]

ALL MOVEMENT PARTS
GUARANTEED FOR LIFE
[illegible]

IN AMERICA SINCE 1934

OUR 25TH YEAR

CLINTON

A FAMOUS NAME ON

Watches

ALL STEEL WATERPROOF**

SEA OR SKI. WATERPROOF** wonder of a watch at home on snowy slopes or deep blue sea designed for the outdoor man. All Stainless Steel case with matching inset expansion bracelet. Dial has sweep second hand radium markers and hands. Unbreakable crystal. For absolute dependability, the shock resistant 17 JEWEL movement GUARANTEED FOR LIFE*

1J913X2295 Retail **$67.50**

BEAUTIFULLY GIFT BOXED

SIR HENRY. 49 JEWEL—AUTOMATIC, WATERPROOF CALENDAR**

Faceted case is Yellow gold plate backed with stainless steel. Unbreakable crystal with magnifying dome for calendar. Radium dial, raised markers and sweep second hand. Gold filled expansion band with leather insets. Shock resistant movement—GUARANTEED FOR LIFE*

1J911X4390 Retail **$145.00**

As above. Chrome top case with stainless steel inset bracelet.

1J912X4150 Retail **$135.00**

WATCHWORD OF QUALITY

DUNBAR. An impressive design with the executive look. This masterpiece is cased in 10K yellow rolled gold plate with stainless steel back. The raised gilt figures against the jet black dial gives the added touch of distinction. Gold filled expansion band inlaid with leather in a new unique design. 17 JEWEL shock resistant movement by CLINTON, GUARANTEED FOR LIFE*

1J914X2350 Retail **$67.50**

Retail prices include Federal Excise Tax. Prices subject to change without notice.

WATERPROOF**

*The Clinton Watch Co. will replace any defective or broken movement part without charge for material or labor.

**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact.

SEA-MASTER Smart masculine styling in a fine WATERPROOF** watch. Handsome case is yellow color of natural gold with steel back. New slim line feature. Raised markers combined with radium dial and unbreakable crystal. Sweep second hand. Matching gold filled expansion band with insets make this a watch he will be proud to wear. Accurate 17 JEWEL shock protected movement GUARANTEED FOR LIFE*

1J915X2150 Retail **$65.00**

Petite Series
25 JEWELS ■ DIAMONDS
25 JEWELS 6 DIAMONDS
25 JEWELS 16 DIAMONDS
25 Jewels 40 DIAMONDS
A
B
C
D

SMALLER THAN A WEDDING RING

A **PERT 6 FIERY DIAMONDS** [illegible] 14K SOLID GOLD case. Raised figure [illegible] expansion [illegible] Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE*

1J916X5975 Retail **$180.00**

B **PRECIOUS** 21 DIAMONDS in a smartly detailed case of 14K SOLID GOLD. [illegible] enough to [illegible] through a ring. Raised figure dial. Gold filled diamond [illegible] expansion band. Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE*

1J917X11500 Retail **$325.00**

C **SPLENDOR 16 FLASHING DIAMONDS** [illegible] 14K SOLID GOLD [illegible] Raised figure dial [illegible] Dependable 25 JEWEL shock resistant movement GUARANTEED FOR LIFE*

1J918X8950 Retail **$250.00**

D **SORRENTO 40 BRILLIANT DIAMONDS** feature 14K SOLID GOLD watch. Dainty raised figure dial [illegible] domed crystal. Gold [illegible] safety [illegible] Shock resistant 25 JEWEL movement GUARANTEED FOR LIFE*

1J919X16200 Retail **$475.00**

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THIN AS A COIN

BRADFORD. Futuramic design in this ULTRA THIN 14K SOLID GOLD case lapped to a mirror-like finish. Truly a watch of distinction. Raised markers on handsome dial matched with a gold filled expansion [illegible] new Florentine finish truly [illegible] Shock protected 17 JEWEL movement famous for accuracy, GUARANTEED FOR LIFE*

1J920X4995 Retail **$150.00**

As above in ALL STAINLESS STEEL CASE and band.

1J921X2995 . . . . .Retail **$92.00**

CALENDAR– WATERPROOF**

IN AMERICA SINCE 1934
OUR 25TH YEAR
CLINTON
A FAMOUS NAME ON
Watches

BEAUTIFULLY
GIFT-BOXED
CLINTON

SMALLER THAN
A WEDDING RING
23
JEWELS
14K
GOLD

DIRECTOR. 23 JEWEL CALENDAR WATCH with magnifying dome showing date. Gleaming case is Chrome top with stainless steel back WATERPROOF** Silver raised figures on a jet black dial with sweep second hand. Stainless steel expansion bracelet inlaid with genuine leather. Shock protected movement is GUARANTEED FOR LIFE*.
1J922X2495 .... Retail **$75.00**
As above with WHITE DIAL
1J923X2495 .... Retail **$75.00**

MYLADY. Dainty and smart . . so small it can fit through a ring 14K Yellow SOLID GOLD case, mirror-polished, styled to delight the most discriminating taste Raised figure dial with contoured raised crystal. 23 JEWEL shock-resistant movement, GUARANTEED FOR LIFE*. A watch she will cherish always!
1J924X3430 .... Retail **$100.00**
As above, 14K WHITE SOLID GOLD CASE
1J925X3430 .... Retail **$100.00**

GUARANTEED FOR LIFE

ULTRA THIN
WATERPROOF**
25
JEWELS
ALL STEEL
WATER
RESIST**
21
JEWELS
SELF WINDING

A
NURSE'S
CHOICE
B
WATER RESIST
SUPERB
QUALITY

PREMIER. The thinnest WATERPROOF** watch you've ever seen and the most elegant! Perfection of styling in the yellow gold plate case and matching gold-filled expansion band with stainless back. Curved crystal over handsome dial with sweep hand Designed to be admired. Dust protected 17 JEWEL shock resistant movement GUARANTEED FOR LIFE*
1J926X2790 Retail **$85.00**

EXCELSIOR AUTOMATIC self winding and WATER RESISTANT** with 25 JEWEL movement that is dust protected, shock resistant and GUARANTEED FOR LIFE* Circular case is rugged all stainless steel, has radium dial with sweep second hand, and raised crystal Unusual expansion band combines stainless steel and leather The watch that never needs winding
1J927X3595 Retail **$105.00**

ESQUIRE. AUTOMATIC, accurate to the split second, never needs winding! Eye-catching styling to the band some square case of 10K rolled gold plate, with stainless steel back Raised gilt markers and sweep second hand under a gleaming domed crystal 21 JEWEL dust protected movement is shock resistant, anti-magnetic and GUARANTEED FOR LIFE*
1J928X3950 Retail **$110.00**

A JOYCE. Beautifully designed Nurses' watch for duty and dress wear. 10K Yellow rolled gold plate case with steel back is exceptionally dainty Raised figure dial with sweep second hand. Fashionable dome crystal Graceful gold filled expansion bracelet. Shock protected 17 JEWEL movement, GUARANTEED FOR LIFE*
1J929X2450 .... Retail **$75.00**
As above in WHITE.
1J930X2450 .... Retail **$75.00**

B NIGHTINGALE. NURSES' WATER-RESISTANT WATCH.** This lovely timepiece will never fail in a crisis! Radium dial with all-important sweep second hand, unbreakable crystal. Case is yellow with steel back, blends with the newly fashioned gold filled expansion bracelet 17 JEWEL shock resistant movement is GUARANTEED FOR LIFE*.
1J931X2175 Retail **$67.50**

BEAUTIFULLY GIFT BOXED

Retail prices include Federal Excise Tax
Prices subject to change without notice

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**Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

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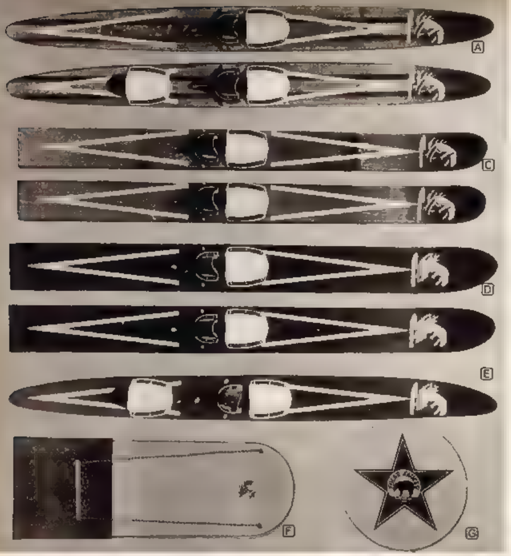


WHITE BEAR WATER SKIS

(A) WHITE BEAR 6-FT. DELUXE BANANA PAIR SLALOM SKIS—For Slalom or regular skiing. 71" long, 6¾" wide at center; tapered at both ends. Ash lumber; Maple and Mahogany edge glued striping. White Neoprene rubber. Positive-lock 1-knob adjustment. Two rudders per ski. Recommended use—behind 22 HP and up outboards. High gloss varnished.
4F223X2577 19 lbs. .... **Retail $42.95**

(B) WHITE BEAR 6-FT. BANANA PAIR SLALOM COMBINATION—Deep metal fin for maneuverability; makes an excellent competitive slalom ski—or ideal pair for regular skiing. Contrast stripe finish. 71" long, 6¾" wide at center—tapers at both ends. Laminated finish.
4F224X1977 15 lbs. .... **Retail $32.95**

(C) WHITE BEAR 5½-FT SKIS—Smart contrast stripe varnish finish. Highly maneuverable. For skiers weighing up to 200 lbs. Recommended for outboards of 22 HP and up. 67" long, 6" wide. 15 lbs.
4F225X1977 .... **Retail $32.95**
5½-Ft. Laminated Skis. Same as above with laminated finish.
4F226X1677 14 lbs. .... **Retail $27.95**

(D) WHITE BEAR 6-FT. OUTBOARDS—Recommended for outboard motors from 10 to 22 HP, and people weighing over 200 lbs. Large planing surface for easy starts. 71"x7" wide.
4F227X2277 20 lbs. .... **Retail $37.95**

(E) WHITE BEAR 6-FT. BANANA DELUXE SLALOM—One ski of contrast stripe in high varnish gloss. Deep metal fin for maneuverability. Excellent competitive ski. 71" x 6¾". Tapered at both ends. 10 lbs.
4F228X1677 .... **Retail $27.95**

(F) WHITE BEAR 6-FT. AQUAPLANE—Good to start children on; with wooden handle. Can be pulled with as little as 6 HP. 71" long, 24" wide. 26 lbs.
4F229X2037 .... **Retail $33.95**

(G) WHITE BEAR MOLDED FLY-N-SAUCER—Specially designed and "dished-out" to just the right degree. Far superior to riding just a flat disk. Excellent for low HP motors. 36" in diameter. 16 lbs.
4F230X1797 .... **Retail $29.95**

H
J
K
L
M
N
P
R
S
T

(H) HEALTHWAYS SCUBA 2-TANK UNDERWATER BREATHING APPARATUS—Precision engineered throughout to assure maximum efficiency and maximum safety features. Every care has been taken to insure utmost quality. Made of finest stainless steel, monel and brass materials. Satin chrome finish exterior. Impervious to corrosion, electrolysis and other chemical action. Foolproof depth compensated air reserve engineered into regulator itself—insures adequate supply of air to bring diver to surface regardless of depth, without adjustment or regulation. Pressure compensated exhaling valve provides equalized exhalation in any position. Includes Scuba regulator; Hope-Page non-return valve; 2 tanks (70 cu. ft.—about 2 hr. capacity), 2 high-pressure valves; 2-tank harness complete; instructions for use and maintenance. One year factory warranty and lifetime service policy.
4F231X11850 .... **Retail $176.50**

(J) HEALTHWAYS SCUBA SELF-CONTAINED UNDERWATER BREATHING APPARATUS—The same precision construction and fine materials as those in the 2 tank model above (H) except has one each: 70 cu. ft. tank (about 1 hr. capacity); high-pressure valve; one-tank harness.
4F232X7448 .... **Retail $112.00**

(K) HEALTHWAYS CRESSI RONDINE FINS—Perfect for deep sea diving or simply learning to swim. Black rubber, adjustable instep lock-strap.
Large. Shoe sizes 9-11.
2N478X597 .... **Retail $8.95**
Extra-Large. Shoe sizes 11-13.
2N479X597 .... **Retail $8.95**

(L) HEALTHWAYS DELUXE LEAD WEIGHT BELT—Complete! Includes: eight 1-lb. lead weights; 1" wide extra-heavy web belt with stainless steel Jet-O-Sen Quick Release safety buckle.
2N480X635 .... **Retail $9.95**

(M) WHITE BEAR WATER SKI TOW ROPES—Polyethylene tow ropes with special vinyl handles.
70-Ft. Rope: single handle. 1½ lbs.
4F233X357 .... **Retail $5.95**
85-Ft. Rope: double vinyl handles. 2 lbs.
4F234X417 .... **Retail $6.95**

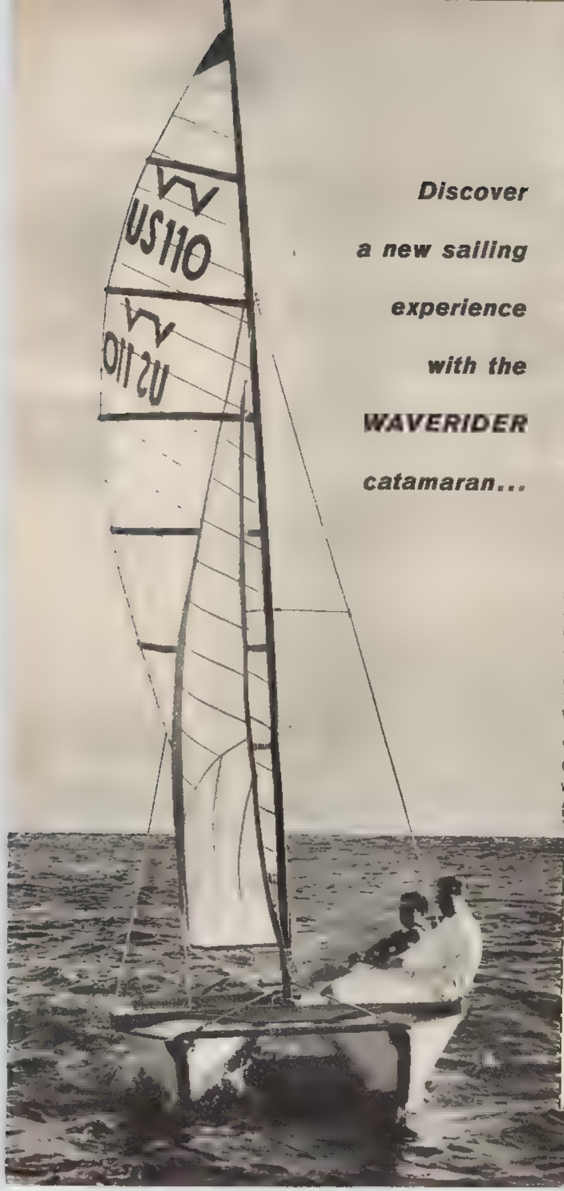
(N) HEALTHWAYS SONDIC DEPTH GAUGE—Ideal for deep sea divers. Tells you at a glance exactly how deep the water is up to 180 feet. And you wear it right on your wrist.
2J961X420 .... **Retail $6.95**

(P) HEALTHWAYS PANORAMIQUE "WIDE ANGLE" MASK—French imported professional mask. Exclusive wide angle lets you see more. French Blue rubber with tempered glass safety lens.
2N481X300 .... **Retail $4.95**

(R) HEALTHWAYS SUBMARINE LIQUID COMPASS—Now the amateur skin diver or advanced swimmer can have an underwater compass at a price he can afford! Handsome wrist type.
2J962X360 .... **Retail $5.95**

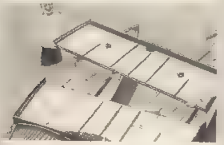
(S) LIFE PRESERVER SKI BELT—Electronically sealed-in Kapok in vinyl inserts. Orange sport twill cover. Adjustable for waist.
Adult Size—supports 180 lbs.
2P471X245 .... **Retail $3.95**
Child and Woman Size, supports 100 lbs.
2P472X245 .... **Retail $3.95**

(T) HEALTHWAYS MAKO SHARK UNDERWATER FLASH CAMERA—Complete self-contained standard BC unit. Dual purpose amphibious camera includes "Cuda" BC all-weather flash attachment. Uses standard 22½ volt battery (not included)
4F235X2220 .... **Retail $36.90**

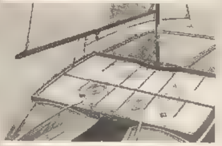


Discover a new sailing experience with the **WAVERIDER** catamaran...

UNIQUE CASE CARRIES ENTIRE FOLDING BOAT



DECK SECTIONS FASTEN EASILY TO RIGID HULLS



MINUTES LATER FULLY ASSEMBLED AND RIGGED

The moment you see or sail the new WAVERIDER, you'll realize that this unique 16-foot racing craft is designed for **speed!** And you can sail the WAVERIDER anywhere you wish. It's simple to maneuver, beach or transport. The WAVERIDER is constructed on a revolutionary principle that enables you to assemble the boat—**in minutes**. Decks, cockpit and mast are built in easily handled components. Rugged plywood hulls fold. Unfolded, these hulls are completely **rigid**. The entire boat fits into its own carrying case. Exceptionally durable and stable, the WAVERIDER promises endless sailing pleasure.

LOA 16' • BEAM 8' • DRAFT 12" • SAIL 160 SQ. FT

COMPLETE WITH SAILS. .	$ 1 750
WITHOUT SAILS.	$ 1,500

Available immediately through local boat dealers. Easily financed. Price includes all standard equipment, duty paid, delivered dockside East or Gulf [illegible] Pacific and Great Lakes ports add $50.

SEND 25 CENTS FOR AN ILLUSTRATED BOOKLET AND WATERPROOF POCKET GUIDE

HOW TO SAIL CATAMARANS

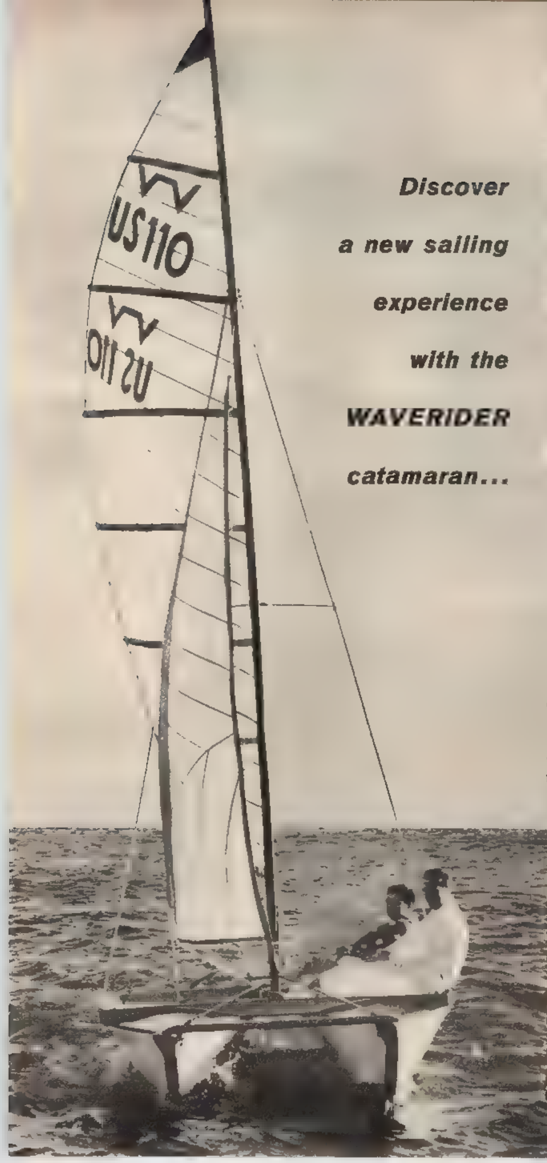
NAME________________ C2

STREET________________

CITY____ ZONE____ STATE____

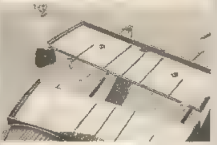
WAVERIDER CORPORATION
250 WEST 57TH ST. NEW YORK 19 N.Y.

SEE THE WAVERIDER AT NEW YORK'S BOAT SHOW, 4TH FLOOR, BOOTH D220

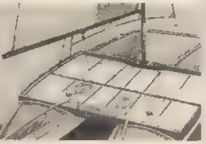


Discover a new sailing experience with the WAVERIDER catamaran...

UNIQUE CASE CARRIES ENTIRE FOLDING BOAT



DECK SECTIONS FASTEN EASILY TO RIGID HULLS



MINUTES LATER FULLY ASSEMBLED AND RIGGED

The moment you see or sail the new WAVERIDER, you'll realize that this unique 16-foot racing craft is designed for speed! And you can sail the WAVERIDER anywhere you wish. It's simple to maneuver, beach or transport. The WAVERIDER is constructed on a revolutionary principle that enables you to assemble the boat—in minutes. Decks, cockpit and mast are built in easily handled components. Rugged plywood hulls fold. Unfolded, these hulls are completely rigid. The entire boat fits into its own carrying case. Exceptionally durable and stable, the WAVERIDER promises endless sailing pleasure.

LOA 16' • BEAM 8' • DRAFT 12" • SAIL 160 SQ. FT

COMPLETE WITH SAILS.	$ 1 750
WITHOUT SAILS.	$ 1 500

Available immediately through local boat dealers. Easily financed. Price includes all standard equipment, duty paid, delivered dockside East or Gulf Coast ports. Pacific and Great Lakes ports: add $50

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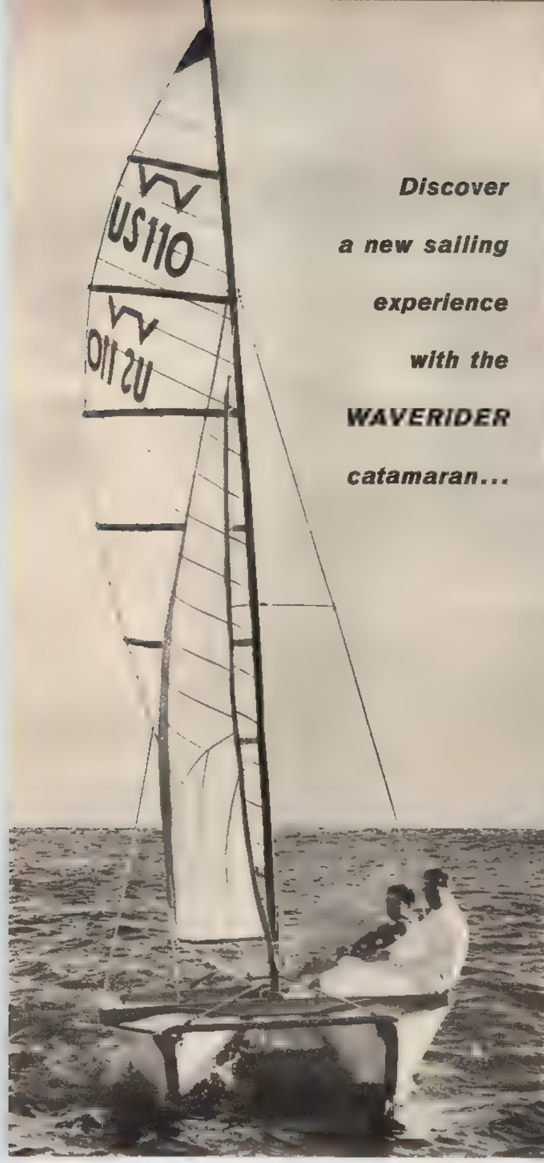
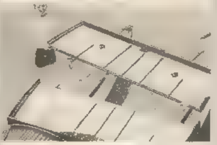
CORPORATION
250 WEST 57TH ST NEW YORK 19 N Y

SEE THE WAVERIDER AT NEW YORK'S BOAT SHOW 4TH FLOOR BOOTH D220

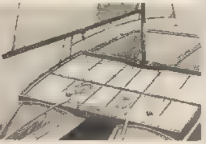


Discover a new sailing experience with the WAVERIDER catamaran...

UNIQUE CASE CARRIES ENTIRE FOLDING BOAT



DECK SECTIONS FASTEN EASILY TO RIGID HULLS



MINUTES LATER FULLY ASSEMBLED AND RIGGED

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WEAVER-SCOPE

dealers sell the industry's most complete line of scopes and mounts.

V8 2½X to 8X Variable Power

K10 10-Power

K8 8-Power

K6 6-Power

K4 4-Power

K3 3-Power

K2.5 2½-Power

K1 1-Power

Handling the full Weaver line gives you more chances to sell, because you have a scope and mount to fit every hunter's need and every hunter's budget. And Weaver Dealers have the industry's most vigorous advertising campaign at work for them, pre-selling customers month after month in national magazines.

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WEAVER-DETACHABLE TOP MOUNT

WEAVER-DETACHABLE SIDE MOUNT

WEAVER-PIVOT MOUNT

These three popular Weaver-Mounts with split rings are made in three popular diameters: ¾", 1" and 1.023".

For free catalog and complete details, write:

W. R. WEAVER COMPANY

DEPARTMENT 10 • EL PASO 15, TEXAS

J4 4-Power

J2.5 2½-Power

B6 6-Power

B4 4-Power

(For More Information Circle No. 253 on Page 215)

ARE YOU USING THE BEST LURE…

TO CATCH THE BIG SPENDERS?

No doubt about it. A complete, well planned marine department can increase your total sales volume—and profits. We'd like to show you how other dealers are doing it, many in surprisingly small space

It Pays to Go Johnson. Start with the best in outboard motors. Well over two million people have put their money on Sea-Horse motors, a public vote of confidence unmatched in the boating industry. Johnson dealers know they are selling an honest product, honestly made and sold . . . at an honest profit for them.

New 2-Year Warranty a Johnson First. Now, Johnson backs its dealers and motor owners with the industry's most liberal warranty! All 1963 Sea-Horse motors (purchased new) carry a warranty policy good for two full years from date of sale. *Both* parts and labor are covered. *Get the Facts Now.* Build a better future with a complete marine department, powered by the Johnson Leadership Line. Write or call for information today.

75 hp Sea-Horse Electramatic Motor—most responsive outboard ever built! The Sea-Horse family for '63 is ten motors strong, including 75, 40, 28, 18, 10, 5½ and 3 hp . . . a model for every pleasure, power need and purse! Retail prices from $165 (F O B Waukegan, Ill.).

JOHNSON SEA-HORSE MOTORS 1389 Pershing Road • Waukegan, Illinois A Division of Outboard Marine Corporation

(For More Information Circle No. 252 on Page 215)

for .22's— Models B4 and B6

WEAVER SCOPES

WITH TIP-OFF MOUNT

Model B4 Weaver-Scope shown with Weaver Tip-Off Mount Model B6 similar except slightly longer

There's a real sales opportunity with the Weaver Model B Scopes equipped with the versatile Tip-Off Mount. A large number (see list) of late model .22 rifles are made with dovetail receiver grooves adapted to the Weaver Tip-Off Mount. The scope is aligned in the mount at the factory for immediate installation. Install it right at the counter; no tools needed, no delay for mounting, no lost sales. Display your .22 rifles equipped with Model B Scopes. Scope and rifle make a fine combination sale; always suggest the scope to your customers along with the rifle.

NO TAPPING . . . NO DRILLING . . . NO TOOLS . . . ON OR OFF IN SECONDS

The Weaver Tip-Off Mount fits many popular .22's, and can be tipped into the dovetail grooves in the receiver without use of tools! Neat, attractive, rigid.

LATE MODEL .22 RIFLES WITH DOVETAIL RECEIVER GROOVES TO FIT WEAVER TIP-OFF MOUNT

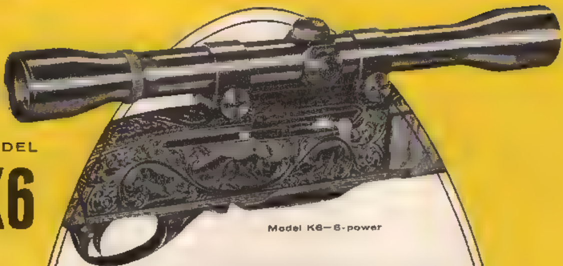
MARLIN	Models 39A, 56, 57, 80, 81, 88, 89, 98 and 99
MOSSBERG	Models 142, 144, 146, 151, 152, Series 300, 400, 620 and 640
BROWNING	.22 Automatic Grade I
ITHACA	XS Lightning
REMINGTON	Models 511, 512, 513-S, 550, 552, 572 and Nylon 66
WINCHESTER	Models 61, 63, 69, 72, 74, 75-S and 77
SAVAGE	Models 4, 5, 6 and 29
STEVENS	Models 84, 85, 86 and 87
H&R	Model 422 and 800

Dept. 10 **W. R. WEAVER CO.** El Paso, Texas

(For More Information Circle No. 286 on Page 257)

MODEL

K6



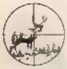
Model K6—6-power

FOR YOUR VARMINT AND LONG RANGE SHOOTERS

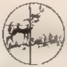
The 6-power K6, the 8- and 10-power K8 and K10, are ideal scopes for varmints, where your target is small and the range is long.

•

FIXED RETICULE SCOPES WITH INTERNAL ADJUSTMENTS



Crosshairs are always accurately centered in these 6-, 8-, and 10-power scopes. Only the image moves when you turn adjusting screws.



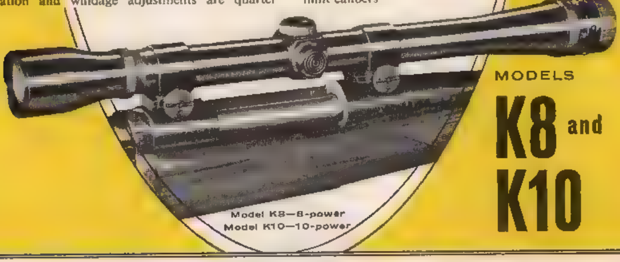
No more off-center reticules like this when you use the Weaver Model K with fixed reticule and internal adjustments

WEAVER SCOPES

ACCURATE DEPENDABLE SIGHTING AT EXTREME RANGES

These scopes of 6-, 8-, and 10-power were designed for the kind of rifle shooting that requires extreme accuracy—for long range varmint shooting, competitive target shooting, rest and test shooting.

They are as sturdy as hunting scopes and are securely attached to the rifle with solid, rigid mounts. Elevation and windage adjustments are quarter minute click, positive and exact, guaranteed accurate and dependable. The objective lens on the K8 and K10 is adjustable with a focusing scale that can be set for any range from 50 feet to 1000 yards. Long eye relief eliminates any crowded feeling when aiming and especially adapts these 8- and 10-power scopes to big bore as well as small bore and varmint calibers



Model K8—8-power
Model K10—10-power

MODELS

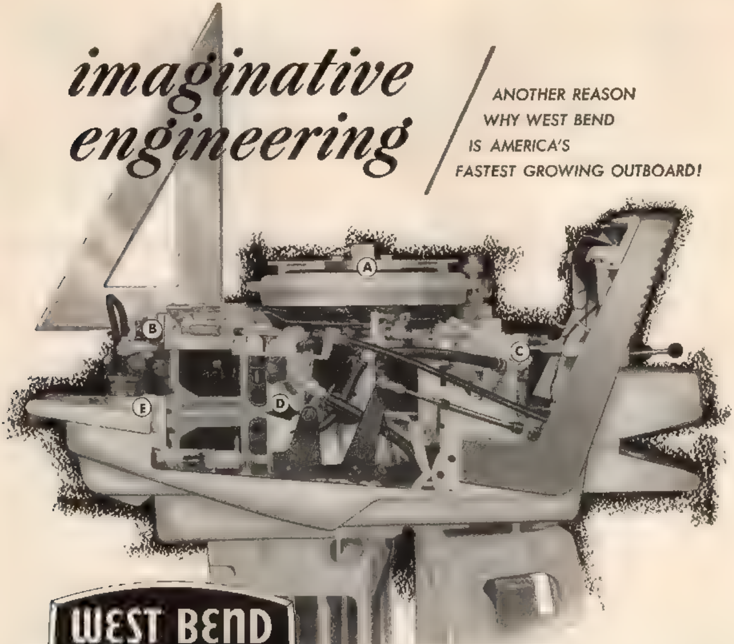
K8 and K10

Department 10 **W. R. WEAVER COMPANY** El Paso, Texas

(For More Information Circle No. 119 on Page 229)

imaginative engineering

ANOTHER REASON
WHY WEST BEND
IS AMERICA'S
FASTEST GROWING OUTBOARD!



WEST BEND

A. SUPER ALTERNATOR GENERATOR
West Bend was first with an efficient, high output alternator generator. Has full 25 ampere capacity, more than twice the power of most outboard generators. The Super-alternator has virtually no moving parts to wear, takes less engine power than direct current generators.

B. THERMOSTATIC COOLING
Automotive type thermostat restricts water flow until engine reaches 140 degrees, maintaining engine temperature at 140 to 160 degrees regardless of water temperature. Prolongs engine life, insures complete combustion.

C. FUEL ECONOMIZER
Cuts fuel consumption 25 per cent in cruising range. Power valve opens only at full throttle to plane boat; returning throttle to cruise position gives top operating economy with only a slight reduction in speed.

D. TWIN FUEL PUMPS
West Bend was first to give added dependability with twin diaphragm pumps on larger motors. Either of these crankcase-pressure actuated pumps will operate the motor in an emergency.

E. DIRECT BATTERY IGNITION
Provides hot spark for fast starts and smooth low speed performance. Includes coil, condenser, breaker point and spark plug for each cylinder.

To: Dept. 140, Outboard Division
WEST BEND ALUMINUM CO., Hartford, Wisconsin

☐ Please send me the West Bend '60 Outboard catalog and details and information about establishing a West Bend dealership.

NAME______________________________

STREET ______________________________

CITY______________________________

ZONE_____STATE ____________________

WEST BEND ALUMINUM CO., Hartford, Wisconsin — Barrie, Ontario

(For More Information Circle No. 79 on Page 229)

PROVEN:
White Bear *Select Ash* water skis give you the finest riding qualities

PLUS THE DURABILITY TO TAKE SEASON AFTER SEASON OF HARD USE

Many other materials have been tried but *Select Ash* still proves itself to be the easiest and most fun to ride. Tough and resilient it stands up under the hardest kind of riding. Choose WHITE BEAR *Select Ash* and you will have the finest quality . . . smoothest riding water skis.

WHITE BEAR BANANA SLALOM COMBINATION SKIS AT $34.95-43.95-57.95 plus

For circular write Dept MB
WHITE BEAR WATER SKI CO
WHITE BEAR LAKE 10, MINNESOTA

FAST non-flammable PAINT REMOVER

Licks the toughest marine finishes. Just apply with a paint brush. In minutes, the finish is thoroughly softened so you can strip it off clean. A quick wash-up with water completes the job.
Use indoors or out—it's non-flammable. Clings to upright surfaces. Harmless to wood, metal, canvas and hands.
At paint, hardware and marine supply stores.

● Send 25c for illustrated Refinishing Manual
Wilson-Imperial Co., 131 Chestnut St., Newark 5, N J.

Write for free folder on Wonder Water Wash Off Remover
WONDER
WATER WASH OFF
PAINT REMOVER
ACTS FAST
NO DELAY
REMOVES ANY TYPE OF FINISH

"MFG" goes *fancy* for '60
. . . adds two hardtops and a cabin cruiser!

Now you can own the famous, tough, lapstrake "MFG" in a luxurious 17' or 19' hardtop model or a glamorous 19' cabin model.
Or you can choose your fast, soft-riding "MFG" from 10 beautiful care-free runabouts . . . 13, 15, 17 or 19-foot . . . fiber glass or mahogany-decked . . . $360, $655, $940 and $1425 up, f.o.b. factory. Write for literature and name of your dealer.

MOLDED FIBER GLASS BOAT COMPANY 63 Fourth Avenue, Union City, Pa.

STATE BOAT-TRAILER LAWS

(Continued from page 173)

d) CALIFORNIA Until expiration of home state plates or establishment of residence
e) GEORGIA 30 days
f) INDIANA 60 days
g) MISSISSIPPI 30 days
h) MONTANA 30 days for recreational travel. Extension for same period upon request
i) NEVADA Until expiration of home state plates or establishment of residence
j) NEW JERSEY 60 days
k) NEW MEXICO 90 days
l) NORTH DAKOTA 90 days
m) OKLAHOMA 60 days
n) SOUTH CAROLINA 90 days
o) SOUTH DAKOTA 60 days
p) TENNESSEE 30 days
q) VIRGINIA 60 days
r) WEST VIRGINIA 90 days
s) WYOMING 90 days

(2) TAIL LIGHT REQUIRED (See Column 5)

Most states require at least one tail lamp on the rear of every trailer. Generally the statutes do not specify what size the lamp must be, but there are specifications on color (red), range of visibility (most frequently, 500 feet to the rear) and location. Some unique requirements are noted for —

a) ALASKA One red tail lamp required provided the trailer obscures the tail light on the towing vehicle
b) CALIFORNIA Two red tail lamps, one at each side on the rear, on all new trailers first registered after 1/1/58. One is required on trailers registered prior to that date.
c) COLORADO: Two red tail lamps, one at each side on rear, on trailer manufactured after 1/1/58 and registered in Colorado. One is required on trailer manufactured before that date and registered in this state
d) DELAWARE Two red tail lamps on all vehicles after 7/1/56
e) DISTRICT OF COLUMBIA Two red tail lamps required
f) IDAHO: Minimum lens diameter — 3½ inches.
g) ILLINOIS: Two red tail lamps, one on each side of rear, on every trailer weighing 3,000 pounds gross or less, including the weight of the trailer and maximum load.
h) INDIANA Two red tail lamps on every trailer manufactured or assembled after 1/1/56 and registered in Indiana. One is required on trailer manufactured and assembled before that date and registered in this state
i) MONTANA. Two red tail lamps on every trailer manufactured and assembled after 1/1/56 and registered in Montana. One is required on trailer manufactured and assembled before that date and registered in this state.
j) NEW JERSEY Two red tail lamps on every trailer manufactured after 7/1/54 and registered in New Jersey. One is required on trailer manufactured before that date and registered in this state
k) NEW MEXICO: Two red tail lamps on every trailer manufactured or assembled after 7/1/58 and registered in New Mexico. One is required on trailer manufactured and assembled before that date and registered in this state.
l) NORTH CAROLINA. One red tail lamp of an approved type on every trailer licensed for more than 2,500 pounds. It shall not be necessary for a trailer, licensed for not more than 2,500 pounds, to carry a rear lamp, provided such vehicle is equipped with 2 red reflectors at the rear, each not less than 4 inches in diameter, of an approved type, and so designed and situated as to be visible for at least 500 feet to the rear
m) NORTH DAKOTA Minimum lens diameter — 3 inches.
n) OKLAHOMA. Two red tail lamps required
o) PENNSYLVANIA. Two red tail lamps on trailers initially registered in Pennsylvania on or after 7/1/56; otherwise, only one.
p) WASHINGTON. Two red tail lamps required

(3) STOP LIGHT(S) REQUIRED (See Column 6)

Most states require one red stop lamp on every trailer weighing more than 3,000 pounds gross, and one on every trailer 3,000 pounds gross or less if so loaded or of such dimensions as to obscure the stop light on the towing vehicle or hand signals by the driver of the towing vehicle. Some unique provisions are noted for —

a) CALIFORNIA Two red or amber, one at each side, on new trailers first registered after 1/1/58, only one on trailers registered prior to that date. Minimum lens diameter 2¼ inches (3½ square inches)
b) COLORADO Two on trailers manufactured after 1/1/58 and registered in this State, only one on trailers manufactured before that date and registered in this state.
c) MISSOURI One if distance from center of steering wheel of towing vehicle to rear extremity of trailer or load exceeds 14 feet, etc
d) NEW JERSEY Two on trailers manufactured and registered after 7/1/54; otherwise, only one
e) PENNSYLVANIA Two, one on each side of rear, on all trailers initially registered in this state on or after 7/1/56; only one before that date.
f) WASHINGTON. Two required.

(4) DIRECTIONAL LIGHTS REQUIRED (See Column 7)

Most states require two red or amber signal lights on the rear of every trailer under one or more of the following conditions: (a) If trailer so loaded or constructed as to prevent hand and arm signal by operator of towing vehicle, or mechanical turn signals on towing vehicle, from being visible both to front and rear; (b) if distance from center of steering wheel of towing vehicle to rear limit of trailer body or load exceeds 14 feet; (c) if distance from center of steering wheel to left outside limit of trailer body or load exceeds 24 inches. Some unique provisions are noted for —

a) CALIFORNIA If only lamp type signals are used on towing vehicle, or if trailer is first registered on or after 1/1/58, and has a gross weight of 6,000 pounds or more. If vehicle or load is 80 inches or less in width, the minimum lens diameter of a signal light shall be 2¼ inches (3½ square inch minimum Class B lamp); if vehicle or load exceeds 80 inches in width, 4 inches (12 square inch minimum Class A lamp)
b) DELAWARE On all new vehicles licensed in this state after 7/1/53
c) ILLINOIS: On every trailer having a gross weight of 3,000 pounds or less, including weight of trailer and maximum load, if distance from center of steering wheel of towing vehicle to left-hand outside limits of trailer body exceeds 24 inches
d) INDIANA On all trailers manufactured after 1/1/56; on all trailers manufactured prior to 1/1/56 when distance from center of steering column to left side of trailer (and load) exceeds 24 inches, or if distance from center of steering column at top to extreme rear of trailer or load exceeds 14 feet
e) MICHIGAN On all trailers manufactured or assembled after 1/1/55.
f) NEW JERSEY On all trailers exceeding 3,000 pounds gross vehicle weight manufactured and registered in this state after 7/1/54, which from a distance of at least 500 feet to rear obstruct view of turn signals on towing vehicle.
g) NEW MEXICO On all trailers manufactured after 1/1/54 and registered in this state
h) OREGON May use Class B lamp (no specific size required so long as plainly visible day or night 100 feet to rear) but State Motor Vehicle De-

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Hitch your wagon to the one and only Original

Year around sales and profits — you enjoy both with this often imitated, never duplicated game of games. Beautifully designed, sturdily mounted. Clean, handsome legends that stay fresh through the years. A smartly boxed unit that KEEPS its powerful appeal to old and young!

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FINEST AND FASTEST SELLING LINE

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Premier's beautifully designed line of doll clothes and accessories bring you big profits and fast sales.

Premier's line is pre-priced in hangered polyethylene bags for impulse buying on space-conserving racks. 200 doll accessory items—200 clothes styles to fit all 8" to 36" baby and teen girl dolls.

Retailers: Write for catalog

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DOLL ACCESSORIES CO.
168 SEVENTH STREET, BROOKLYN 15, N. Y.

LARGEST SUPPLIERS TO LEADING DOLL MANUFACTURERS

FINGER TIP STEERING

DUMP TRUCK

TR 507

$3.98

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WHEEL GOODS

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Halloween Costumes that SELL!
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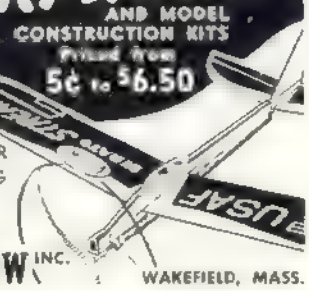
869 Macon St., Brooklyn 33, N. Y.
New York office: 200 Fifth Ave. OR 5-3320

Guillow's *Ready-to-fly*

AIRPLANES

AND MODEL CONSTRUCTION KITS
Priced from 5¢ to $6.50



SEND FOR CATALOG

PAUL K.
Guillow INC.
WAKEFIELD, MASS.

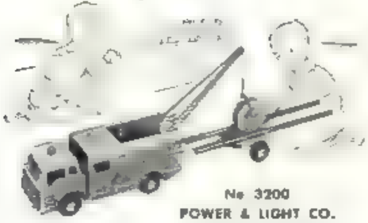
CORRECTION!

A word from COLORFORMS our salesmen report that many retailers are inadvertently selling our jigsaw puzzles at double the suggested retail price!

These items are (1) Bat Masterson Jigsaw Puzzles (PB-1, 2 and 3) and (2) Three Stooges Jigsaw Puzzles (PS-1, 2 and 3). Two 12" x 17" puzzles in each box.

Some retailers have told us that COLORFORMS puzzles look like $2.00 values. They do! But the suggested retail price, with full markup, is 98¢. Won't you please check your stocks to make sure that shelf price is correct?

World Famous
NY-LINT TOYS
QUALITY
REAL-ACTION
SCALE MODELS



No 3200
POWER & LIGHT CO.
LINEMAN TRUCK

NY-LINT TOOL MFG. CO.
1923 16th Ave. • Rockford, Illinois

Toy Balloons and Playballs know no season!

PLAYGROUND BALL

buy
BLUE BIRD

THE National
Latex Products
Company
ASHLAND, OHIO
BLUE BIRD

others are forecast for '61.

Cornet Stores, said to be the largest independently-owned chain of variety stores in the country, was founded in Covina, Calif., in 1924. It now operates outlets in the Western states and Hawaii. This spring the company completed an extensive addition to their headquarters at 411 S. Arroyo Parkway, Pasadena, Calif., valued at $700,000. Two new stores were opened in August, the 188th in the Northgate shopping center, 3780 Portland Road, NE, in Salem, Ore., and the 189th at Bijou in the Tahoe Valley. John K. Empey is toy buyer for the chain.

Sprouse-Reitz Company, Inc., whose headquarters are at 2175 NW Upshur, Portland, Ore., are building two new stores in California, one in Corning, and the other in Tahoe Valley. Toy buyer for the chain is C. W. Madsen.

◆

J. J. NEWBERRY Company's 550th store was opened in the Renton Shopping Center, Renton, Wash., in August with Mrs. Newberry, widow of the founder, taking part in the ceremonies. Carl W. Wyate is manager of this store, and G. E. McPeak is West Coast manager for the chain, which will be 50 years old next year. The company maintains a division office in Los Angeles, but toy buying is done at company headquarters, 245 Fifth Avenue, New York.

F. W. Woolworth has announced, through West Coast manager H. R. Wilson, that it plans to locate an outlet in the new Aurora Village shopping center being built on a 35-acre tract at 205th Street and Aurora Avenue, north of Seattle. The opening is scheduled for 1961. Toy buying is at New York headquarters.

S. S. Kresge Company has signed a lease on 28,000 square feet of space in the Larwin Square center, a $3 million planned shopping center to be located at Newport Avenue and First Street in Tustin, Calif. Completion of the center is expected early in 1961. This is believed to be the first Pacific Coast store to be opened by this chain, who maintain buying offices in Detroit.

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Get a bigger share of the toy and hobby market with the complete quality line—American Teach-N-Fun. Only American offers Woodburning Sets, Metal Tapping, Woodworking Tool Sets and Work Tables, Blackboards, Play Benches, Outdoor Games, Peg Tables, Doll Furniture and pre-school Educational Toys. Each unit incorporates the finest elements that go into successful selling-attractive cartons, colorful merchandise, excellent design, play appeal and quality construction. Truly a combination of factors that makes American a consistent year 'round seller.

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6130 N. Clark St., Chicago 26, Ill.

"CHOO-CHOO" ENGINE SHOOFLY

No. 770—A realistic engine in story book colors, plywood sides, pine seat, footrest and tray. Red, black and yellow engine on white background. "Choo-Choo" sound as Shoofly is rocked, safety strap [illegible]

Write for Catalog showing other Shooflys, Rocking and [illegible] Horses, Toy Chests, [illegible] Doll Houses, Cribs, etc. Ad Mats available

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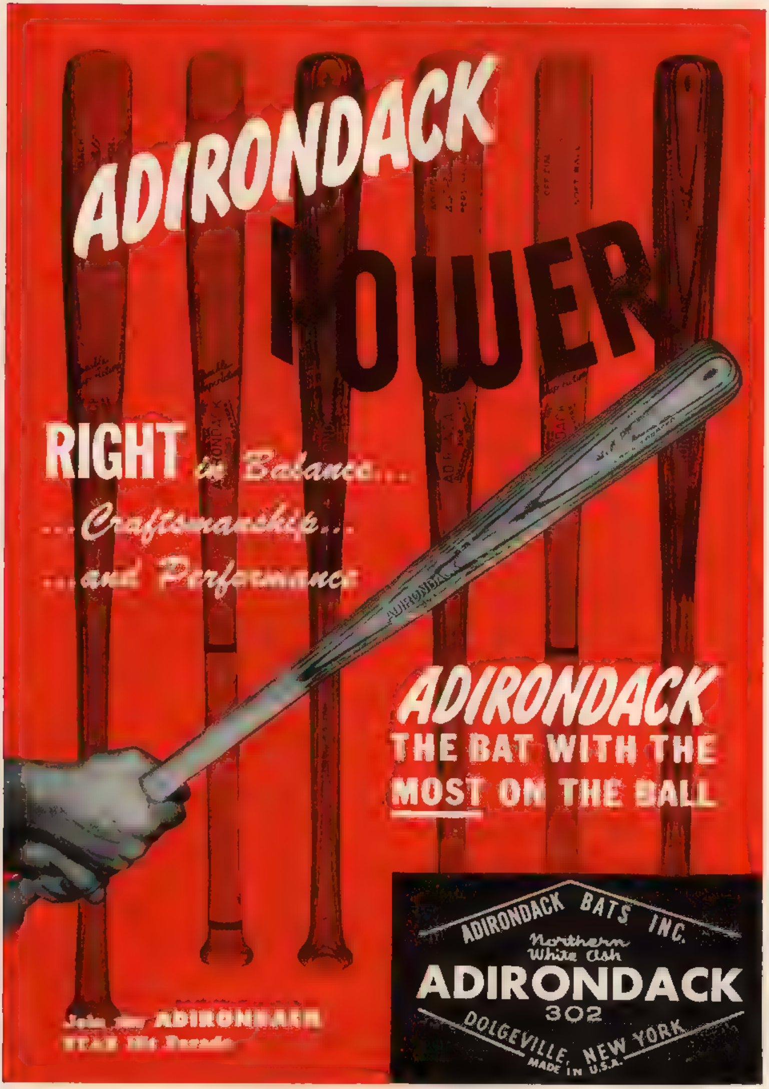
Successors to THE SILVERLOID and
IDEAL DICE COMPANIES



ADIRONDACK POWER

RIGHT in Balance...

...Craftsmanship...

...and Performance

ADIRONDACK

THE BAT WITH THE MOST ON THE BALL

Join the ADIRONDACK STAR Hit Parade

ADIRONDACK BATS INC.

Northern White Ash

ADIRONDACK

302

DOLGEVILLE, NEW YORK

MADE IN U.S.A.

(For More Information Circle No. 43 on Page 229)

1960 WILLIS CRAFT

40' x 13'—SPORT FISHERMAN

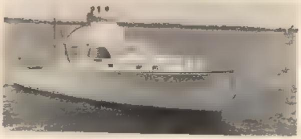
This 40' Sport Fisherman is available in either Trunk Cabin as shown above or in Raised Deck model.

New 36' WILLIS CRAFT Sport Fisherman available in Raised Deck model only.

Call—Wire or write for information on either gas, diesel, single or twin screw.

This 44' Sport Fisherman is also available in Trunk Cabin as shown below or in Raised Deck Model.

44' x 13'6" SPORT FISHERMAN



All three sizes are available in Sedan Model.

M. W. WILLIS & SONS BOAT WORKS
MARSHALLBERG, N. C. • TELE: PA 9-3341

DE PERSIA BAILERS

An automatic bailer for small boats is offered by De Persia Automatic Bailer Inc., Grand Haven, Mich. The bailer, which operates on a vacuum principle, bails a hull automatically while in forward motion exceeding 5 knots. Water passing around a valve protruding below the waterline creates a vacuum behind a solid polyethylene check ball. The check ball is drawn down into the open valve chamber, and with it all the water inside the boat. When the boat slows down or stops, the ball floats back into a valve seat and is held there by water pressure. Construction is cast aluminum sealed with dichromate. Length is 3½"; width 2¼"; depth 1¼". Three neck lengths accommodate hull thicknesses from ⅜" to 1¼". Installation is simple

UROPA REFRIGERATOR

The Uropa Fridgette is a compact West German refrigerator. This slim desk-high item provides 2½ cu. ft. of interior storage space. Maximum use is made of door shelf space. The freezing area measures 13" x 12" x 4". Styling includes a brass-trimmed fiberglass table top available in white and in decorator colors. Fridgette offers an all-steel cabinet, automatic operation, rubber and steel insulation, and an interior Reflecto-Lite.

The thermostatically-controlled cooling unit operates on the absorption principle and requires no motor or moving parts. Fridgette is adaptable to 12-volt battery operation without an inverter, as well as AC and DC on all voltages. For information, write to Uropa International, 16 W. 32nd St., New York, N.Y.

BRAUND ANTENNA

The Cruiser-Tenna, newest of the Braund Mfg. Co. (Battle Creek, Mich.) line of manually rotated TV antennas, is designed for installation on all types of cruisers. Nautical in appearance and engineered to meet requirements of marine service, it is said by the manufacturer to often pull in portrait-sharp TV pictures from fringe stations

Quickly and easily installed on the side of any cabin, the antenna may be hoisted for reception, or lowered, folded, or stowed for cruising or storage. It rotates manually to any compass bearing and locks for continued reception.

LAUDERBACK SEA SKIS

The Sea Ski catalog for 1960 is now available, featuring, along with an improved line of Sea Ski water skis, the new Caravelle line, available in parts, Slalom and a combination pair. Caravelle styling combines the easy-turning and soft-riding qualities of the Banana-style ski with the tireless distance skiing virtues of conventional skis. The new Caravelle skis are made of fine mahogany with contrasting ash vertical laminations with a protective fiberglass covering.

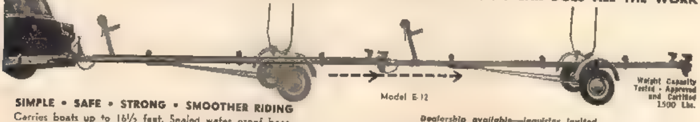
For a copy of the catalog, write Lauderback Industries, 7533 N.E. Killingsworth, Portland 13, Ore.

SHERRILL COMPASSES

A group of four magnetic compasses for boats, autos and planes is manufactured by the Sherrill Corp., Mexico, Ind. The Marc V model has a navigation dial calibrated each five degrees, a universal bracket that permits mounting in any position, and comes in lighted and standard varieties. Mark VI comes with gimbal ring suspension, navigation dial calibrated each five degrees and a universal mounting bracket. Of the two Sherrill Air Way Compasses, model 592L is illuminated, equipped with six gear regulators, and may be installed without special tools. Model 591-B has a three-piece mounting bracket and may also be installed without drilling or special equipment. All have dual bowl construction.

ALWAYS DRY-SHOD LAUNCHING AND LOADING with E-X-T-E-N-S-I-B-L-E TRAILER

ONLY TRAILER THAT EXTENDS FROM 17 TO 32 FT. . . . CAR DOES ALL THE WORK

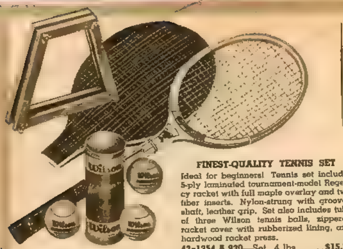

Model E-12
Weight Capacity Tested • Approved and Certified 1500 Lbs.

SIMPLE • SAFE • STRONG • SMOOTHER RIDING

Carries boats up to 16½ feet. Sealed water proof bearings. Extends simply by turning one lever adjusted length is then locked into position and trailer backed into water . . boat floats off or on leaving you and car high and dry. No "optionals"—low price includes everything.

Dealership available—inquiries invited

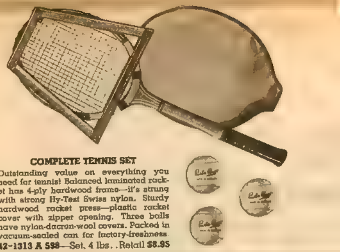
EXTENSIBLE TRAILER COMPANY
226 SHERMAN AVENUE • WHITAKER, PENNSYLVANIA
707 CARNEGIE HALL • NEW YORK 19, N. Y.



FINEST-QUALITY TENNIS SET

Ideal for beginners! Tennis set includes 5-ply laminated tournament-model Regency racket with full maple overlay and two fiber inserts. Nylon-strung with grooved shaft, leather grip. Set also includes tube of three Wilson tennis balls, zippered racket cover with rubberized lining, and hardwood racket press.

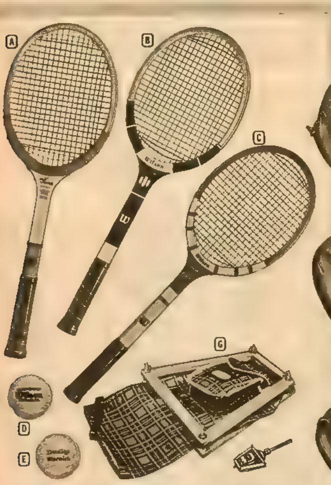
42-1354 A 930—Set. 4 lbs......**$15.50**



COMPLETE TENNIS SET

Outstanding value on everything you need for tennis! Balanced laminated racket has 4-ply hardwood frame—it's strung with strong Hy-Test Swiss nylon. Sturdy hardwood racket press—plastic racket cover with zipper opening. Three balls have nylon-dacron-wool covers. Packed in vacuum-sealed can for factory-freshness.

42-1313 A 598—Set. 4 lbs. .Retail **$8.95**



A to C WILSON TENNIS RACKETS—STRATA-BOW LAMINATED

[A] Kramer "Autograph." White ash wood. Perforated tan calfskin grip—center skived. Multi-ply nylon strung. Rawhide shoulder reinforcements, beach overlays Nylon bindings. White throat faces

42-1263 A 1600—Wt. 1 lb. .**$24.00**

[B] Kramer "Pro." Black-and-white finish. Perforated red leather grip—center skived. Multi-ply nylon strung Streamlined Flex-Shaft with white shoulder reinforcements, ebony-black accents.

42-3608 A 1200—Wt. 1 lb. .**$18.00**

[C] Maureen Connolly "Capri." Lightweight girl's racket—handles easily Three black fiber laminations for flexibility Perforated blue leather hand grip. Multi-ply nylon strung. Pastel blue throat, white overlays, 1¼-in. white band below throat. Natural finish handle.

42-3624 A 834—Shipping weight 1 lb......................Retail **$12.50**

D to G TENNIS ACCESSORIES FOR BEGINNERS AND EXPERTS

[D] Wilson "Championship" Balls. Approved by U. S. Lawn Assoc. Dacron-nylon-wool cover. 100% rubber core. Vacuum-sealed can. 1 lb.

42-1339 A 205—Can/3 .....**$2.75**

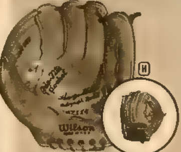
[E] Dunlop "Warwick" Balls. Made to specifications of U. S. L. T. A. Dacron-nylon-wool felt cover. 100% rubber core. Vacuum-sealed can. 1 lb.

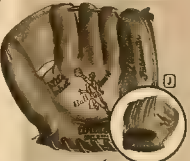
42-0000 A 152—Can/3 .....**$1.95**

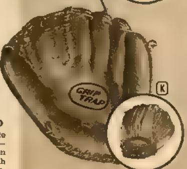
[G] Combination Racket Cover-Press. Cover of double textured, waterproof fabric with 3-ball pocket. Hanger loop, elastic tie strings, carrying strap Frame of lacquered selected hardwood with nickel-plated hardware.

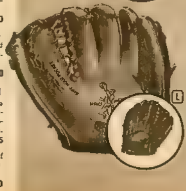
42-1362 A 180—Set. Shipping weight 1½ lbs........ ...Retail **$3.00**

Fine Quality Baseball Gloves









H WILSON FIELDER'S GLOVE

- **Harvey Kuenn autograph model!**
- **Smooth cowhide leather lining!**

A large-size 5-finger glove—recommended for the Big League player who wants a pro-type model! Autographed by All-Star Harvey Kuenn. Has extra-narrow wrist strap for greater handling feel! Made of selected top-quality leather — fully lined with cowhide, bound with rolled leather. Deep grease-set Grip-Tite pocket traps the ball every time. Big two-piece barrel-shaped "Triple-lock" web. Adjustable tie-down wrist strap. Leather-lace palm, thumb, crotch, and little finger. Full-welted stream-lined back fingers. Leather fingertip lacing. Narrow wool felt pad with hand-formed heel. Not oiled Regular model.

41-2122 A 1447—1½ lbs...**$22.50**

Same, but styled for southpaw.

41-2668 A 1447—1½ lbs...**$22.50**

J WILSON TED WILLIAMS

- **Makes tough plays look easy!**
- **Completely leather-lined!**

Here's an excellent ball-stopper and a top value leader—this economical Fieldmaster glove has many features usually found only in higher-priced models! Designed by skillful glove-makers with many fine construction details. Made of glove leather—it's completely leather-lined. Fully welted with flat-style binding. Large grease-set Grip-Tite pocket. Barrel-type web. Button-down overlap wrist strap. Leather palm and fingertip lacing. Felt padding. Not oiled. Regular model.

41-0225 A 647—1½ lbs....**$10.00**

K AIREX 6-FINGER GLOVE

- **New style 6-finger design!**
- **Made of top-grain cowhide!**

All the features of much higher-priced models! Quality-designed 6-finger fielder's glove of top-grain cowhide with oil-tanned Crest quality and finish. Fully leather-lined with interlock lacing and full rolled welting. "Grip-Trap" nylon stitching and hinged pad. Glove is perfect for getting throws away fast. Ready for action—no breaking in. Regular model

41-0035 A 697—1½ lbs....**$14.95**

L 6-FINGER FIELDER GLOVE

- **New style 6-finger glove!**
- **Top-quality selected cowhide!**

New 6-finger "E-Z Trap" fielder's glove. Made of carefully selected high-quality top-grain cowhide. Glove is fully leather-lined with leather webbed trap and welting Nylon stitched, leather-laced heel, thumb, and finger tips. Pre-shaped "Shur-Hold" deep pocket for sure catches every time. "Hi-Kontrol" felt-lined wrist strap—leather "Snap-shut" thumb loop control Regular model.

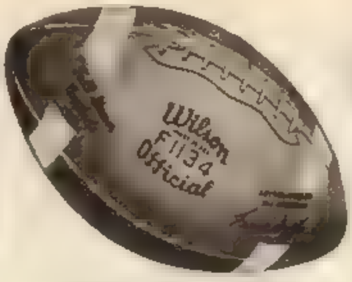
41-0050 A 700—1 lb...... **$10.50**

Wilson
F1124
Official

WILSON ALAN AMECHE AUTOGRAPH

A durable ball with sure-grip qualities — popularly priced. Is made of top selection, full grain cowhide. Lockstitch construction; triple lining; rubber valve bladder. Tan with two white stripes; white leather lacing.

79A-838 B945 1⅗ lbs. Ret **$12.50**



WILSON FRANK GIFFORD AUTOGRAPH

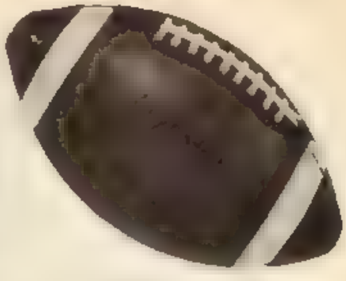
Recommended for the young player who wants a quality leather football. Full grained cowhide double lined for extra long life. Rubber valve bladder. White leather lacing. Official size and weight. Ship. wgt. 1⅗ lbs

79A-324 B560.....Retail **$8.50**

OFFICIAL FOOTBALL

Full official size and weight football. Made of top grain pebbled cowhide . . . double herringbone laminated lining. Equipped with rubber valve bladder. Laced and ready for play. Two white stripes. Ship. wgt. 1⅗ lbs.

79A-437 B537. . .Retail **$8.95**



COWHIDE FOOTBALL

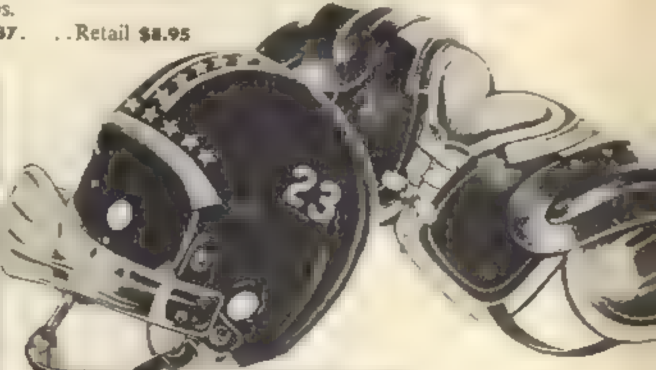
Full official size football . . . laced and ready for play. Made of pebble grain cowhide . . . double lined for durability A rubber valve bladder. Banded with white for better visibility Strong white leather lacing.

79A-436 B330 1½ lbs. Ret **$5.50**

BOYS' 4-PC. FOOTBALL OUTFIT

Safeguard your son . . . be assured he has proper protection and the right equipment when he plays. Colorful durable plastic helmet — takes rough knocks — secured by strap with double elastic chin cup. Heavy gauge fibre shoulder pads — helps absorb shocks. Pro style football pants — laced front. Fibre thigh guards and knee protectors for extra safety. Double yoke knit two-tone football jersey Packed in convenient carrying case carton with handle. Comes in Medium (8-10 yrs.) and Large (11-14 yrs.) Please specify size when ordering. Ship. wgt. 5 lbs

79A-791 B810 . . . . .Retail **$13.50**



SHOULDER PADS

Heavy gauge vulcanized fibre parts — padded with rubber. Strong drill bound edges . . . leather neck protector. Adjustable elastic body straps.

79A-792 B405 Youths' size. Wgt 2 lbs. . . . . .Retail **$6.75**

79A-793 B330 Boys' size. Wgt 1⅗ lbs. . . . . .Retail **5.50**

HELMET — DETACHABLE MASK

Professional style shell and detachable mask of molded Butyrate plastic. Top grain cowhide interior with added protection of sponge rubber at neck, forehead, ears and dome of helmet. Adjustable chin strap Specify: Small, Medium or Large. 2½ lbs.

79A-790 B450 (Red) . . . . . . .Retail **$7.50**

NELSON FOX BASEBALL GLOVE

Finely constructed of a good quality cowhide. Large greased Grip-Tite pocket. Full welted back finders. Continuous leather lacing through fingertips and tie-down web. Full cowhide lining; flat leather bound. Contour-fitted felt padding. Not oiled. Wgt. 2 lbs.

79A-1212 B995. . .Retail **$14.50**

BASEBALL GLOVE TRAPPER

Full professional size . . . well made of oil-tanned cowhide. Full leather lined, roll bound, leather laced edges, inner-greased, formed felt pad and official web control strap. A shearling wrist protector . . . full finger control. Ship. wgt. 2 lbs.

79A-576 B425. . . . .Retail **$6.50**

DEL RICE CATCHER'S MITT

Del Rice of the Milwaukee Braves autographed this tough professional mitt. Black oil-tanned cowhide with leather laced and bound edges. Leather hinged pad . . . hand molded. Inner-greased pad with shearling wrist protector, and welted crotch seam. Wgt. 2 lbs.

79A-1202 B666. . .Retail **$10.95**

LITTLE LEAGUE FIELDER'S GLOVE

Pro size 4-finger, oil tanned cowhide, leather lining, welted seams, roll bound edges, fingers interlaced, wrist laced, inner-greased laced palm, leather lining throughout. Tough, durable deep cupped glove. Ship. wgt. 1¼ lbs. Worn on left hand.

79A-075 B477 . . . Retail **$7.95**

79A-1200 B477 Worn on right hand . . . . .Retail **7.95**

YOUTH'S BOXING GLOVES — WILSON

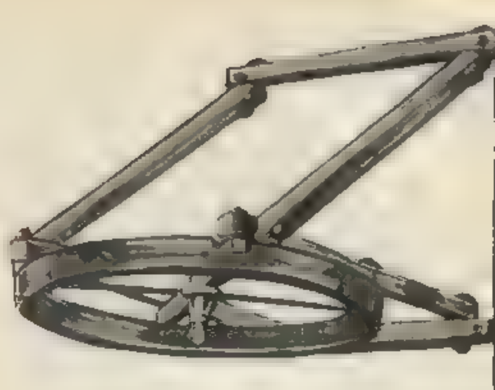
8-ounce glove. Features generous padding — especially on palm and wrist to cushion blows and protect hands. Leather reinforcement between thumb and palm. Tough, durable stitching takes hard use. Wine-colored leather. For boys up to 10 yrs. old.

79A-329 B720 Set of 4.....Retail **$10.65**
79A-330 B520 Set of 4 (vinyl plastic) ....Retail **7.95**

PUNCHING BAG

Professional bag designed for long, tough use. Made from durable, select tan cowhide with double lining. Smooth welt seams. Equipped with valve type bladder. Keeps "liveness" longer. Reinforced hanger-strap attached. Good exercise and fine developer of eye-hand speed and coordination. Ship. wgt 2 lbs.

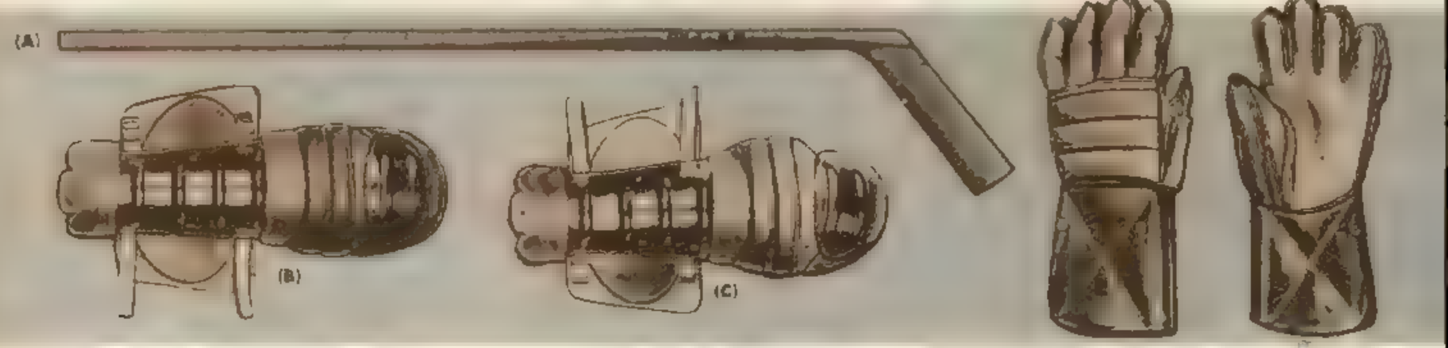
79A-967 B477 . ... Retail **$7.95**



PUNCHING BAG PLATFORM — WILSON

Durable wall platform made of selected hardwood sections bolted securely together. Patented steel rebound ring keeps noise at a minimum. Chain style swivel. Top quality accessory for bag punching enjoyment. Ship. wgt. 10 lbs.

79A-841 B825..............Retail **$11.00**



(A) GREG "PRO" HOCKEY STICK

Rugged laminated hardwood with good "action" Natural pitch with 53" shaft. Top quality hockey stick. Ship. wgt. 2 lbs

79A-1026 P199 .... Retail **$2.95**
79A-797 B24 Regulation Hockey Puck (not illus.) ....Retail **.40**

ADULT HOCKEY PADS

Professional style shinguards. Corrugated vulcanized fibre construction — all wool-felt padding — heavy hair padding at knees Heavy web straps with slide buckles and metal tips. *Retail*

(B) 79A-798 B570 Adult Size, 2 lbs. **$9.50**
(C) 79A-799 B330 Youth's Size, 1½ lbs . . **$5 50**

ADULT HOCKEY GLOVE

Entire hand made of select plump-weight willow cowhide, gauntlet of simulated leather. Contour padded fingers, completely flexible reinforced thumb. Vinyl foam padding in gauntlet. *Retail*

79A-795 B735 Ship. wgt. 2 lbs.....**$12.25**
79A-796 B480 Youth's, 1½ lbs..... **8.00**

MOCCASIN HUNTING AND UTILITY BOOT

Oil tanned 8" top. One-piece lockstitch moccasin vamp. Full leather midsole for stability and long wear. Natural leather storm welting Resoleable. Water repellent In sizes. D 7 12 E 6½ 12. Color. Field tan F O B. Wisc Ship. wgt pr. 4 lbs. *Retail*

79A-1372 F1636 $24.95

INSULATED HUNTING AND UTILITY BOOT

A lockstitch moccasin boot, 8" top. U.S Rubber "ENSOLITE" insulation. DuPont "NEOPRENE" sole. Has steel shank and cushion insole construction. Resoleable Rawhide laces. Sizes D 7½-12, E 7-12, EE 6½-12. Color Brown. Ship. wgt pr 4 lbs F.O B Wisconsin *Retail*

79A-1373 F1500 $22.95

INSULATED HUNTING AND UTILITY BOOT

Oil tanned plain toe boot. 8" top U S. Rubber "ENSOLITE" insulation. DuPont "NEOPRENE" sole and heel. Resoleable. Rawhide laces Water repellent Sizes D 7-12, E 6½-12 EE 6½ 12. Color Brown Pr 5 lbs. F O B. Wisconsin *Retail*

79A-1374 F1636 $24.95

ANIMAL SHEARLING LINED HUNTING AND UTILITY BOOT

Genuine leather boot. 8" top. Steel shank and a cushion insole DuPont "NEOPRENE" sole and heel Rawhide laces Is water repellent Resoleable Sizes. D 7½-12, E 7-12 EE 6½ 12. Color: Brown Ship wgt. 5 lbs. F.O.B. Wisc. *Retail*

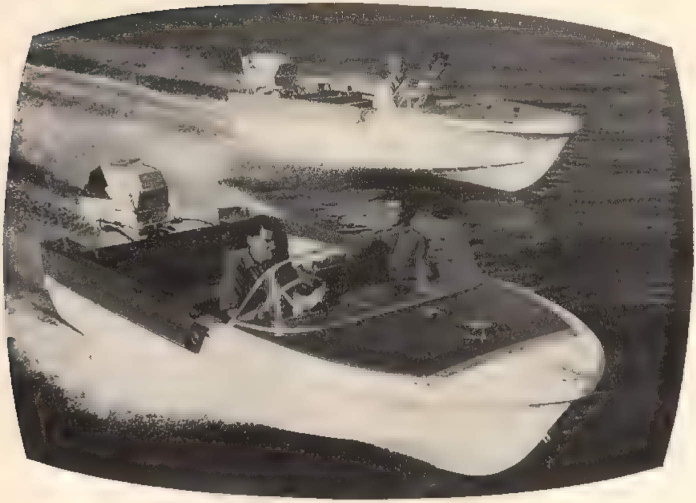
79A-1375 F1425 $20.95

WELLINGTON BOOT SHEARLING LINED

A genuine rich, supple leather boot. Steel shank and cushion insole construction. Leather welting and quarter lining. In sizes E 7-12 EE 6½-12 Order one size wider for more comfortable fit. A genuine animal shearling lining. Wgt 4 lbs pr. F O B. Wisc. *Retail*

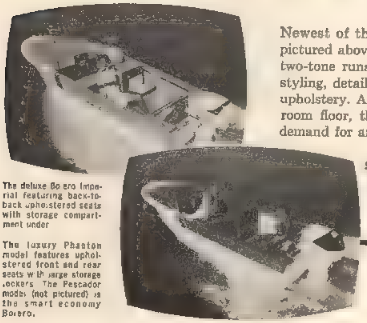
79A-1376 F1425 $20.95

Specify sizes on all boots when ordering.



You're tuned in TO THE BEST BOAT SHOW WHEN YOU'RE TUNED TO WIZARD FOR 1960

Newest of the 1960 Wizard fleet, the *Bolero 15* pictured above in Phaeton and Imperial models. These smart two-tone runabouts are beautifully proportioned in line and styling, detailed in sparkling chrome hardware and luxurious upholstery. A show in themselves, on the water or the showroom floor, the remarkable Bolero series meets the popular demand for an ideal skiing, fishing and cruising outboard.



The deluxe Bolero Imperial featuring back-to-back upholstered seats with storage compartment under

The luxury Phaeton model features upholstered front and rear seats with large storage lockers. The Pescador model (not pictured) is the smart economy Bolero.

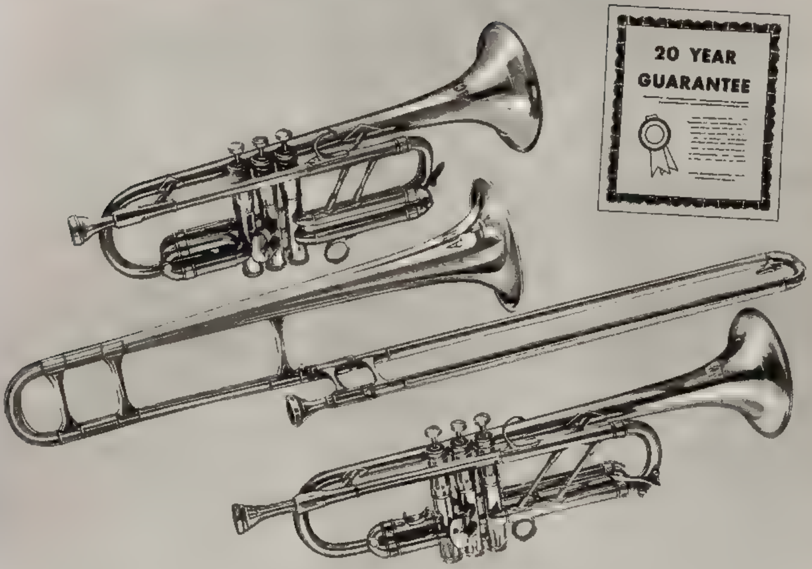
SPECIFICATIONS

Gunwale length	15′ 6″	Transom beam	63″
Overall length	14′ 3″	Maximum depth	35″
Maximum beam	72″	Weight	500 lbs. (approx.)

WIZARD W WINNER

Look for Wizard Winner Boats at most of the nation's major boat shows!

WIZARD BOATS INC., COSTA MESA, CALIF.
WIZARD BOATS OF TENNESSEE INC., DICKSON.



ACME Instruments for Band and Orchestra

Made by the York Band Instrument Company

Instruments made to our exacting specifications, under our own trade name, by the world-renowned York Band Instrument Co. of Grand Rapids. Acme trumpets, trombones and cornets are famous for superb quality of tone, flexibility of scale and ease of response. They are preferred by accomplished artists . . . the choice of beginners too.

Every Acme instrument is hand tempered of finest brass, polished, engraved and perma-lacquered. Precision machined valves are leakproof and hand-honed for smooth operation. Each instrument is fully guaranteed against defects due to faulty material or workmanship for twenty years from the date of purchase. Shipped from Michigan

ACME MASTER . . . CORNET, TRUMPET, TROMBONE. Unquestionably the finest in the world! Deluxe, custom-built instruments . . . superb in tone and intonation, from softest pianissimo to loudest fortissimo. Flexible of scale, absolute in response, and always under the control of the performer . . . they are preferred by the greatest artists of our time . . . an excellent choice for beginners too.

Capable of executing every effect a modern arranger can devise . . . the Acme Master cornet, trumpet and trombone are equipped with a patented device for micromatic tuning . . . leakproof, precision-fitted, hand-honed valves that are feather-light, fully responsive and exceptionally easy in action. Made of polished solid brass, richly engraved and finished with a protective lacquer coating. Top and bottom caps, finger rings and buttons, braces, mouthpiece receiver, slides, slide rings and pulls are made of pure nickel silver.

All necessary accessories are included with each instrument. Cases are sold separately. (See description and prices below at right).

76-1015	**D11950**	Master Cornet and accessories	**$225.00**
76-1023	**D11950**	Master Trumpet and accessories	**225.00**
76-1031	**D11450**	Master Trombone and accessories	**210.00**

ACME ARTIST . . . CORNET, TRUMPET and TROMBONE. Superb instruments with easy, responsive tone, perfect intonation and sensational action . . . cornet, trumpet and trombone are all capable of every effect an arranger can devise, a fine musician can execute.

Patented tuning device permits micromatic tuning; enables player to pull to A and return in the same tuning position. Trombone slides are hand-lapped to smooth perfection . . . give the Acme just about the slickest slide action made. Hand tempered bell with integral self-folded rim. All necessary accessories included. Cases listed at right.

76-1049	**D7950**	Artist Cornet and accessories	**$150.00**
76-1056	**D7950**	Artist Trumpet and accessories	**150.00**
76-1064	**D7450**	Artist Trombone and accessories	**137.00**

ACME STANDARD . . . CORNET, TRUMPET, TROMBONE. Constructed with all the care and perfection of the masters, by the makers of America's finest medium priced band instruments. Recommended for and used extensively by the music student in high school and college who wants a moderately priced instrument. Acme Standard cornets, trumpets and trombones look, feel and perform like those of much higher price because of their light, easy action and smooth tonal quality. Finest materials and workmanship make them top-notch performers. Made of golden brass . . . polished and lacquered to a fine lustre.

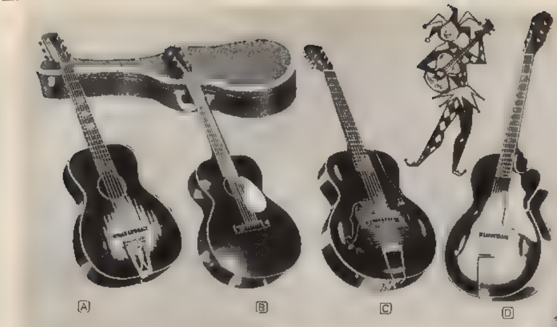
Both the Acme Standard trumpet and cornet have fine box-spring valves that are precision ground and fitted to micrometric precision. Inset top caps, modernistic bell and mouthpiece bracing.

Slides of the Acme Standard Trombone are perfect. Made of finest nickel silver that is tempered, drawn, lapped and fitted to perfection equal to any high grade trombone made. Accessories are included with each instrument. Cases sold separately; see description below.

76-1072	**D5950**	Standard Cornet and accessories	**$110.00**
76-1080	**D5950**	Standard Trumpet and accessories	**110.00**
76-1098	**D5650**	Standard Trombone and accessories	**104.50**

CASES FOR CORNETS, TRUMPETS, TROMBONES. Choice of regular Gladstone cases with fabricoid coverings and plush linings or deluxe Gladstone cases covered with finest quality fabricoid, lined with silk plush and leather bound. All have convenient fitted compartments for the necessary accessories. These handsome cases protect the instrument . . . let you store and carry it safely.

76-1106	**D2195**	Cornet Deluxe Gladstone Case	**$40.00**
76-1114	**D1095**	Cornet Regular Gladstone Case	**20.00**
76-1122	**D2195**	Trumpet Deluxe Gladstone Case	**40.00**
76-1130	**D1095**	Trumpet Regular Gladstone Case	**20.00**
76-1148	**D3195**	Trombone Deluxe Gladstone Case	**58.50**
76-1155	**D2195**	Trombone Regular Gladstone Case	**40.00**



(L) BONGO DRUMS

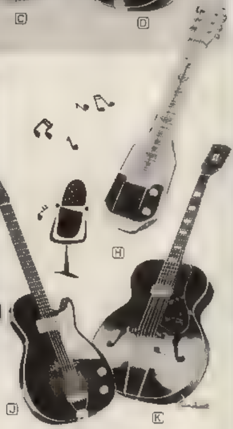
Imported hand-made Mexican Bongos Expertly constructed, 2 barrel type, goatskin head. Natural finish. Size 6½" and 8" heads. Wt. 4 lbs. Mailable.

95K1428H900	$15 00

(M) CONE SHAPED CONGA DRUM

Cone shaped in natural two-toned wood. Lacquered finish Head of goat skin. With carrying straps. 20" high, 8" head Ship. wt. 7 lbs. Mailable.

95K1426H1080		$18 00
95K1427H1800	28" high, 9" head. Ship. wt. 10 lbs. Mailable	30.00



STRINGED INSTRUMENTS

(A) HARMONY STANDARD GUITAR

Mahogany shaded finish, nicely highlighted and grained. White striping on top edge and soundhole. Birch construction. Wt 10 lbs.

95R1408H1380		[illegible]
95R1409H468	Case to fit. Wt. 10 lbs.	7.80

(B) KAY AUDITORIUM FLAT TOP GUITAR

Spruce top with maple back and sides, celluloid binding on edges and around sound hole Patent heads, bound oval rosewood fingerboard and bridge. Rubbed dark mahogany with sunburst Wt 10 lbs. Mailable.

95R1410H2850		$47 50
95R1411H720	Case to fit. Wt. 10 lbs.	12.00

(C) HARMONY ARCHED GUITAR

Auditorium size, arched top, back edges trimmed with white celluloid Black polish finish with grained reddish highlights. Wt. 10 lbs.

95R1412H2760	$46.00
95R1413H675	11.25

(D) KAY ARCHED CUT-AWAY GUITAR

Super auditorium size. Spruce top, laminated curly maple back and sides. Rosewoods fingerboard, celluloid bound. Nickel silver frets. Shades mahogany with golden highlights. Hand-rubbed and polished. Wt 12 lbs.

95R1414H4170		$69.50
95R1411H720	Case to fit. Wt. 10 lbs	12.00

(E) ISLANDER UKE OUTFIT

Complete with visual chordmaster, songbook, instruction book, cover bag and pick Wt. 2½ lbs. Mailable.

95K1415H342	With Chordmaster	$5 70
95K1416H270	Without Chordmaster	4.50

(F) HARMONY BARITONE UKE

Seasoned mahogany. Rosewood fingerboard with inlaid position markers. Nylon strings, 19¼" scale. Wt. 14 lbs.

95R1417H2250		$37.50
95R1418H420	Case to fit. Wt. 3 lbs.	7.00

(G) HARMONY STANDARD WOOD UKE

Birch construction, dark brown walnut finish, white striped top edge and soundhole. Non slip-friction tuning pegs. Nylon strings and molded polystyrene fingerboard. Wt 2 lbs. Mailable

95K1419H597	$9 95

(H) HARMONY HAWAIIAN ELECTRIC GUITAR

White pearlette plastic covering, easy to clean. Small size body but full 23" scale, built-in pick-up, volume and tone controls, 31½" long, 7¼" wide, Wt. 8 lbs.

95R1420H3270		$54.50
95R1421H420	Case to fit. Wt 4 lbs.	7.00

(J) HARMONY SPANISH ELECTRIC GUITAR

Auditorium size. Arched top and back. Built-in tone and volume controls. Detachable amplifier cord. Brown mahogany, shaded and highlighted, Wt. 15 lbs.

95R1422H3510		$58.50
95R1423H870	Case to fit. Wt. 10 lbs	14.50

(K) HARMONY ULTRA-THIN SPANISH ELECTRIC GUITAR

Built-in single pick up. Tone and volume controls. Slide switch permits quick change from bass to treble emphasis Warm sunburst, with deep shading at edges. Adjustable bridge, hinged tailpiece. Wt. 12 lbs

95R1424H4200		$70.00
95R1425H570	Case to fit. Wt. 10 lbs.	9.50

(N) HARMONY 3-TUBE AMPLIFIER

UL approved, 3 tubes, 2 inputs, volume control 6" PM speaker Covered with blue-gray antique pig grain simulated leather 12¾" long 10¾ high 7¼" deep Wt 12 lbs. Mailable

95K1406H2850	$47 50

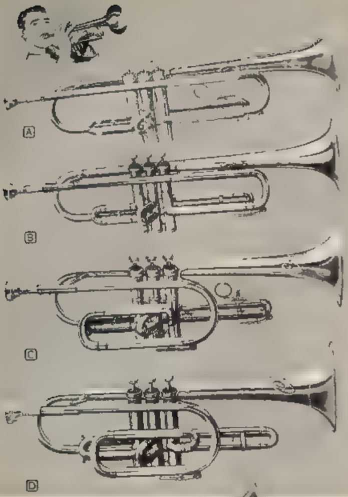
(O) KAY AMPLIFIER

Heavy duty, Hi-Fi. Power from lowest bass to highest treble Vibrato circuit has speed, amplitude controls. Foot switch input. Jensen 12" speaker, 7 tubes, 20-watts distortion-free output. 3 instruments inputs, tone and volume controls. Separate microphone input, volume control 18" x 24" wide, x 10" (not illustrated) Ship. wt. 50 lbs.

95R1407H8970	$149 50

CRITERION Musical Instruments

MADE BY THE YORK BAND INSTRUMENT CO.



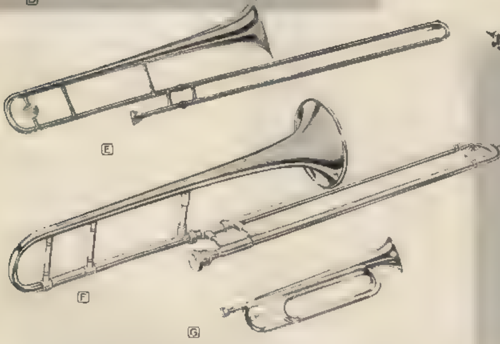
A Criterion instrument is truly as its name implies, "the criterion of perfection." Tempered of the finest brass . . . precision machined valves, leak proof and finished for smooth operation. Fully guaranteed for 20 years against defective materials or workmanship. Not only preferred by the beginner . . . but absolutely demanded by the most accomplished professional. F.O.B. N. Y. or Mich. fcty. No. C.O.D. orders accepted

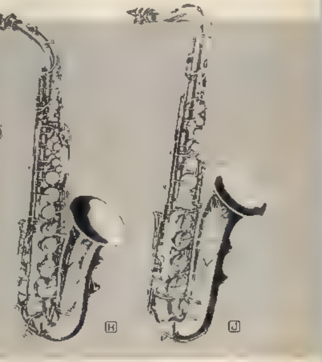
(A) YORK PROFESSIONAL TRUMPET Made in America. Unequalled in tone intonation and ease of blowing. Top and bottom caps, finger buttons, and braces are polygon sided. Split third slide with tripper. Heavy mouthpiece receiver, genuine bronze bell. Perma-lacquer finish Complete with plush lined case
95K0901H8500 Ship Wt. 20 lbs. Mailable .. $169 50

(B) IMPORTED TRUMPET Outstanding quality at a modest price. Top valve springs as in costliest Trumpets. Easy blowing, perfect tone, tune, and intonation. Nickel-silver trimmed, perma-lacquer finish. Complete in luggage-type case covered in scuff-proof vinyl, with sewed and bound edges, silk-plush lining, rust-proof hardware and locks.
95K0902H5250 Ship. wt. 16 lbs. Mailable................$87.50

(C) YORK PROFESSIONAL CORNET. Made in America. Finest professional quality, unequalled in tone, intonation, ease of blowing. Top, bottom caps, fingerbuttons, braces are polygon-sided. Split third slide with tripper Heavy mouthpiece receiver, genuine bronze bell. Perma-laquer finish. Complete with case.
95K0903H8500 Ship. wt. 20 lbs. Mailable $169.50

(D) IMPORTED CORNET. Top valve springs as in costliest Cornets. Easy blowing, perfect tone, tune, and intonation. Nickel-silver trimmed, perma-lacquer finish. Complete in luggage-type case covered in scuff-proof vinyl, with sewed and bound edges, silk-plush lining, rust-proof hardware and locks.
95K0904H5250 Shipping wt. 16 lbs. Mailable ..$87 50





(E) YORK FULL-TONE SLIDE TROMBONE. Made in America. Slides of pure nickel silver, ground and lapped by precision methods. Sturdy construction, excellent tone, good response and intonation. Perma-lacquer finish. Complete with Gladstone case, silk plush lining
95R0905H6725 Ship. wt. 26 lbs. $134.50

(F) YORK PROFESSIONAL SLIDE TROMBONE Made in America. A really professional instrument. Extra-long slide cups, invisible slide lock. Beautifully balanced, easy and comfortable hand hold. Superb tonal quality Perma Lacquer finish Complete with Gladstone bound edges, silk plush lining case.
95R0906H8875 Ship. wt. 26 lbs. $177.50

(G) U. S. REGULATION BUGLE. Built in key of G. with slide to F. Brass polish finish, nickel plated mouthpiece and chain, broad flat rim on bell. Length 15⅝". Bell diameter 4½".
95K1401H780 Ship. wt. 2½ lbs. Mailable. $13.00

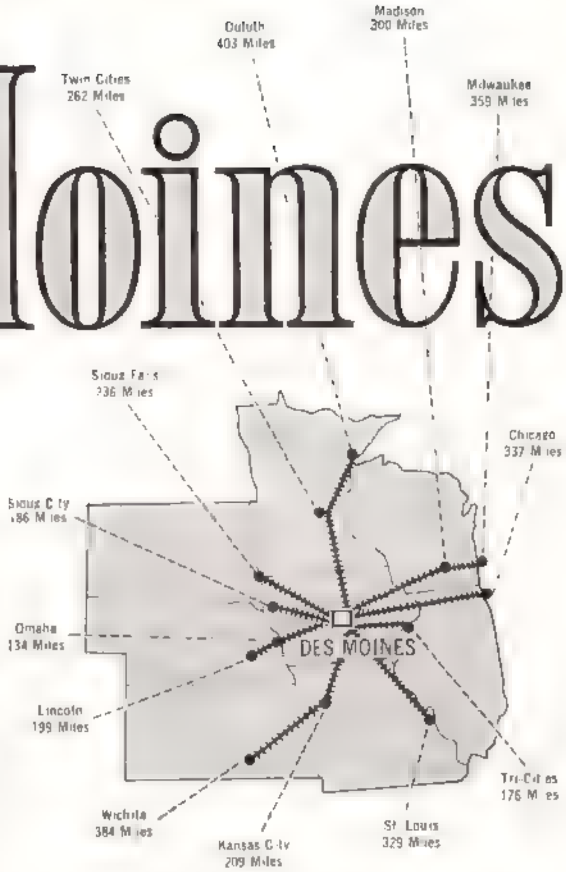
(H) IMPORTED ALTO SAXOPHONE. In Eb, drawn tone holes, accurate pitch and tonal quality, large bore bell and body, positive "bounceless" octave key mechanism, permanent bumper pads on body, easy-play low key mechanism, modern key design. Perma-lacquer finish. Gladstone type silk plush lined case
98R0907H14750 Ship. wt. 30 lbs....................$262.50

(J) IMPORTED TENOR SAXOPHONE. In Bb, drawn tone holes, accurate pitch and tonal quality, large bore bell and body, positive "bounceless" octave key mechanism, permanent bumper pads on body, easy-play low-key mechanism, modern key design. Perma-lacquer finish. Silk plush lined case.
95R0908H17875 Ship. wt. 30 lbs. $317 50

information about

Des Moines

for industrial site seekers



Des Moines is located in the center of the Upper Midwest market area...an area that has a population of 28½ million people who have a purchasing power of $52 billion. Its favorable geographic position is enhanced by exceptional transportation facilities serving the area. A community financing plan is available for plant construction

Des Moines has one of the country's best public school systems as well as excellent cultural and recreational facilities.

The Rock Island has many choice industrial sites available in Des Moines and other Iowa cities. If the following information about Des Moines interests you, get in touch with us for more specific details. We'll work with you in strictest confidence.

LABOR: Skilled stable labor force of approximately 100,000 available in Polk County; increase in employment of 10,300 in 8 years; average education 11.4 years.

POWER: Two main electric generating plants with a capability of 360,000 KW per day; unlimited supply of natural gas; pipeline capacity of 72,300 bbl of fuel oil per hour.

TRANSPORTATION: The Rock Island and 9 other railroads; 40 interstate truck lines; 45 local truckers; 3 airlines with 83 in-and-out flights daily; 4 bus lines.

HOUSING: 16,533 new housing starts in nine years ('51-'59); four attractive residential suburbs within a six mile radius of downtown; average sale property value is $14,459; monthly rentals average $15 per room unfurnished; Des Moines is engaged in a very aggressive Urban Renewal Program involving a total of 662 acres.

THE COMMUNITY: 70 elementary and high schools with an average of 29.5 students per classroom; Drake University and Grand View College, as well as several commercial colleges giving complete courses in business training; 56 parks and community centers; 12 hospitals staffed by 443 doctors; annual budget of $17½ million for welfare; lovely art center; good community theater program; city auditorium which presents many fine entertainment and athletic events.

COMMERCIAL SERVICES: 51 classifications of industry with 361 manufacturers, 550 distributors and wholesalers; 19 contractors for new plant construction; exceptionally wide diversification of commercial activity.

CLIMATE: Average mean temperature is 49.8°; average monthly rainfall 2.64" (31.68" average annual rainfall).

The man who knows Des Moines industrial sites like the back of his hand is B. M. Schwartz, Rock Island General Freight Agent. Mr. Schwartz and his staff are typical of Rock Island specialized personnel who, during the past three years, have helped locate over a billion dollars of private industry along Rock Island tracks. He can help you find just the spot you need. For full details, write, wire or phone B. M. Schwartz, 5th and Vine, Des Moines, Iowa, or Industrial Department 152, Rock Island Lines, Chicago 5.

Rock Island

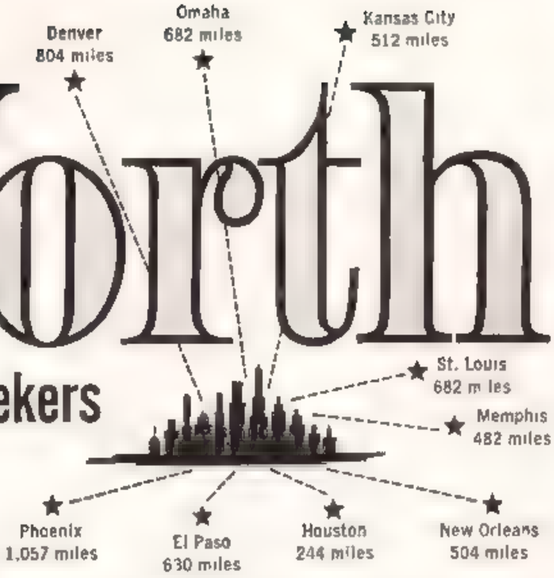
ROCK ISLAND LINES

The railroad of planned progress ...geared to the nation's future

information about

Ft. Worth

for industrial site seekers



Fort Worth is a highly desirable and logical location for companies wishing to serve the Southwest. In the center of one of the fastest growing regions in the nation, Fort Worth has an abundant labor supply proven to be easily trained for semi-skilled and skilled work. Tax laws and the local government's attitude toward industry are both favorable. If the following information about Ft. Worth interests you, get in touch with us for more specific details. We'll work with you in strictest confidence.

LABOR: Labor force of 212,500. Sound balance between supply and demand for workers provides an excellent pool of unemployed and reserve workers who could be recruited almost at once. Diversification of industry in Fort Worth has resulted in a large supply of highly skilled, versatile personnel.

POWER: *Electric*—1,140,780 KW daily generating capacity of Texas Electric Service Company. Three steam electric generating stations serve the area.

Gas—A gross underground storage capacity of 50,000,000 Mcf. Current estimated reserve of three trillion cubic feet—a 20-year supply. Gas is supplied from 13,000 wells in 300 gas fields in Texas and Oklahoma.

Fuel Oil—Unlimited commercial supply.

TRANSPORTATION: The Rock Island and eight other railroads; 34 common motor carriers; six airlines

RAW MATERIALS: Ample forest resources, rapid growth cycle of commercial timber, vigorous conservation program. Texas is the nation's leading producer of cotton, cattle, wool, mohair, and grain sorghums. Limestone, clays, coal, sand, and gravel are in abundance in Tarrant County.

HOUSING: 111,000 new dwelling units since 1940. An average of 1,297 houses for sale and 559 units for rent per week. Average selling price of desirable homes is $12,198, with per-square-foot costs ranging from $10 to $15.

THE COMMUNITY: 80 elementary schools, 26 junior and senior high schools, 2 technical schools. Two colleges, a university, and a theological seminary. Extensive adult education programs. 72 parks, 8 general and 2 children's hospitals; 1 doctor per 750 persons. Texas has no state or local sales tax, and no individual or corporate income tax. The level of combined state and local taxes is about 10% below the average for all states.

COMMERCIAL SERVICES: About 1,000 manufacturing industries operate in Fort Worth, of which 90% employ fewer than 50 workers each. These smaller industries provide both diversity and stability to the economy of the city. Major activities are the manufacture of transportation equipment, food, machinery, and air conditioning. Among other industries are metal fabrication, printing, chemicals, fertilizers, plastics, electronics, and packaging materials. Agriculture and petroleum are also major industries. Over 1,000 firms are engaged in wholesale trade, and there are about 2,300 service firms in the city.

CLIMATE: Yearly normal temperature of 66 degrees; normal annual rainfall of 33.69 inches. The region is one of temperate climate, and occasional extremes of hot and cold are short-lived. Measurable snowfalls occur on an average of only once a year.

The man who knows Fort Worth industrial sites like the back of his hand is Wayne C. Gault of the Rock Island's Industrial Department. Mr. Gault and his staff are typical of Rock Island specialized personnel who, during the past three years, have helped locate over a billion dollars of private industry along Rock Island tracks. He can help you find just the spot you need. For full details, write, wire, or phone W. C. Gault, 720 Young Street, Dallas, or Industrial Department, Rock Island Lines, Chicago 5.

Rock Island

ROCK ISLAND LINES

The railroad of planned progress
...geared to the nation's future

PARTNER IN AMERICA'S NEW GROWTH

What is it?

It's one of Santa Fe's big new diesel freight locomotives.

They are moving freight across the country for our shippers on fast and dependable Santa Fe schedules.

There are 69 of them now 2,400 horsepower each. 60 more are to be placed in service this year, adding 144,000 "husky horses" to the Santa Fe fleet.

These new power units will give Santa Fe a total of 1,864 diesel locomotive units. More than 2,769,000 horsepower to help Santa Fe serve America's fastest growing area.

Longest railroad in the U. S. A. . . .
Always on the move toward a better way

SANTA FE SYSTEM LINES
Serving the West and Southwest

NEW IMPROVED SCHEDULE ON

The SOUTHERNER

Popular *STREAMLINER* Between NEW YORK and NEW ORLEANS

Modern coaches with adjustable reclining seats between New York and New Orleans (seats reserved at small extra cost). Also, all-room sleeping cars between New York, Washington, Atlanta and Birmingham (New York to Asheville southbound), with bedrooms, bedrooms en suite and roomettes. Dining facilities. Tavern lounge car between Washington and Atlanta.

"AVOID THE STRAIN"

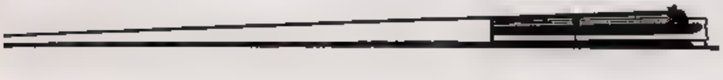
"RIDE THE TRAIN"

Read Down		Daily Schedule			Read Up
4:30 PM	Lv	New York, Penna. Sta. (EST) ...	(PRR)	Ar.	1:30 PM
4:45 PM	Lv	Newark	"	Ar	1.15 PM
5:33 PM	Lv.	Trenton	"	Ar.	12:29 PM
6:03 PM	Lv.	North Philadelphia	"	Ar	12:01 PM
6:18 PM	Lv	Phila., Penna. Sta. (30th St.)	"	Ar	11:51 AM
6:47 PM	Lv	Wilmington	"	Ar.	11.22 AM
7:48 PM	Lv.	Baltimore, Penna. Sta.	"	Ar.	10:21 AM
8:30 PM	Ar.	Washington	"	Lv.	9:40 AM
9:00 PM	Lv.	Washington	(SOU)	Ar.	8.55 AM
11:15 PM	Lv	Charlottesville	"	Lv.	6:45 AM
12:35 AM	Lv.	Lynchburg	"	Lv.	5:25 AM
1:51 AM	Lv.	Danville	"	Lv	4.11 AM
2:51 AM	Ar	Greensboro	"	Lv.	3:13 AM
3:00 AM	Lv.	Greensboro	"	Ar	
3:40 AM	Ar.	Winston-Salem	"	Lv	
3:50 AM	Lv	Winston-Salem	"	Ar	
5.23 AM	Ar	Statesville	"	Lv	
6:30 AM	Ar.	Hickory	"	Lv	
7:43 AM	Ar.	Marion	"	Lv	
9:15 AM	Ar.	Biltmore		Lv	
9:30 AM	Ar	Asheville	"	Lv	
2:51 AM	Lv	Greensboro	"	Ar	3:13 AM
3:10 AM	Lv.	High Point	"	Lv	2:51 AM
3:57 AM	Lv	Salisbury	"	Lv	2:[illegible]7 AM
4:50 AM	Lv.	Charlotte	"	Lv	1:20 AM
5:15 AM	Lv.	Gastonia	"	Lv	12:49 AM
6:22 AM	Lv.	Spartanburg	"	Lv	11:51 PM
7.15 AM	Lv	Greenville	"	Lv	11:10 PM
a9:08 AM	Lv.	Gainesville	"	Lv	a9:11 PM
10:20 AM	Ar	Atlanta (Term. Sta.) ...	"	Lv	8.05 PM
10:30 AM	Lv.	Atlanta (Term. Sta. (EST)	"	Ar	7:50 PM
11:56 AM	Lv	Anniston (CST)	"	Lv	4:10 PM
1:35 PM	Ar	Birmingham	"	Lv.	2.50 PM
1:45 PM	Lv.	Birmingham	"	Ar.	2:35 PM
2:56 PM	Lv	Tuscaloosa	"	Lv	1:22 PM
4:50 PM	Ar.	Meridian	"	Lv.	11:45 AM
4:55 PM	Lv	Meridian	"	Ar	11:40 AM
5:55 PM	Lv	Laurel	"	Lv.	10:30 AM
6:30 PM	Lv	Hattiesburg	"	Lv	9:55 AM
9:20 PM	Ar	New Orleans (Union Pass. Term.)	"	Lv.	7:30 AM

a — Stops to let off or receive revenue passengers from or for Greenville and Atlanta or beyond.

For Pullman and coach reservations, fares and other travel information, please call or see one of our passenger representatives or ticket agents.

SOUTHERN RAILWAY SYSTEM



Standard's Bill Barr (second from right) talks over railroad lubrication yesterday and today with (l. to r.) Messrs. Quinn, Williams and McAlpine of the Burlington.

Bill Barr's business is to help the busy Burlington

When the Burlington put the new SD-24's into service in June, 1959, Bill Barr was on the job providing technical service on lubrication. This is old stuff for Bill He's been helping the Burlington for 19 years. And he has more than 30 years' experience on diesel lubrication, plus an engineering degree from Louisiana University to qualify him for this work.

Although Bill Barr wasn't there when the Burlington's first diesel went into service in 1934, Standard Oil was. Standard diesel lubricants were used in the famous Pioneer Zephyr on its history-making non-stop Denver-Chicago run 26 years ago. Standard products were still in use in this train when it was removed from active service and placed on public exhibition in early 1960.

The kind of skilled technical service Bill Barr renders the Burlington and the experienced service Standard Oil provides railroads are yours simply by calling **Railway Sales Department, Standard Oil Company (Indiana), 910 South Michigan Ave., Chicago 80, Illinois.**

You expect more from **STANDARD** *and you get it!*

Family Fun
with...
12
tudor
Electric
football game

AL DOROW, [illegible] back of the Titans of New York, using Tudor Electric Football Game described below, demonstrates [illegible] strategy to young [illegible]. Dorow is a member of Tudor's Sport Game Advisory Staff

tudor Tru-action® Electric SPORT GAMES

All the thrills, all the plays, all the strategy of major league sports! Operate on house current! UL approved for safety!

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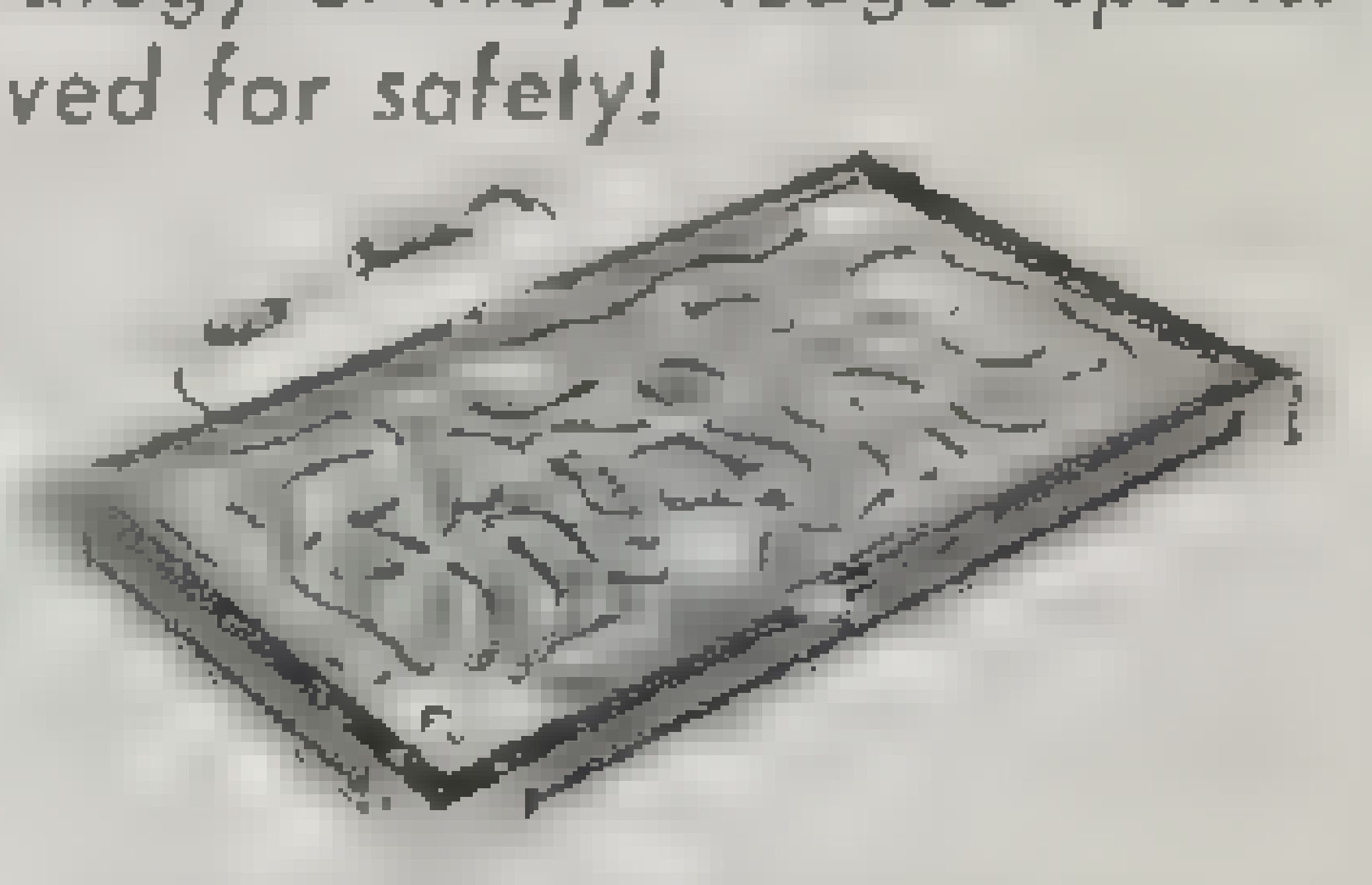

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[illegible]

[illegible]

[illegible] stops. Life the linemen and backs on [illegible] try. Block pass [illegible]

● N[illegible]

TUDOR METAL PRODUCTS CORP. 200 FIFTH AVENUE, NEW YORK 10, N. Y.

New Role for Railroads in Nation's Defense

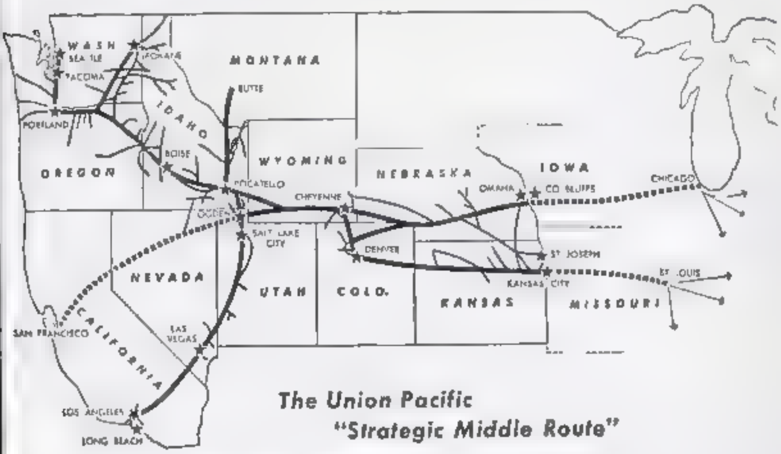
The nation's railroads will become an integral part of the Strategic Air Command's defense program if the mobile-missile plan now being favorably considered by Defense Department officials is adopted.

The plan will base long-range missiles on special trains which will constantly roam the country on unfixed schedules. Mobile missile-carrying launcher-trains would act as a deterrent to global nuclear war. They would augment the effectiveness of immobile bases in countering possible attack.

Union Pacific has kept pace with military science for defense by constant progress in mobile equipment, acquisition of powerful diesel and gas-turbine locomotives, development of improved operating techniques and electronic communications.

Our outstanding safety record speaks for itself... and safety, along with a roadbed unsurpassed for smoothness, are big factors in transporting everything, from delicate instruments to massive missiles, on dependable 'round the clock schedules.

Union Pacific is geared to handle skillfully the transportation of the greatest flow of peace-time commodities in history... and is well prepared to join with other railroads in accepting this new role in the nation's defense program.


WASH
SEATTLE
TACOMA
SPOKANE
PORTLAND
MONTANA
BUTTE
IDAHO
BOISE
OREGON
POCATELLO
WYOMING
NEBRASKA
IOWA
OMAHA
CO. BLUFFS
CHICAGO
CHEYENNE
OGDEN
SALT LAKE CITY
DENVER
ST. JOSEPH
ST. LOUIS
KANSAS CITY
NEVADA
UTAH
COLO.
KANSAS
MISSOURI
SAN FRANCISCO
CALIFORNIA
LAS VEGAS
LOS ANGELES
LONG BEACH

The Union Pacific "Strategic Middle Route"

Dependable Freight and Passenger Service

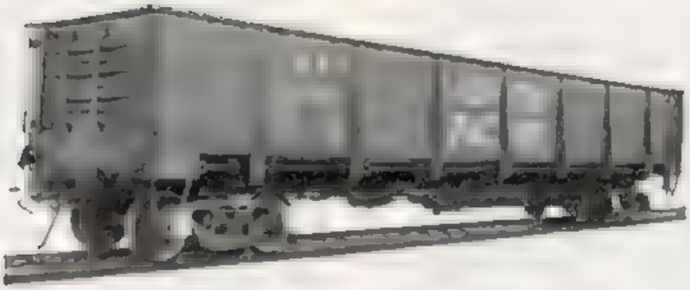
UNION PACIFIC
Railroad

OMAHA 2, NEBRASKA

UNION PACIFIC RAILROAD . . . provides a variety of

GONDOLAS

to better handle your products



SELF CLEARING

for commodities unloaded through the bottom

SOLID BOTTOM

for products requiring solid floor shipping

UNION PACIFIC

COVERED GONDOLA

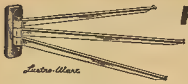
for protecting products from the weather

Whenever you ship
in or through the West

...be specific, say

Union Pacific
RAILROAD

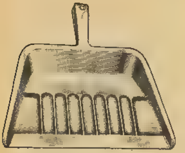
PLASTIC HOUSEWARES



TOWEL RACK

Styrene rack has three 12" swing-away arms. Crystal bars. Brackets in red, yellow and white. Individually carded.

H-L26—Dozen $3.53



DUST PAN

Unbreakable 11" styrene pan. Seamless design with high sides, fluted bottom, deep dirt pocket. Sets flat, front edge hugs floor. Hole in handle for hanging. Assorted colors.

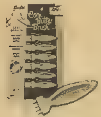
H-P30—Dozen $4.97

CORN SKEWERS

CORN SKEWER SET

Stain resistant, twin steel prongs molded into smart corn yellow styrene handles. No drip butter guard. Set of 6 on pilfer-proof blister pack.

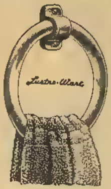
H-629—Doz. Sets $2.10



CORN BUTTER BRUSH SET

Pure white nylon bristles make buttering corn easy. Molded yellow corn design styrene handle. Washable in dishwasher. Set of 6 on pilfer-proof blister pack.

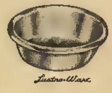
H-CB-49—Doz. Sets......$3.60



LOOP TOWEL HOLDER

Large 6½" styrene ring swings free in easy-to-install socket base Complete with screws. Carded. Assorted colors.

H-L27—Dozen $2.81



POLYETHYLENE CEREAL BOWL

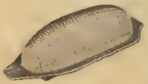
Boil-proof . . . unbreakable . . . dishwasher-safe 6⅛" diameter, 1¾" deep. Assorted colors.

H-B-7S—Dozen $1.80

CORN SALT AND PEPPERS

Colorful corn design in durable styrene. Leaf green and chartreuse bases with corn yellow tops. Display card and cello bag for each pair

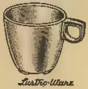
H-SP2—Doz. Pair $1.80



CORN BUTTER DISH

Made of durable styrene. Chartreuse and leaf green bases, corn yellow covers. Individually cello bagged.

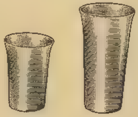
H-BD1—Dozen $2.90



JUMBO COFFEE CUP

9½ oz. boil-proof polyethylene cup. Unbreakable, stain-resistant. Flat-top handle for secure thumb grip. Assorted white, yellow, pink, aqua.

H-C19S—Dozen $1.80



POLYETHYLENE TUMBLERS

Boilproof . . . unbreakable . . . safe in dishwasher . . . assorted colors.

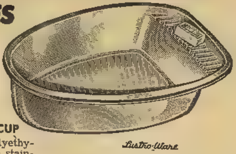
H-16S—8 oz. size—Doz. 72¢
H-17S—14 oz. size—Doz. $1.37

CORN SERVICE SET

DELUXE CORN SERVICE SET

Consists of 4 corn server dishes, 8 deluxe corn server dishes, 4 corn salt and peppers, 2-piece butter dish. In combinations of leaf green and chartreuse. In gift box.

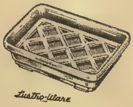
H-DL300—Doz. Sets ..$21.60



DELUXE BABY BATH

30 qt. polyethylene tub with large shelf for soap and washcloth. Size 16¼ x 26¾ x 6½". Unbreakable, can't chip, dent, or rust. Rim has hole for hang-up storage. In pink, blue, white and yellow.

H-L161S—Dozen $28.44



POLYETHYLENE SOAP DISH

Large size, 3⅜ x 4¾". Can't mar or stain. Removable drainplate for easy cleaning. Assorted colors.

H-L3S—Dozen $2.09

CORN SERVERS

CORN SERVICE FOR 4

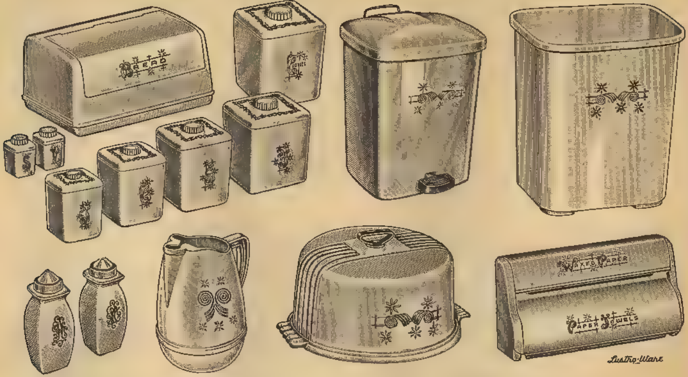
Set includes 4 corn husk design corn dishes, 8 corn skewers, 2 corn design salt and peppers. Leaf green and chartreuse combination. In display carton.

H-CS-12—Doz. Sets....$11.50

TABLE ACCESSORY SET

Set includes bread basket, butter dish and cover, pair of salt and peppers. Made of unbreakable polyethylene in yellow, pink, turquoise and red. Set in poly bag.

H-TA-4—Doz. Sets......$6.30



Lustro-Ware "Elegante" Tarnish Proof Metallic Leaf, Decorated Plastic House-wares in Gleaming Gold or Chrome

"ELEGANTE" METALLIC DECORATED STEP-ON CAN

18 qt. rectangular can with rigid linear polyethylene shell. Solid bottom . . steel lift mechanism . . . pick-up handle at back . seamless inner pail. 12 x 12¼ x 16" high. Satin W, Y, P, T with gold—R with chrome.

H-CA-101S—Each $5.38

CSA-4 *Elegante Metallic decorated 4 piece* SQUARE CANISTER SET

Hi-Impact Styrene *

Big capacity square canisters with "Elegante" tarnish-proof embossed decorations on covers and fronts. Crowned lids have large molded-in knobs—seal to preserve freshness. UNBREAKABLE*, easy to clean—can't rust, chip nor peel. Sizes 4⅜ sq. x 6 high, 5⅛ x 6¾, 5¾ x 7⅝, 6¾ x 8⅛. Colors Satin W, Y, T, P with gold—R with chrome. **Retail $3.95**

CSA-4—Square Canister Set $2.37

BA-20 *Elegante Metallic decorated* HINGED COVER BREAD BOX

Hi-Impact Styrene *

Extra large, holds 3 loaves plus rolls, etc. Keeps freshly baked taste longer. Easy to clean, rust-proof, UNBREAKABLE*. Can't dent nor chip . . . won't mar walls or counter tops. With "Elegante" tarnish-proof embossed decoration. 15x11¼x7½ high. Satin W, Y, T, P with gold—R with chrome. **Retail $4.95**

BA-20—Each $2.97

BA-37S *Elegante Metallic decorated* *Polyethylene* WASTE BASKET—32 qt.

Big capacity, cushion-soft with embossed tarnish-proof decoration. Strong flanged rim for easy handling, molded-in feet. Can't leak nor rust, unbreakable. 11¼x14x16 high. Satin W, Y, T, P with gold—R with chrome decoration. **Retail $3.69**

BA-37S—Each $2.21

LA-82 *Elegante Metallic decorated* LOCKING CAKE COVER SET

Hi-Impact Styrene *

Big, UNBREAKABLE* with tarnish-proof metal-plated handle and embossed decorations on 2 sides. Easy to carry . . . contents always stay oven fresh. Cover locks to base through tray handles. Satin W, Y, T, P with gold—R with chrome. **Retail $3.95**

LA-82—Each $2.37

LA-46 *Metallic decor.* TABLE PITCHER—2½ qt.

Hi-Impact Styrene *

Lightweight. UNBREAKABLE* Tarnish-proof embossed decoration. Easy-to-hold, molded-in handle has perfect pouring balance. Ice retainer spout, 8⅛ high. In Satin W, Y, T, P with gold—R with chrome. **Retail $1.29**

LA-46—Dozen $9.30

"ELEGANTE" MUSTARD AND KETCHUP DISPENSER SET

Polyethylene . . . squeezeable, unbreakable, 2⅜ x 5½" high. Colors satin W, Y, P, T with gold, R with chrome.

H-LS-175S—Dozen Sets $7.06

Color Code

T-turquoise P-pink R-red
W-white Y-yellow

LA-113C *Elegante Metallic decorated* SQUARE COOKIE or CRACKER JAR

Hi-Impact Styrene *

Large family size, matches CSA-4 Canisters with tarnish-proof embossed decorations. Tight fitting, stay-fresh lid. 6¾ sq. x 8⅛ high. UNBREAKABLE*. Colors Satin W, Y, T, P with gold—R with chrome. **Retail $1.69**

LA-113C—Square Cookie or Cracker Jar—Dozen $12.17

Elegante Metallic decorated SALT and PEPPER SETS in cellophane package

SSA-1 *CHEF SIZE Shakers* with tarnish-proof embossed decoration. Popular cooking set with non-clogging, easy to-remove screw-lock tops. 2½ sq. x 4 high. Colors Satin W, Y, T, P with gold—R with chrome decoration. **Retail 59c**

SSA-1—Dozen Pair $4.25

HA-15 *Elegante Metallic decorated* DISPENSER *for waxed paper, paper towels, foil, etc.*

Hi-Impact Styrene *

Attractive dispenser with tarnish-proof embossed decoration on cover. Keeps rolls handy. Holds standard sizes in easy to load trays, fine tooth edges cut easily, paper does not unwind. UNBREAKABLE*. 5 x 14 x 7¾ high. Colors Satin W, Y, T, P with gold —R with chrome. **Retail $2.69**

HA-15—Each $1.62

SSA-2 *TABLE SIZE Shakers* with tarnish-proof embossed "Elegante" decoration Same features and packaging as chef size. 1½ sq. x 2½ high. Free-running holes. Colors Satin W, Y, T, P with gold—R with chrome decoration. **Retail 39c**

SSA-2—Dozen Pair $2.81

*** Guaranteed against breakage for one year in home use.**

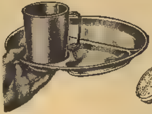
Guaranteed by Good Housekeeping

Lustro-Ware®
PLASTIC HOUSEWARES

SNACK OR PICNIC SET

Made of unbreakable hi-impact styrene. Set includes four 10¼" large dinner size divided plates with cup recess and napkin holder and four matching 11 oz. mugs. Assorted colors. In poly bag. Retail $2.29

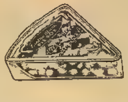
H-PS-2—Per set $1.38



PIE BOX

Flavor seal cover keeps pie just right . . . fits any lunch box. Visual display insert plus safe stacking feature creates sales on sight.

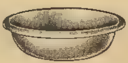
H-B-40—Dozen $1.37



UTILITY BASIN

All flexible general purpose use — for washables. Kitchen and foods. Seamless and leakproof. Retails 98c each.

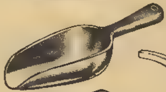
L-151S—Dozen $7.20



SCOOP

Has high sides, tapered spout. Length 6½". Assorted colors. Retail 10c.

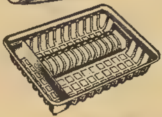
H-160—Dozen ....72¢



DISH DRAINER

Popular family size (12⅜x16½x3⅜") this sturdy drainer can never mar the finest china. Always looks new, never peels, chips or softens. Closed end silver ware compartment. Display labeled.

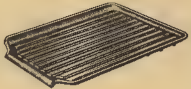
H-L-126—Dozen $10.73



DRAIN TRAY

It's big, (15½x20") yet light for easy handling. Always beautiful, for its color will not fade . . . can't peel, soften or get gummy. Unbreakable perfect cushion protection for sink or cabinet top. Bright colors.

H-L-125—Dozen $14.27

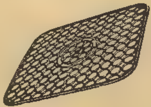


SINK MATS

Plastic mats protect sink, china, glassware, etc. Remain in position at bottom of sink. Permits fast drainage. Assorted colors.

L-120S—Twin Compartment Size (11 x 12¾")—Dozen $5 69

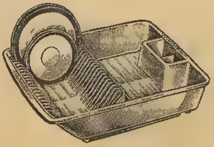
L-121S—Single Compartment Size (12¾ x 16")—Dozen $7.06



DISH DRAIN PAN

One-piece drainer of rigid boil-proof polyethylene, with solid bottom and high sides for no-splash rinsing. Elevated for drainage into sink. Holds 18 plates, with room for glasses, large platters, silverware, etc. Size 14¾ x 18¾ x 3¾". Assorted colors.

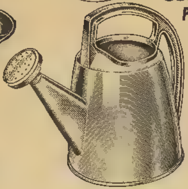
H-L127S—Dozen $28.44



POLYETHYLENE SPRINKLING CAN

Big 9-qt. capacity—compact, easy-to-handle shape. 9⅝" dia. bottom x 13½" high 3¼" dia. sprinkling head removes with a quarter turn for cleaning. Sturdy molded-in handle assures easy pouring at any angle. Colors: Yellow, green. Retail $3.95.

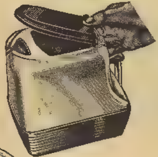
H-L510S—Each $2.37



REFRIGERATOR PITCHER

Compact 2-quart capacity plus ice. Large opening permits easy cleaning. Swing action lid and spout has ice retainer lip. Assorted bright colors.

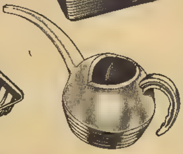
L-45—Dozen $7.06



WATERING CAN

One quart capacity. Graceful, modern design with one piece spout and body top. Won't splash or run back. Stays new —can't rust or tarnish. Assorted colors.

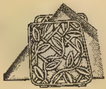
H-P10—Dozen $5.68



NAPKIN HOLDER ASSORTMENT

Bright, ornamental tulip, flower basket and weave design napkin holders. Assorted colors. Retail 10c each.

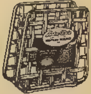
H-5/6/7—Box of 3 doz...........$2.16



NAPKIN HOLDER

Modern weave design, extra sturdy to withstand abuse. Attractively labeled for counter display

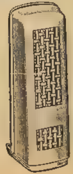
H-H-8—Dozen $1.80

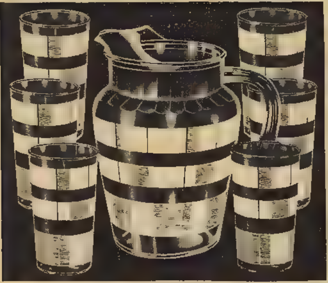


POLYETHYLENE TOILET BRUSH HOLDER

Holder has built-in cleanser shelf . . . keeps cleanser and brush out of sight yet convenient. Can't rust or corrode. Dent-proof, clatter-proof. Pastel colors: Pink, Blue, Yellow or Green.

H-30S—Each $1.79





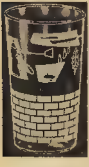
7-PIECE DECORATED WATER SET

Consists of six 11-oz. tumblers and one 80-oz. ice lip pitcher.

Each set in gift carton, wt. 7 lbs. Two and three color decorations. Available with the following decorations (Pastel Ribbons design illustrated):

60/335—Pastel Ribbons
60/333—Colonial Kitchen
60/332—White fruit and gold leaves

Per Set *$1.33*



9½-OZ. DECORATED TUMBLERS

Packed 6 dozen, 22 lbs. Order design by numbers.

3519/6007—Pastel Ribbons
3519/6003—Colonial Kitchen

Dozen ....*82¢*

15-OZ. DECORATED ICE TEA TUMBLERS

Packed 3 dozen, 18 lbs. Order design by numbers.

69/6007—Pastel Ribbons
69/6003—Colonial Kitchen
69/6001—White Fruit & Gold Leaves

Dozen *$1.33*

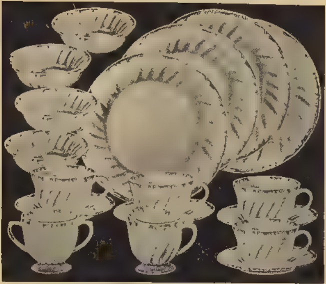
DECORATED 80-OZ. ICE LIP PITCHERS

Pitchers pack ½ dozen, 16 lbs. Order design by numbers.

86/6001—White Fruit and Gold leaves
86/6003—Colonial Kitchen
86/6007—Pastel Ribbons

Dozen *$6.07*

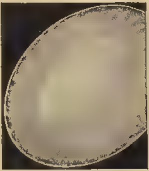
Anchorglass®



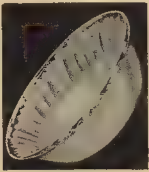
GOLDEN ANNIVERSARY
18-P.C. LUNCHEON SET
IVORY-WHITE GLASS WITH 22 K. GOLD TRIM.

Consists of 4 cups, 4 saucers, 4 desserts, 4 dinner plates, 1 sugar, 1 creamer. Each set in gift ctn., 4 sets to reshipping ctn., weight 41 lbs.

W4100/57—Set *$2.38*



W4147/50



W4178/50

GOLDEN ANNIVERSARY OPEN STOCK

No.	Item	Weight	Pkd.	Doz.
W4179/50	Cup	26 lbs.	6 doz.	$1.13
W4129/50	Saucer	28 lbs.	6 doz.	1.13
W4138/50	7¼" Salad Plate	26 lbs.	3 doz.	1.88
W4141/50	9⅛" Dinner Plate	38 lbs.	3 doz.	2.25
W4147/50	12 x 9" Platter	21 lbs.	1 doz.	4.50
W4178/50	8¼" Vegetable Bowl	15 lbs.	1 doz.	3.00
W4174/50	4⅞" Dessert	22 lbs.	6 doz.	1.13
W4167/50	7⅝" Soup Plate	29 lbs.	3 doz.	2.00
W4153/50	Sugar Bowl	10 lbs.	2 doz.	1.88
W4154/50	Creamer	10 lbs.	2 doz.	1.88

Glassware sold in carton units only.

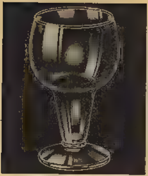
If you order 10 or more cartons of glassware and permit us to ship from the factory in Ohio, you may deduct 10% from glassware prices.

IVORY AND 22 K. GOLD TRIM EGG PLATE

Each plate in a gift ctn., packed 1 dozen, 24 lbs.

W896-G/13—Dozen ..*$7.50*

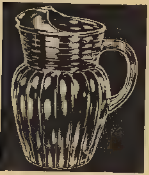
CRYSTAL GLASSWARE



HOLLOW STEM BEER GOBLET

Capacity 15 oz., packed 2 doz., 15 lbs.

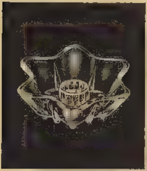
3558—Dozen $1.88



80-OZ. PITCHER

Crystal pitcher, packed ½ dozen, 19 lbs.

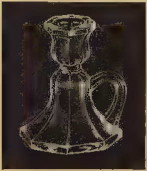
687—Dozen $4.57



4⅜" CANDLEHOLDER

Packs 4 dozen, 18 lbs.

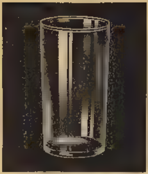
986—Dozen ....$.80



4½" CRYSTAL CANDLESTICK

Packed 2 dozen to ctn. Shipping weight 14 lbs.

982 -Dozen $1.50



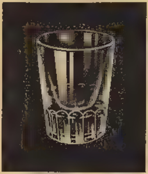
SHELL TUMBLER

6-oz. tumbler, packed 6 dozen, 18 lbs.

3511—Dozen .... .67¢

8-oz. tumbler, packed 6 dozen, 23 lbs.

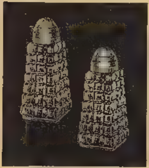
3513 Dozen . ...80¢



1 OZ. WHISKEY GLASS

Packs 6 dozen, 17 lbs.

660/1—Dozen ....64¢

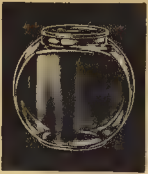


SALT AND PEPPER SHAKERS

3½" high, red plastic tops, 12 lbs. Packs 6 doz.

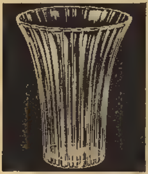
Salt—6S—Dozen .... 57¢

Pepper—6P—Dozen .... 57¢



DRUM-SHAPED FISH GLOBES

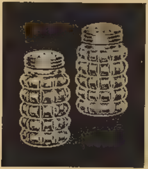
No.	Size	Pkd.	Wt.	Doz.
70/1	1 qt.	3 doz.	38 lbs.	$2.25
70/2	½ gal.	2 doz.	46 lbs.	$2.80
70/4	1 gal.	1 doz.	40 lbs.	$4.69



7" FLOWER VASE

2 doz. to ctn., 44 lbs.

1942—Dozen $2.25



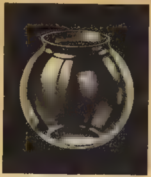
SALT AND PEPPER SHAKERS

3¼" high, aluminum tops, 6 dozen to carton, 14 lbs.

Salts—1830S—Dozen ...57¢

Pepper—1830P—

Carton (6 Doz.) 57¢

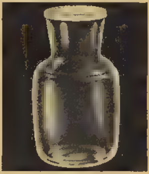


4" FISH BOWL OR IVY BALL

This is the bowl used in the carnival fish bowl game. Size of opening 2¼".

Ctn. wt. 22 lbs.

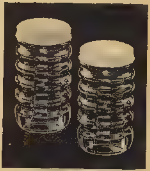
3354—Carton (4 doz.) $4.00



40-OZ. REFRIGERATOR CHILLER

With red plastic cap. Packed 1 dozen, 15 lbs.

3340—Dozen $1.94



RANGE SALT AND PEPPER SHAKERS

Large 4½" high, decorated aluminum top, packs 4 dozen, 20 lbs.

Salt—943S—Dozen ....75¢

Pepper—943P—Dozen .. 75¢

Glassware sold in carton units only.

No COD's.

If you order 10 or more cartons of glassware and permit us to ship from the factory in Ohio, you may deduct 10% from glassware prices.

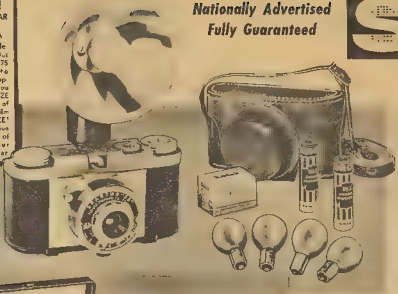
FREE FILM!

FOR ONE FULL YEAR WITH EVERY SPARTUS CAMERA

Send each roll of undeveloped film to Spartus with $ .00 (or $1.75 with 35mm film) to cover cost of development and printing. You receive JUMBO-SIZE prints plus one roll of Eastman or Ansco film ABSOLUTELY FREE! And you will continue to receive a free roll of film along with your prints for one full year.

Nationally Advertised Fully Guaranteed

Spartus Cameras

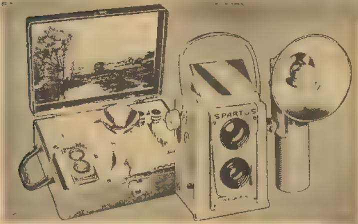


SPARTUS 35MM 10 PIECE CAMERA OUTFIT

America's easiest to use 35MM camera. Precision built, rich mahogany and satin chrome finish. F6.3 Achromat color-corrected lens, for sharp black and white or color pictures. Easy-to-use exposure selector, adjustable focusing mount. Takes 20 or 36 shots on standard 35MM film. Automatic film stop counter. Eye-level optical view-finder. Synchronized flash.

Outfit Includes: Spartus "35" Camera • Plug-in Flash Gun • Four Flash Bulbs • All Leather Carrying Case • One Roll Eastman 20 Exposure Film • Two Batteries • Free Film Certificate.

K79—Outfit $16.63



SPARTUS "620" REFLEX CAMERA OUTFIT WITH TRAVEL CASE

Here's everything you need in a complete picture taking outfit with deluxe fitted Travel Case, makes the perfect gift! Features our popular, easy to use "620" Reflex Camera. Big brilliant view-finder, factory adjusted lens. Adapts for use with all miniature flash bulbs. Styled in silver and gray finish. Takes 12-2¼ x 2¼ pictures on 620 color or black and white film. Plug-in flash gun.

Outfit Includes: 620 Camera • Matching Ejector Flash Gun • One Roll Eastman 620 Film • Four Flash Bulbs • Deluxe Fitted Travel Case • Two Batteries • Instruction Book • Free Film Certificate.

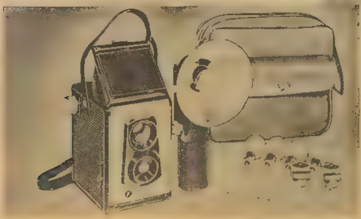
K65—Outfit $9.30

SPARTUS "620" REFLEX CAMERA OUTFIT

Here's everything you need in one kit, for perfect color or black and white pictures, makes the perfect gift. Features our popular, easy to use "620" Reflex Camera. Big brilliant view-finder, factory adjusted lens. Adapts for use with all miniature flash bulbs. Styled in silver and gray finish. Takes 12-2¼ x 2¼ pictures on 620 color or black and white film. Plug-in flash gun.

Outfit Includes: 620 Camera • Matching Ejector Flash Gun • One Roll Eastman 620 Film • Four Flash Bulbs • Deluxe Zipper Gadget Bag • Two Batteries • Instruction Book • Free Film Certificate.

K64—Outfit $8.63



SPARTUS FULL VUE 11 PIECE CAMERA OUTFIT

No adjustments necessary. See the picture in the brilliant view-finder before you shoot. Twin lens reflex, America's easiest to use camera. Fixed focus lens takes 8 perfect pictures every time in color or black and white. Uses 120 film with synchronized flash.

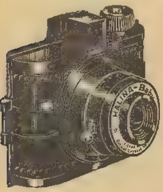
Outfit Includes: Full Vue Camera • Eastman 120 Film • Two Batteries • Chrome Ejector-Type Flash Gun • Four Flash Bulbs • Tan Gadget Bag • Full Length Shoulder Strap • Free Film Certificate.

K49—Outfit $13.30

PANCHROMATIC HIGH SPEED FILM

Bedford film—made by one of the world's largest manufacturers of film. Has an unmatched guarantee. Costs approximately ⅓ less than advertised brands and allows dealer much larger profit. Each box contains 3 rolls to sell for 99c per box. Carton contains 8 boxes of No. 127, 16 of No. 620 and 4 of No. 120. Dealer takes in $27.22 — makes $9.24.

Per Carton $18.48



"HALINA BABY" CAMERA

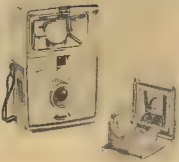
Prefocused camera with viewfinder takes 1 x 1½" photos on 127 film. Fitted with optical crystal lens. Simple enough for a child to operate. Black plastic case with neck strap. Each in a box.

N-C1129—Dozen $7.20

MOUNTED BOTTLE OPENER

Steel opener mounts on wall. Designed to prevent glass chips. Easy action permits resealing of caps. Screws for mounting.

H-163—Dozen.......... $2.80



IMPERIAL MARK 27 3-Way Flash Camera

Camera with built-in flash unit takes color slides, color snapshots, black and white on 127 film. Takes 12 professional-looking photos any time, any place. Flash unit has protective cover when not in use. Free slide viewer with each camera. Retail $5.95.

J-927/V—Each $3.60

MARK 27 CAMERA DEAL

Six J-927/V cameras in assorted colors, 6 free viewers complete with new pyramid counter display. Retail value of deal $35.70.

J-D6/927—Deal (6 cameras & viewers) $21.60

NESCO GOURMENT ROTISSERIE-OVEN

Bakes, barbecues, broils, grills and roasts. Heavy-duty, quietly operating, motor-driven, removable, will hold a 15-lb. turkey or a 20 lb. roast. Clear glass, heat-proof door adjusts to 2 positions. Large aluminum grill and drip tray, roasting tray, broiling and baking rack, spit, skewers and barbecue clamp rack. Automatic temperature control—150° to 450°, 4-hour timer control. Chrome finish. Cool plastic handles and feet.

166K —Each $60.20

IMPERIAL CAMERAS

Imperial cameras take 12 jumbo size pictures black and white or full color. Use Standard No. 620 roll film and Kodacolor CU620. Lenses by American Optical Co.

Imperial
SIX-TWENTY
SAF-H CAMERA

IMPERIAL SNAPSHOT CAMERA

Simple, easy-to-load plastic snapshot camera, with eye-level view finder. Perfect for the young beginner. In black only. Retail $1.98.

J-620NF—Each $1.20

SNAPSHOT CAMERA

Twelve No. J-620NF cameras shown above. Complete with display. Deal retails for $23.76.

J-D12/620NF—Deal (12 cameras)......$14.40

IMPERIAL MARK II CAMERA

Modern, high-styled plastic camera complete with flash unit. Popular priced and simple to use, prefocused. In eye appealing pastel colors. Individually boxed. Retail $3.98.

J-730—Each $2.40

MARK II CAMERA DEAL

Six No. J-730 cameras in assorted colors with flash units, plus display as illustrated above. Deal retails for $23.76.

J-D6/730—Deal (6 cameras). ...$14.40

H-5421

H-5417

4-PIECE KING SIZE TRAY TABLE SET

Four heavy gauge steel trays with detachable folding legs. One of the four legs serves as a holder for storing all four trays and legs. Multi-coat lithographed finish is alcohol and corrosive resistant. Beautiful full-color floral decoration. Black enamel legs. Size 21 x 16 x 25" high.

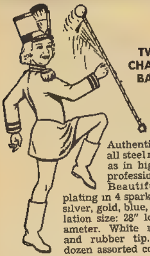
H-5421—Per Set $8.60

4-PIECE QUEEN SIZE TRAY TABLE SET

Same description as King Size set except for size and decoration. Size is 17½ x 13 x 24" high. "Golden Weave" design—a gold and brown design on an ivory background.

H-5417—Per Set $5.95

Carnival Favorites



TWIRLIT CHAMPION BATONS

Authentic dimpled all steel metal shafts as in higher priced professional batons. Beautiful electroplating in 4 sparkling colors: silver, gold, blue, rose. Regulation size: 28" long, ⅝" diameter. White rubber ball and rubber tip. Packed 1 dozen assorted colors.

N-B871—Dozen $7.20

PENNANT CANES

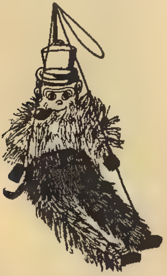
Lightweight, stained bamboo canes, 36" long. Use with pennants or hang celluloid dolls, fur monkeys, plush toys, etc. on cane. Also use as inexpensive carnival prize

Per 100......$1.80 Per 1,000......$16.00

BALL-KNOB PENNANT CANES

Made of brilliantly lacquered red dowels, ¼ x 30" with blue and yellow ⅝" diameter knobs.

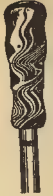
N-C1096—Per 100 ....$4.50
Per carton of 500 ....$20.00

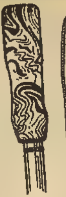


DANCING FUR MONKEY WITH PIPE

Pipe-smoking monkey wearing high hat. Celluloid head with painted features and red celluloid hat. Bright, fur covered body of wood and wire. Monk is suspended from coil spring wire.

No.	Size	Packed		Gross
N-B794	4"	Box of 4 doz.	$1.60	$ 4.50
N-A987	7"	Box of 2 doz.	$1.60	$ 9.00
N-A888	10"	Dozen	$1.90	$21.00

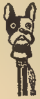


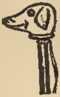


SWAGGER CANES

Full 35" long. Red, yellow, blue and green enameled bodies. Handles are 3" long, enameled in bright colors.

N-A5—Dozen $1.20
Gross .. $12.00

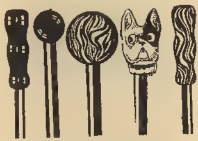




CHINA HEAD CANES

34" long. Red, yellow, blue and green enameled bodies with glued-on porcelain heads. Assorted 5 subjects.

N-A369—Gross $16.75

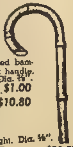


SWAGGER ASSORTMENT

Complete assortment of 5 different 34" and 35" swagger canes as follows:

3 dz. with mottled handles
3 dz. with enameled handles
3 dz. with 1" round enameled heads
2 dz. with 1½" round mottled heads
1 dz. with China heads

N-C957—Gross $12.40



CROOK HANDLE BAMBOO CANE

Light weight, straight shanked bamboo parade cane with full crook handle. Burnt joints. Nicely finished. Dia. ⅜".

N-A363—Dozen $1.00
Gross $10.80

HEAVYWEIGHT BAMBOO CANE

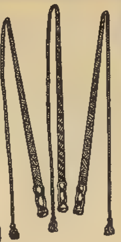
Same as above in heavier weight. Dia. ½".

N-A614—Dozen ....$1.95 Gross.... $22.50

DOWELS

Wood rods made of commercial grade white birch. Use for fur monkeys, feather dolls, balloons, flags, dangling toys, etc.

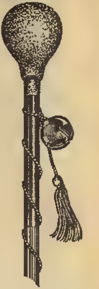
Length	Diameter	Per 100	Per 1000
48"	3/16"	$2.35	$21.00
30"	1/4"	$1.75	$15.00
36"	1/4"	$2.00	$19.20



LASH WHIP

Flexible lash covered with bright colored rayon. Spiral band of gold for added flash. Handles in assorted colors. Full 51" long.

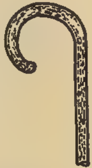
N-C1097—
Doz. $1.80
Bundle of 3 doz. $5.10
Gross $18.75



BELL BATON

Red, white and blue wood bell baton with glittering tinsel head. Decorated with gold, tasseled rayon cord. Length 25", diameter 7/16".

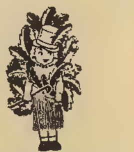
N-A1—
Dozen....$2.00
Gross ... $21.60



WHITE MAPLE CANE

Imported, medium weight, white maple parade cane with full crook handle. Length 36". Steel tip.

N-A362
Doz..... $2.40
Gross..$26.50



CELLULOID FEATHER DOLLS WITH HULA SKIRT

Full bodied celluloid doll dressed in bright gold hula skirt. White socks and red shoes painted on feet. Doll wears gilded necklace and earrings and full sized feathers of brilliant pink, blue and yellow hues. Carries cane and wears metallic top hat. Body is tinselled, hair is lacquered gold and features are painted. Jointed arms.

No.	Size	Packed		Gross
N-C794	4"	Box of 6 doz.	$3.90	$ 7.20
N-A365	5"	Box of 4 doz.	$3.20	$ 9.00
N-A366	7"	Box of 2 doz.	$3.20	$15.00
N-A367	9"	Dozen	$2.00	$21.60
N-A368	12"	Dozen	$3.35	$36.00

LAMPS

ROTO-ACTION LAMPS

The heat of the bulb revolves an inner shade, making the scenes on the lamp appear as if in motion. The scenes are in vivid, vibrant colors with a high gloss sheen and are scratch and scuff-proof. Two scenes on each lamp. Six ft. U.L. approved cord. Heavy brass plated lacquered metal base. Complete with bulb. Lamp diameter 6", height 11½". Available in the following scenes:

E-2001—Lighthouse-Clipper Ship
E-2003—Forest Fire—Wild Life
E-2006—Old Time Trains*
*Not illustrated

E-2002—Waterfall—Camp Fire
E-2005—Fire Engine—Fire Fighting

Each $3.85
Dozen $45.60

BV15

BV'25

SPECIAL PURCHASE!
DELFT BLUE TABLE LAMPS IMPORTED FROM HOLLAND

Pottery vase model lamps with famous Delft Blue Dutch scenery design. White rayon shades with Delft Blue Dutch scenery design. Available in 3 sizes:

No.	Overall Height	Diameter of Shade	3 or More Each	Dozen
BV15	10 inches	6 inches	$1.20	$12.00
BV25	12 inches	9½ inches	$1.80	$18.00
BV30	14 inches	11½ inches	$2.40	$24.00

COLONIAL FIGURE LAMP

Inexpensive novelty table lamp imported from Japan. Colorful Colonial lady and gentleman figurines are part of the porcelain base. Plastic or parchment shade.

E-1584—Dozen $13.50

26" CHINA TABLE LAMP

Genuine American vitreous china table lamp featuring two-tone gold encrusted renaissance finish over body, colors of black, amber or azure. Translucent shade with 2-color hand decoration to match lamp. Packed 6 lamps to carton 2 of each color.

E-503—Carton of 6 ..$18.00

PIN-UP LAMPS

Seamless shade is formed of new plastic material in soft, fadeproof decorator colors. Heavy gauge molded base to match. 6 ft. U.L. approved cord. Height 17". Shade diameter 10". Gold web design on white, pink, blue or beige. Each in a box.

E-401/4—Each $2.80
Dozen $32.00

AQUA-ROSE TV LAMP

Beautiful crystal clear glass-brick-style lamp with American Rose. Fill with water. Base is of brass containing fibre glass shade around light. Height 11". Each in a box.

3TV—Each $2.75

TABLE LAMPS WITH TV OR NIGHT LIGHT

Colorful glass lamps with light in base and 3-way switch. Brass finish metal mountings. Matching hand decorated opaline shades, 8" in diameter. Overall height 17½". Packed 1 dozen—6 each of star design and polka dot. Assorted 3 colors: pink, turquoise and white.

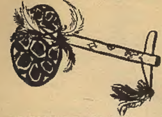
N-L161/4—Carton of 12 (no less sold) $21.60

COLONIAL HURRICANE LAMPS

Brass-plated steel bases and holders. Hooded chimneys in red, green or etched crystal. Height 11". Complete with cord and switch Pair in display box.

E-45L—Per Pair $4.50

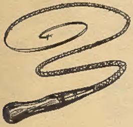
SOUVENIRS



INDIAN TOMAHAWK

The business end of this tomahawk is made of rubber so that little "braves" can't do too much damage. The handle is of wood, decorated with Indian designs, feathers and plastic thongs. 13" long.

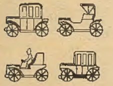
N-C694—Dozen *$2.85*
Gross *$32.00*



BULL WHIP

A 65" braided leather toy whip with a 7½" black wooden handle. Leather is colored red, yellow and black.

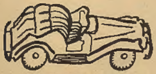
N-C1100—Dozen *$5.40*



SMALLEST OLD TIMERS EVER MADE

Set of 4 miniature antimony old timer cars. Moving wheels. ¾" long. Assorted colors. Set in a box.

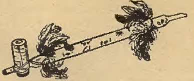
N-C1099—Box of 2 doz. sets *$1.60*
Gross *$9.00*



MODEL SPORT CARS

Soft plastic reproductions of 11 of the best known foreign and American sport cars. The name of each is stamped on the bottom. Moving wheels. Assorted colors. 4½" long. In display box..

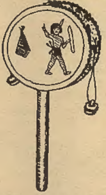
N-C764—Box of 4 doz. $3.20
Gross *$9.00*



PEACE PIPE

Twenty inch wooden pipe painted with Indian designs and ornamented with feathers and plastic thongs.

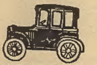
N-C642—Dozen *$2.75*



INDIAN TOM TOM

Plastic covered drum-like tom tom with swinging noise-makers. Souvenir design on front. 3½" drum, 8" length. Hand decorated.

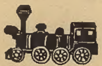
N-C423—Dozen *$1.80*



MINIATURE OLD TIMER CARS

Antimony replicas of the old Model "T" Ford and the "Merry" Oldsmobile. Both have four moving wheels and are hand painted. The Ford is black with gold wheels and the Oldsmobile red and black with gold wheels. 1¾" long. Each in an attractive box.

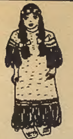
N-C801—Box of 2 doz. $1.60
Gross *$9.00*



OLD TIMER LOCOMOTIVE

Miniature antimony model of an old fashioned locomotive. Engine is painted black and has 8 gold finished wheels that turn. 2" long. Each in a box.

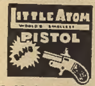
N-C574—Box 3 doz. *$2.40*
—Gross *$9.00*



LARGE INDIAN DOLLS

Large sized Indian dolls with painted features and dressed in leatherette costumes. Silk trim on costumes. Pair in box with painted Indian motif. 6½" tall.

N-C408—Dozen *$4.00*



Worlds Smallest Pistol

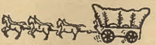
Pistol is only 1½" long. Makes report louder than a 22 pistol! Shoots blank cartridges. Pistol cocks, fires like real pistol. Use as tie slide, ornament, charm bracelet or chatelaine pin. Heavy nickel plated, beautifully finished.

*Must be shipped Railway express.

N-A750—Dozen (no less sold) *$12.00*

"LITTLE ATOM" AMMUNITION *

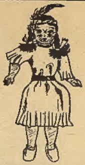
N-A751—Per Tube (12 shots) .... *25¢*



MINIATURE STAGE COACH AND COVERED WAGON

Authentic hand painted scale model reproductions of the conveyances used by the pioneers. Made of antimony with moving wheels. 4" long. Each in a box.

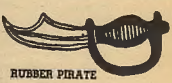
N-C482—Box 3 doz. *$2.40*
—Gross *$9.00*



6" VINYL INDIAN DOLL

Made of non-inflammable vinyl plastic. Has white dress with belt, white shoes, black braided hair, head band with red feather. Movable arms. Each in transparent plastic bag.

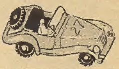
N-C514—Dozen *$2.25*
—Gross *$24.00*



RUBBER PIRATE SWORD

For the young swashbuckler, a rubber sword. Blade is painted silver, handle black.

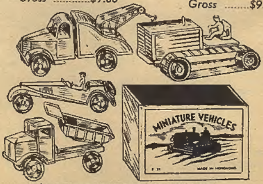
N-B670—9" length—Box of 2 doz. *$1.60*
Gross *$9.00*



PLASTIC SPORTS CAR

Replica of the famous MG. Has free wheeling black wheels, a driver and number painted on the hood. Assorted colors, 3" long.

N-C1134—Box of 2 doz. *$1.60*
Gross *$9.00*



MINIATURE MATCHBOX VEHICLES

Collectors item. Assortment of 4 scale models—a dump truck, caterpillar tractor, tow truck and MG sports car. Made of soft unbreakable plastic. All have moving wheels. Assorted colors. Average size 1¾". Each in a colorfully printed "matchbox."

N-C731—Dozen *80c*
Box of 4 doz................*$3.12* *Gross*...............*$9.00*

ALL-PLASTIC SCALE MODELS

U.S.A.F. B-58 HUSTLER

Monogram model of the world's fastest bomber. 11" long with 6" wing span when assembled. Made up of 73 plastic parts. 3 cockpit canopies open and shut; weapons pod can be dropped. Gas turbine truck and 5 figures included.

PA32—Dozen $7.06
Each ....65¢

CRUISING SLOOP

An accurate Monogram plastic scale model of a typical modern cruising sloop. Kit includes sails, rigging materials, fittings, skipper and crew of 3, plus an anchor stand for displaying model. Size 11⅝" long, 16¾" high. Retail $1.49.

PB18—Each $1.00
Dozen $10.80

THE ROBT. E. LEE

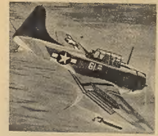
Pyro 22" scale model of the famous Mississippi steamboat. More than 360 plastic parts plus anchor chain, thread for rigging, display stands and instruction sheet with history.

C-237—Each $4.77

49¢ LITTLE DIPPER

Rubber powered airplane. All balsa parts with bright red plastic free-wheeling propeller assembly and landing gear wheels. 18" wing span, 13" overall length. Assembles ready-to-fly without cementing in less than a minute. Each in poly bag.

54—Dozen $3.60



S B D DAUNTLESS

Authentic ¼" scale Monogram model of the famous World War II Navy dive bomber. Molded in blue, black and clear plastic. Complete exterior and cockpit detail. Movable dive brakes, retractable landing gear, swivelling rear machine gun, bomb dropping mechanism, Bombs and 4 figures included. Retail $1.49.

PA54—Each $1.00
Dozen $10.80

MOTORIZED 1932 FORD COUPE

Large size Monogram model powered by battery operated electric motor. 76 parts in color and chrome plate, 5 windows, clear "vista dome" top black rubber tires, big decal sheet. Retail $2.98 (batteries not included).

PC257M—Each $2.00
Dozen $21.60

29¢ DART CATAPULT GLIDER

All balsa glider complete with strong rubber slingshot launching device. Has 18" wing span . . . is 12" in overall length. Assembles in 30 seconds without cementing. Packed in poly bag.

53—Dozen $2.09

TESTORS PLASTIC CEMENT

Especially formulated for use with plastic model kits. Comes in 10c size 1 oz. tubes.

8—Box of 2 doz...........$1.44

THE VISIBLE MAN
incredible!

THE VISIBLE MAN ASSEMBLY KIT

Authentic laboratory model, accurately scaled. Glands, nerves, heart valves, veins, arteries are all included. Each part can be removed to reveal what lies beneath. The organs and 206 bone skeleton are housed in a transparent "skin." 12 page illustrated handbook. Size: 16" high when assembled.

800—Each $2.97

'32 FORD "HOT ROD"

Strombecker scale model assembly kit. 6" long, 2¾" wide when assembled.

D47—Each ....82¢
Dozen $9.29

MOTORIZED '32 FORD "HOT ROD"

Same as above with electric motor and precision gear transmission.

D46—Each $1.45
Dozen $16.56

10¢ GO-HI GLIDER

Accurately balanced for best flight performance . . . does loops, circles, high soaring . . . is easy to stunt. Made of strong balsa with red and blue printed trim. Can be assembled in 30 seconds without cementing. Each in poly bag.

50—Cabinet of 4 dozen $3.20

INDIANAPOLIS RACER

This Monogram model is an exact replica of a Kurtis-Kraft car as raced on the Indianapolis Speedway. Features hinged hood, detailed engine, instrument panel, quick-release fuel cap, tires, grill, markings, tool box, figures of driver and mechanic.

PC12—Dozen $7.06
Each ....65¢

MOTORIZED INDIANAPOLIS RACER

Same as above complete with battery operated electric motor.

PC212M—Dozen $14.40
Each $1.30

GREEN HORNET—FORD "T"

Monogram hod rod kit. Top, fenders and body removable to convert to rail job. Chevrolet V-8 engine, detailed parts, rubber tires, decals. 6" long, when assembled.

PC61—Each $1.00
Dozen $10.80

25¢ GO-HI GLIDER

Made of strong balsa . . . wing span 18", overall length 12" . . . 3-color (red, yellow, blue) printed trim. Designed for greater-than-ever height and distance in flight . . . improved maneuverability in stunting. Can be assembled in 30 seconds without cementing. Packed in poly bag.

51—Dozen $1.80

TESTORS PLASTIC PAINT KITS

Testor's enamels feature basic colors in handy 7-bottle and 10-bottle packaging. These enamels have become the standard of excellency in the model-hobby field.

11J—7-bottle kit—
Doz. Kits $5.04
11K—10 bottle kit—
Doz. Kits $7.06

"FIZZIES" FOUNTAIN

Dispenses the famous "Fizzies" as soda pop—just like a real carbonated soda fountain—including the fizz. Complete with "fizzies," cups and instructions. Made of plastic. Size 11½ x 11½ x 5¾"

T6589—Dozen $21.60

$1.98 PRESTO PAINT

Paint water colors without water or brushes. Solid paints in plastic holders. Goes on smoothly, covers evenly, blends without mixing. 12 brilliant pure food colors. 9 outline pictures. Color guides.

T6372—Dozen $14.40

SKEETS SHOTGUN

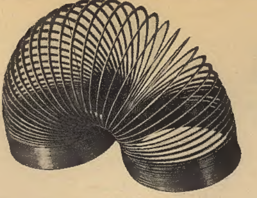
Simultaneously shoots "skeets" and fires standard roll caps. Magazine loads with 30 "skeets." Barrel can be removed and stock unscrewed converting shotgun to a pistol. Made of high impact plastic.

T3178—Dozen $14.40

GIVE-A-SHOW PROJECTOR

Projects a 5 x 5 ft. picture on wall or any surface in full color. 112 color slides of 16 popular TV characters. Also projects any 35MM slide. Battery operated.

501—Each....$3.10 Doz.....$36.00



SLINKY

Amazing coiled spring toy squirms, walks downstairs and does hundreds of fascinating hand tricks. In bright red or blue. Each in a box. In display carton.

T2814—Dozen $7.20

PRESTO SPARKLE PAINT SET

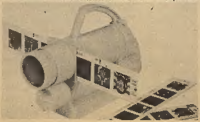
Paint water colors without water or brushes—make paintings sparkle with flowing glitter. Six brilliant colors in plastic holders go on smoothly, blend without mixing. Also 5 containers of flowing glitter . . . just brush it on. Nine outline pictures with color guides.

T2089—Dozen $14.40

98¢ PRESTO PAINTS

Paint water colors without water or brushes. Solid paints in plastic holders. Goes on smoothly, covers evenly—no dipping, no spilling. 6 brilliant pure food colors; 6 outline pictures to paint.

T1631—Dozen $7.20



ORIENTAL SCROLLS— OIL PAINTING BY NUMBERS

Set contains 2 Japanese parchment wall hangings, predrawn and prenumbered ready to be painted. Complete with 12 jars of oil paint and brush.

T8998—Dozen $18.00

"YOGI BEAR" SCORE-A-MATIC BALL TOSS GAME

Molded, decorated, sturdy plastic figure of TV's famous Yogi Bear with large open mouth in which ball is tossed. When ball drops through mouth point score is automatically registered in dial at front and ball is automatically returned through opening at bottom. Figure is 19 x 12 x 3½". Complete with 5 plastic balls. In poly bag.

T9083—Each $2.75
Dozen $32.00

SPARKLE PAINTS

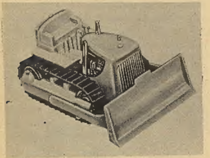
Paint pictures that sparkle with flowing glitter. Ready mixed, just brush it on. Five jewel-like sparkle paints and spreader brush for each color. Included are 6 pictures to be painted.

T2087—Dozen $7.20

TOOTSIETOY AUTO TRANSPORT

6 pieces. Die-cast metal snub-nose cab and trailer with 3 cars all in brilliant baked enamel finish. Ramp permits loading and unloading of cars. In gift box.

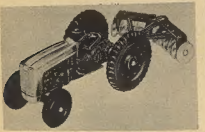
3920—Dozen $7.50



TOOTSIETOY TRACTOR & SCOOP

Die-cast metal exact scale Ford tractor with movable scoop. Hi-gloss baked enamel finish. Overall length 7¼". Each in gift box.

3900—Dozen $7.50



TOOTSIETOY TRACTOR & HARROW

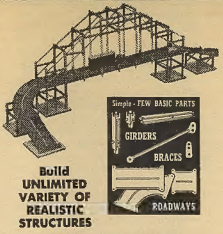
Authorized reproduction in die-cast metal of Ford tractor and disc harrow. Baked enamel finish. Overall length 7¼". In gift box.

3810—Dozen $7.50

TOOTSIETOY JUMBO CAR ASSORTMENT

Assortment of 6 handsome 2-tone die-cast metal 6" cars and trucks. Hi-gloss baked enamel finish. "Skin packed" on attractive 3 color card.

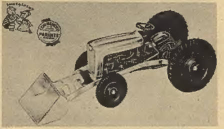
2300—Dozen $3.00


Simple - FEW BASIC PARTS
GIRDERS
BRACES
ROADWAYS
Build UNLIMITED VARIETY OF REALISTIC STRUCTURES

BRIDGE AND TURNPIKE BUILDING SETS

Build with interlocking girders and braces. Put on roadways and approaches. Build all types of highway, suspension and railroad bridges, turnpike interchanges. All parts high strength plastic. Same scale as "H-O." Few simple basic parts.

Starter Set — 214 pieces and planning book
Each...............$2.10 Doz...............$24.00
Large Set—330 pieces and large planning book
Each...............$3.40 Doz...............$40.00



TOOTSIETOY BULLDOZER

Model of Caterpillar Bulldozer with adjustable blade. Die-cast metal in hi-gloss baked enamel finish. Size 4½". Each in display box.

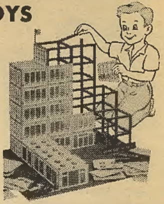
3910—Dozen $7.50

TOOTSIETOY MIDGET ASSORTMENT

10 assorted pocket size miniatures of durable die-cast metal. Hi-gloss baked enamel finish. Size 3¼". In counter display box.

T1100—Box of 6 doz...................$7.20

TOYS



GIRDER AND PANEL BUILDING SETS

Build the way real modern buildings are built. Construct the framework with girders on the Masonite foundation . . . then snap on the prefab wall and roof panels. So simple a young child can build; older children can follow the planning book to build a variety of buildings. Only 3 basic parts — cross girders, upright girders and panels.

Junior Set

Contains 56 girders, 29 wall panels, 9 roof panels, plus store signs, flags, etc., 10 x 10" masonite foundation board.

Each........$1.75 Doz.........$20.00

Standard Set

Contains 88 girders, 55 wall panels, 12 roof panels, plus store signs, flags, etc., 10 x 13" masonite foundation board.

Each........$2.75 Doz.........$32.00

Deluxe Set

Contains 132 girders, 83 wall panels, 20 roof panels, plus store signs, flags, etc., 13 x 16" masonite foundation board.

Each........$4.10 Doz.........$48.00

TOOTSIETOY LEADER ASSORTMENT

Assortment of 4 die-cast metal miniatures in hi-gloss baked enamel finish. Terrific counter merchandise. Ford pickup truck, Ford convertible, Plymouth hard-top, Jaguar racer. In display box.

T1505—Box of 6 doz...................$4.80

TOOTSIETOY CAR & BOAT TRAILER

Durable die-cast metal red Ford station wagon and Tee-Nee boat trailer. Trailer carries polyethylene Cris-Craft speedboat. Boat floats. Overall length 11½". Gift boxed.

3930—Dozen $7.50